

# Questions to ask Yourself

You can use this worksheet specifically to follow along with the **"BEND & WIMP Questions"** training video. (Can also be revisited after Module 2 Lesson 1!)

» **1** | What are the BELIEFS of the people you are trying to influence? What's most important to them?

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» **2** | How do they EVALUATE and make decisions about what things mean? What will they compare you to?

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» **3** | What are their NEEDS? What do they really need at the deepest level? Some people don't know what they need.

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» **4** | What are their DESIRES? What do they want? Why do they want it from you. What can you deliver to them?

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» **5** | What are their WOUNDS? These provide leverage, & you can heal them. This creates a connection by understanding in advance.

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» **6** | What are their INTERESTS? What are they most interested in? When you know, you can appeal to them.

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» **7** | Who are their ROLE MODELS? Who do they look up to? Who do they respect? What do you do different than anybody else?

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» **8** | What are their PRIDES? Know what is working and acknowledge that. It bonds you to them.

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