



The Art of Relevance Workbook

A companion workbook for The Art of Relevance

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Island A:

- Fill in the blanks: “My perfect clients are _____ (kind of person) struggling with _____ (kind of problem).”

- What is this problem costing them in their lives in terms of time, money, energy, relationships, and peace of mind? What are the specific ways its impacting their life? Sure they have these symptoms, but why do they matter? Why do your clients care? What do those symptoms mean to them?

- What would it be like if these problems never went away?

- Your clients have already tried the following options _____ to solve their problems.

- How do they feel about these problems?

- They're secretly ashamed that _____.

- They are tired of _____.

- What are some of the things they need to get done or accomplish that they never seem to be able to knock off their to do list?

- What are the core questions your niche lives with every day that they can't seem to find an answer to?

- The moments they really notice that they have a problem are _____.

- What questions do your clients commonly come to you with in the process of serving them? What tasks do your clients commonly need to complete in the process of achieving their goals? What frustrations do your clients commonly feel during the process of making progress?

- What would happen in their lives (Island A) to let them know they were needing what you have to offer (your boat)? To quote my colleague Dike Drummond: *“Think about this Ideal Client and imagine you are watching them at that exact moment in time when they make the decision to purchase your product or service - from either you or a competitor. Imagine you have a super slow motion camera and can record EXACTLY what is happening in that crucial moment of decision.”*
 - What is going on?

 - Where are they?

 - What are they thinking?

 - What just happened . . . or didn't happen that triggered the decision?

- The perfect moment for me to enter their lives is _____ (Island A).

- What do you see as the hidden blessings of struggling with this problem? (Island A)?

- What choices do they feel torn between? Where do they feel trapped in a ‘damned if I do and damned if I don’t’ kind of situation (e.g. being too authoritarian or too permissive as a parent)? (Island A)

- What's keeping them stuck on in their problems? Why can't they seem to solve it? How would that articulate it?

- What do they feel like a victim of around these issues? What forces do they feel unfairly and unjustly victimized by? (e.g. nature, machine, man etc.)

Island B:

- If they could wave their magic wand in the air and make one thing change in their personal life it would be _____.

- The perfect moment for me to leave their lives is _____.

- Fill in the blanks: “The result my people are craving more than anything else that I can help them get is _____.”

- What do your people secretly try and get away with? What have you seen/experienced when you were in their shoes?

- For it to be a perfect fit, they need to see or relate to their problem like this _____ (e.g. "they're finally ready to use divorce not as an excuse to whine but as an opportunity for spiritual growth").

- If they do their part, after working with me, their life will be better in the following ways _____.

- What's the transformation you're really wanting to cause in their lives?

- What are you giving them permission to do or stop doing in their lives?

- What is it they're secretly craving but feel guilty about wanting?

- If they get that result, what is likely to happen in their lives? What's the impact on them of achieving that result?
- Who do they secretly envy and why?
- What is their biggest fear about getting the result they've been craving so long (if any)?
- What are you aware might be an unexpected and delightful side effect of their getting the result they want? (e.g. they lose weight and now they sleep better)
- What are they trying to "get away with?" Where are they being sneaky, irresponsible and hiding around these issues?

Island Z

- They secretly worry about _____ and at 3am they can't sleep because they can't stop thinking about _____ (Island Z).

- At 3am if they were really in pain about their issue they might go to Google and search for _____.

Island C:

- What is the result you can offer them that they don't even realize is possible yet?
- What do you know is possible that most people don't?
- What's the secret you know?
- What is the possibility you want to wake up in the heart of the world?
- What is a result or reality you currently enjoy in your life or in your projects that most people would never even imagine is possible?

- Fill in the blank: Thinking of your potential clients, complete this sentence, “you might be intrigued by the possibility of . . .”

- Most of my clients want _____ (Island B) but they don’t realize they could have _____ (Island C).

Refinements:

- They're passionate about _____.

- They're deeply committed to _____.

- They're intrigued by the notion that _____ (problem) might really be about _____ (point of view).

- Friends often tell them they're _____ (Qualities)

- They tell themselves, "I could be where I want to be if only it weren't for _____" (the gap)

Feelings Inventory

Feelings we may experience when our needs are being met. The following are words we use when we want to express a combination of mental states and physical sensations. This list is neither exhaustive nor definitive. It is meant as a starting place to support anyone who wishes to engage in a process of deepening self-discovery and to facilitate greater understanding and connection between people.

EXERCISE: Circle the Top Ten words that you believe best describe how your clients feel in relationship to the problems you’ve identified. If the pain is a small one you likely wouldn’t circle high intensity words like horrified, but if the issue is a serious one with very powerful implications you likely wouldn’t circle a word like “irked” or “miffed.” Circle words that you believe accurately reflect how they feel on a regular basis about their problems.

AFRAID	ANNOYED	ANGRY	AVERSION	CONFUSED	DISCONNECTED	DISQUIET
apprehensive dread foreboding frightened mistrustful panicked petrified scared suspicious terrified wary worried	aggravated dismayed disgruntled displeased exasperated frustrated impatient irritated irked	angry enraged furious incensed indignant irate livid outraged resentful	animosity appalled contempt disgusted dislike hate horrified hostile repulsed	ambivalent baffled bewildered dazed hesitant lost mystified perplexed puzzled torn	alienated aloof apathetic bored cold detached distant distracted indifferent numb removed withdrawn	agitated alarmed discombobulated disconcerted disturbed perturbed rattled restless shocked startled surprised troubled turbulent turmoil uncomfortable uneasy unnerved unsettled upset
EMBARRASSED	FATIGUE	PAIN	SAD	TENSE	VULNERABLE	YEARNING
ashamed chagrined flustered guilty mortified self-conscious	beat burnt out depleted exhausted lethargic listless sleepy tired weary worn out	agony anguished bereaved devastated grief heartbroken hurt lonely miserable regretful remorseful	depressed dejected despair despondent disappointed discouraged disheartened forlorn gloomy heavy hearted hopeless melancholy unhappy wretched	anxious cranky distressed distraught edgy fidgety frazzled irritable jittery nervous overwhelmed restless stressed out	fragile guarded helpless insecure leery reserved sensitive shaky	envious jealous longing nostalgic pining wistful

Needs Inventory

We feel bad when our needs aren't met. The following is a list of needs that all humans have to help you articulate the deeper needs your clients have that you're helping to meet.

EXERCISE: Circle the Top Five words that you believe best describe how your clients experience it. Which needs do they feel like are not being met in their life?

CONNECTION	HONESTY	PLAY	PEACE	PHYSICAL WELL-BEING	MEANING	AUTONOMY
Acceptance Affection Appreciation Belonging Cooperation Communication Closeness Community Companionship Compassion Consideration Consistency Empathy Inclusion Intimacy Love Mutuality Nurturing Respect / Self-respect Safety Security Stability Support To know and be known To see and be seen To understand and be understood Trust Warmth	Authenticity Integrity Presence	Joy Humor	Beauty Communion Ease Equality Harmony Inspiration Order	Air Food Movement/ exercise Rest / sleep Sexual expression Safety (protection from life threatening situations) Shelter Touch Water	Awareness Celebration of life Challenge Clarity Competence Consciousness Contribution Creativity Discovery Efficacy Effectiveness Growth Learning Mourning Participation Purpose Self-expression Stimulation Understanding	Choice Freedom Independence Space Spontaneity