

# Prospect Formula

Your **WHY** came back as\_\_\_\_\_

What a wonderful **WHY** you have!

Some of the great things about people who  
have that **WHY** are...

Some of the challenges that people with  
the **WHY** of \_\_\_\_ have are...

How does that feel to you? Have you experienced this?  
Can you give me an example?

NOTES: