

GET INTO CHARACTER

1. How did you choose your current life path or work—what brought you here?

2. Who influenced you along the way (mentor, role model, family, friend)?

3. What products, services, or ideas are you known for in your circles?

4. What do you have a skill for in your life or in your work (or both)?

5. What do your favorite clients say about you?

6. What are you most passionate about, relating to your craft?

7. What are you passionate about personally?

8. What are your top personal and your top professional challenges?

GET INTO CHARACTER—continued

9. What do you really enjoy?

10. What can't you stop talking about at every opportunity?

11. Where can we find you when you're not doing your work?

12. How long have you been doing what you do?

13. Any volunteer activities you're passionate about supporting?

14. Any awards or medals relating to your body of work.

15. How do you desire to be remembered?