



## 2. Rediscover the Emotion

What is the dominant pure emotion in your story – anger, fear, sadness, happiness, or shame? Here are some questions to help you reconnect to the emotion behind your business, career path and/or cause.

What was it in your story that kept you up at night?

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What was it that got you so excited?

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Were you angry at the status quo in some particular field?

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What was your lowest point or greatest challenge?

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What do you love to do most?

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What big problem do you have a solution for?

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## 2. Rediscover the Emotion (Cont.)

If you could only share one thing with the world, what would it be?

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What was your big turning point?

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How did you finally make the choice to do what you're doing?

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What's your greatest success or accomplishment? What are you most proud of?

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What's the cost of not doing what you're doing now -- to you, your clients or the world?

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What motivates you to wake up each morning and take action even when it's difficult or frustrating?

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