

Find the Value Behind a Client's Goal

Use it: when a client's goal feels flat or generic.

The steps

- 1 Get the goal in positive words.
- 2 Ask: 'If you got that, what would it do for you?'
- 3 Ask it again on the answer.
- 4 Ask it a third time. Stop at a feeling or value.
- 5 Size check: too big or too small?
- 6 Tie the value back to the goal in one sentence.

Script. 'If you got more leads, what would that do for you? [answer] And if you had that, what would it do? [answer] And that gives you...?'

Common mistakes

- Chunking past the value into abstraction.
- Stating the goal as 'not X'.
- Skipping the size check.

5-MINUTE DRILL. Chunk up your own biggest goal three times. Write the value on a card and put it where you'll see it.

Values drive attention. The next room is how people are pulled toward them. Next: Tue 20 Oct 2026, "NLP: Word Patterns That Hold a Room for an Hour".