

4 Questions to Consider Asking Yourself About Your Next Guest

1. Who is your next Guest? (Conceptually, not specifically. Describe his outlook, his tribe, his hopes and dreams and needs and wants...)
2. What is the story he told himself (about the world, about his situation, about his perceptions) before he met you?
3. How do you encounter him in a way that he trusts the story you tell him about what you have to offer?
4. What change are you trying to make in him, his life, or his story?

Start with these questions before you spend time on tactics, technology or scalability.