



Dreams
Animation™

WHO IS YOUR WHO?

Workbook



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www.DreamsAnimation.com

DEEP DIVE INTO YOUR WHO



WHO IS YOUR WHO?

WHO COULD BE YOUR WHO?

WHO SHOULD BE YOUR WHO?

WHERE IS YOUR WHO PAYING ATTENTION?
(awareness)

- FACEBOOK
- INSTAGRAM
- TWITTER
- YOUTUBE
- PINTEREST
- LINKEDIN
- OTHER _____

WHAT IS THE OPPORTUNITY?

WHAT ARE THEIR PROBLEMS?	WHAT ARE THEIR CONCERNS?	WHAT DO THEY WANT?	WHAT DO THEY WANT TO AVOID AT ALL COSTS?



WHAT ARE THE ALREADY PRESENT DESIRES, HOPES, DREAMS, AND FEARS OF MY WHO?

WHAT DO THEY LOVE?

WHAT DO THEY HATE/DESPISE?

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WHAT ARE THEY SPENDING THEIR MONEY ON?

WHERE ARE THEY SPENDING THEIR MONEY?

WHAT DO THEY DO FOR FUN? WHERE DO THEY HANG OUT IN REAL LIFE?

WHAT BOOKS ARE THEY READING OR HAVE THEY READ?

WHAT ARE SOME OF THE CORE BELIEFS OF YOUR WHO?

WHAT ARE THEIR BLINDSPOTS?

WHERE ARE THEY STUCK?

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WHO IS PRESENTLY LETTING THEM DOWN?

WHAT INDUSTRIES/COMPANIES ARE PRESENTLY FAILING THEM?

WHAT OLD MODELS, METHODS, OR SYSTEMS ARE FAILING THEM?

WHAT LIES ARE THEY BELIEVING?

WHO ELSE IS LOVING THIS WHO WELL?

HOW AWARE IS MY WHO
OF THESE PROBLEMS?

- NOT AWARE
- SOMEWHAT AWARE
- SUPER AWARE

IS MY WHO ALREADY
LOOKING FOR SOLUTIONS?

- YES
- N

WHAT ELSE HAS MY WHO ALREADY TRIED?



WHAT ARE THEY LOOKING FOR ME TO BE FOR THEM?

WHAT FEELINGS DO I MOST WANT TO PRODUCE FOR MY WHO?

WHAT EMOTIONAL STATES DO I WANT TO CONSISTENTLY PRODUCE FOR MY WHO?

HOW CAN I KEEP MY WHO LAUGHING?

HOW CAN I KEEP MY WHO MOVING FORWARD AND TAKING ACTION?

HOW CAN I GET MY WHO CLEARER ON EXACTLY WHAT THEY WANT?

WHAT NEW IDENTITY AM I GOING TO GIVE TO MY WHO?

AWARENESS OF PROSPECT



HOW AWARE IS MY WHO OF THIS DESIRE?

IS HE/SHE AWARE OF THE PROBLEM?

ARE THEY AWARE THAT SOLUTIONS EXIST?

HOW CAN I POINT THAT TO MY PRODUCT?
