



# YOUR DREAM CLIENT'S OWN

by

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# GOLD MINE!

## ***Hey VideoStar!***

Your Dream Client's OW (Ordinary World) is a GOLD mine for your "It" Factor.

When you understand WHO you're talking to, it makes all the difference in the world to your on-camera presence.

This is a hefty set of thought-provoking questions that are designed to give you a deeper insight into your dream clients.

*Grab a smoothie and buckle up for some deep work.*

And as always...

Dream up,



Sarah Michelle Brown  
Your Virtual Video Director



# DIVE ON IN!

Is she happy with her life, does she wish for something different?

Does she have the lifestyle she wants? If not, why?

Is she clear about her meaning, her purpose in life?

What is her career? Does she like what she does?



How energetic or vital is she? Does she like it?

What does she do when she wakes up each morning?

Is she clear about the dreams that she hasn't achieved? What were her dreams?

What does she like about herself? Dislike about herself?

How does she see herself compared to others?




Does she play it safe or take risks?

Does she care what others think? Why?

How has her mother influenced her? How has her father influenced her?

Is she seeking approval from someone else? Who?



How much money does she have? How much money does she want?

Is she an overachiever, or never really realized her value?

Is she an action taker or does she wait for approval or permission?

Is she jealous of others? What is she jealous about?

Does she like to control everything or go with the flow?



Is she busy or bored/unfulfilled?

Does she live in the moment or are her thoughts taken up by the past and/or future?

What is her outlook in life? Optimistic / pessimistic, and how does it manifest in her life?

Does she take responsibility for her situations and actions?



What was her favourite fairy tale? Why?

What are her driving ambitions, her goals?

What does she worry about?

Does she feel like she's enough?





Why can't she get what she want?

What does she want?

What's in her way?

What does she do to get what she wants?



How old is she? What does she think of her age?

What does she fear?

Is she religious, spiritual, agnostic or atheist?

Is she extraverted or introverted?

How does she want to show up in the world?



Who does she want to become? (Does she need to become more of something or less of something?)

What is she afraid of?



On her toughest night, what does she fear will happen if she doesn't solve her issue?

What is the absolute worst thing that will happen if she doesn't change things?



What is the end result if things don't change?

What has held her back from making changes in the past?

What things trigger her to make real changes in her life?



*Be sure to share your  
questions and ah-hahs in the  
Facebook group!*