## **Dreams & Fears Checklist**

"Sooner or later, important action taken comes down to dreams or fears. Fear: Of being ashamed, feeling stupid, being rejected, being left out, getting hurt, being embarrassed, left alone, dying.

Dreams: Of being seen, being needed, becoming independent, relieving anxiety, becoming powerful, making someone proud, fitting in, seen as special, mattering, taken care of, loved.

Marketers put many layers atop these basic needs (horsepower, processor speed, features, pricing, testimonials, guarantees, and more) but it all comes down to dreams and fears."

- Seth Godin

## What Are Your Customer's Dreams & Fears?

Dreams		Fears	
	Being Seen		Being Shamed
	Being Needed		Feeling Stupid
	Becoming Independent		Being Rejected
	Relieving Anxiety		Being Left Out
	Becoming Powerful		Getting Hurt
	Making Someone Proud		Being Embarrassed
	Fitting In		Left Alone
	Seen As Special		Dying
	Mattering		
	Taken Care Of		
	Loved		