



# The Big Picture Game

**Find Your Audience Connection:  
What Does What YOU do Do for THEM?**

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**What do you DO / CREATE / OFFER?**

**What does that liberate/inspire/empower your audience/clients to DO?**

**When they can DO that,how do they FEEL?**

**When they FEEL that way, what does it liberate/inspire/empower them to DO?**

**Why is that so GREAT? How does it change their lives? What do they MISS without YOU?**

Connect in with them on a basic experiential level: close your eyes and imagine a light emerge from your head and bend towards THE person who MOST needs what you do/create/offer. Then ask them:

**Without your thing, what is their experience (in 3 -5 words)?**

(Don't think about this, don't worry if it makes sense, just write down the words)

**WITH your thing (which might simply be YOU), express their experience in 3-5 words**

(Don't think about this, don't worry if it makes sense, just write down the words)