

FeedForward for

**The Case Of The Snake Charmer
Who Needed Liability Insurance**



If this had been your client, what would you have seen while you were working with them – before they came to me?

What value will this client get in the future, because of my work?

Imagine that next week, while working with a client, you recognize these symptoms. What would your first question to your client be, to start the conversation and identify whether they would be interested in an introduction to me?