

## **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**

- Being Seen
- Being Needed
- Becoming Independent
- Relieving Anxiety
- Becoming Powerful
- Making Someone Proud
- Fitting In
- Seen As Special
- Mattering
- Taken Care Of
- Loved

### **Fears**

- Being Shamed
- Feeling Stupid
- Being Rejected
- Being Left Out
- Getting Hurt
- Being Embarrassed
- Left Alone
- Dying