

FOCUS SHEET: *Your business*

- Do you know what an important song for your business is?

- What's the best book(s) you've read that helped you out?

- What's the most important thing about your business?

- Do you know what you like to do most?

- What questions do you need to ask to do your job well?

- Who's important for your business?

FOCUS SHEET: *Your clients*

- What music do they listen to?

- What books do they read?

- What's important to them?

- What do they like to do?

- What questions do they have?

- Who is important to them?