

the quest

The Quest trope starts when the hero of the story can no longer tolerate the oppression of his current life (internal or external), so he sets out on a long and difficult journey—a quest—with the goal of defeating evil or attaining something of “infinite value”

What was the problem you came to us to solve?

1. What was life like before you started your "quest"? What was so oppressive or intolerable?
2. When did you come to the realization that your only hope for change was to set out on a difficult quest for renewal?
3. What was the primary goal of your quest? What were you in search of more than anything?
4. What fears did you need to overcome before pursuing your quest?
5. Who were your greatest supporters? Why?

What obstacles did you have to overcome before purchasing?

6. Describe the beginning of your journey: What initial successes and failures did you experience?
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? Can you elaborate?
10. What motivated you to keep pushing forward toward your goal with determination?
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. When did you realize your life-renewing goal was within sight? Were there any setbacks?
13. What were the hardest obstacles to overcome as you neared the end of your journey? What was that final hurdle or biggest fear you had to conquer?
4. Having attained your goal, what does your success feel like? How has it renewed your life?

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

15. Would you recommend our service to someone else who is in the same situation that you were in?

