

Exercise:

Master How to Meet Your *Needs* and *Wants* by Meeting Other's *Needs* and *Wants*.

Use this exercise to increase your skills at connecting what you seek with diverse types of *Decision-Makers* and key influencers faced in life. You *Need* to understand where the audience is coming from. This survey reveals people have their own unique daily *Needs*, which is precisely the point of the exercise. Therefore, probing to connect what you seek with your *Decision-Makers* is epic.

Step 1: Consider eight kinds of people with different daily responsibilities:

- A. Not married, no kids, divorced or never married, works
- B. Married with no kids, works
- C. Married with kids, works
- D. Stay-at-home mom or dad, not employed
- E. Not married & no kids, student or just single and working
- F. Married student
- G. Lives on trust fund (some source of funds) and married
- H. Lives on trust fund (some source of funds) and single

Step 2: Try to imagine daily lives and motivations of each of these eight different individuals. Ask yourself which of these people are more likely to be the most selfish in their decision-making for what you seek? In the form below rank them in order from most selfish to least selfish with 1 being most selfish and 8 being least selfish. Place the letter corresponding to your choices in the appropriate blank.

Step 3: Review your ranking and list two reasons next to each of the eight ranked categories that explain their degree of selfishness impacting what you seek from them.

Degree of Selfishness	Rank of Person A-H	Two Reasons
Most Selfish	1	_____
	2	_____
	3	_____
	4	_____
	5	_____
	6	_____
	7	_____
Least Selfish	8	_____

Step 4: What are your answers? Review them and think why you answered like you did. Go over this for the next few days and give it deep self-exploration to improve your approach at persuading people in the future.

Stop overlooking the fact that when you seek to persuade someone you have to understand where they are coming from and what their *Needs* and *Wants* are.