

voyage and return

The Voyage and Return trope tells a story of a heroine who is unexpectedly thrust into a strange new world or predicament where she lacks awareness and experience.

What was the problem you came to us to solve?

1. Describe a normal day in your life *before* your diagnosis/condition/injury.
2. Take me back to the day you were thrust into this strange new reality. What happened?
3. Describe a normal day in your life *after* your diagnosis/condition/injury: How did you feel physically, mentally and emotionally once confronted with your new reality?
4. In what ways were you unprepared for this new reality of yours?
5. What about your former life did you miss the most and discover that you took for granted?

What obstacles did you have to overcome before purchasing?

6. When you realized that you had to get your life back, what was your *primary goal*? Where did you find the courage to pursue this journey?
7. What obstacles did you have to overcome before seeking our help? (i.e. What kept you from seeking our services sooner?)
8. Once we joined your fight, how did your outlook change? Why?

What did you like most about our services?

9. What were some of the physical and emotional challenges, difficulties, and frustrations you experienced throughout your journey to recovery?
10. Did you ever lose hope? Why or why not?
11. How were we able to help throughout your journey? What did you appreciate most about the quality of our service?

What results did you get from our services?

12. Describe the final stages of your recovery: when did you realize you had won, and what was the outcome of your recovery?

Why would you recommend this product/service to someone else?

13. What did you learn about yourself from this experience that you didn't know before? How has it fundamentally changed you for the better?
14. How do you intend on sharing what you've gained from this experience with others?
15. Would you recommend our service to someone else who is in the same situation that you were in? Why?

