

Using curious questions to discover a person's needs

Here are the curious questions I shared on Thursday's call. Using ChatGBT I shared the real life profile of a potential prospect and asked for business building type questions to discover how building a business with ASEA. could match their needs.

1. Lifestyle & Energy Goals

These uncover whether they *wants change* at all.

- “What does an ideal working week look like for you at this stage of life?”
- “How are you feeling physically after a full day of clients these days?”
- “If you could make one part of your work easier or lighter, what would that be?”
- “Do you see yourself wanting to keep working the same way long-term, or are you open to transitioning?”

2. Income & Security

Helps identify if additional income streams are relevant.

- “Do you feel your current setup gives you the financial flexibility you'd like?”
- “Have you ever thought about earning income in a way that isn't tied to hours worked?”
- “If something unexpected stopped you from working hands-on for a while, how would that affect you?”

3. Impact & Helping Others

Aligns with their caring profession and client base.

- “What do you enjoy most about helping your clients?”
- “Do you ever wish you had more ways to support them beyond hands-on treatment?”
- “Have your clients ever asked for solutions you wish you could offer but currently can't?”

4. Time Freedom & Sustainability

Important given their age and physical work.

- “How sustainable does your current workload feel for you physically?”
- “Do you ever think about how you might gradually reduce hands-on work without losing income?”
- “What would give you more peace of mind over the next 5–10 years?”

5. Openness to New Opportunities

Gently tests receptivity to ASEA-style models.

- “Are you open to exploring new ways of working if they supported your lifestyle and clients?”
- “Have you ever looked at businesses that complement what you already do?”
- “What would have to be true for you to consider adding something alongside your current work?”

6. Values & Decision Drivers

Helps you match the *why* behind ASEA.

- “What matters most to you now—stability, impact, flexibility, or something else?”
- “When you decide to try something new, what usually needs to feel right first?”
- “Who are you most motivated to support at this stage in your life?”