

The 6 Realms Worksheet

The 6 Realms is an exercise that is going to help you to truly discover the inner world of prospects in your marketplace and give you exactly what to say to become a leader to your tribe. The information that comes from this exercise can be turned into powerful, empowering and inspiring content that resonates with your ideal clients or customers and, over time, triggers one of the three thoughts that we are aiming for:

“I *NEED* to have a conversation with this person”

“I *NEED* to learn more from this person”

“I *NEED* to be around this person”

There are two ways to use this worksheet:

A) Get Your Prospects, Clients Or Customers To Fill It In

You can have people who are your clients or customers go through this worksheet immediately after buying. By having people who have spent money with you fill it in you will get a window into the inner world that led to them seeking out your solution.

Idea: You could use this as a coaching “intake session”. Or get new customers to fill it is an option in return for an extra bonus, telling them it will help them get more clear on their problem before they begin the training.

The next option is to have prospects who *haven't* yet bought from you fill it in. Because we will be using this information to create content that triggers the three thoughts, as long as they have the problem we solve, they can provide us with the information we need to impact the market!

If you are having others fill in the worksheet be sure to make clear that the person going through the questionnaire should not judge themselves or feel negative as they go through the process. This is merely an exercise to get clear as possible on where they are starting from.

B) Fill It In Yourself

Ideally you will have your prospects, clients or customers fill it in. And the more of these you have done the better as each one can provide new ideas. So, as you grow your audience, be sure to provide this to those who get on your list and those who buy from you.

However, it is absolutely fine, especially at the start, to fill this in yourself. Even more so if you have been on the journey and solved the problem you are helping others to solve. And even if you do have others fill it in as well you should do this next exercise too.

Firstly, answer the questions from your own personal experiences with the problem you solve. If you didn't have the challenge you are helping others overcome, obviously you can't do this, but if you can start with yourself.

Secondly, go and do some research in these sources:

Amazon book reviews for books aimed at your target prospect. Read the reviews looking for things relevant for each of the realms.

Facebook groups aimed at your target prospect.

Youtube videos aimed at your target prospect and the comments on the videos.

Online forums aimed at your target prospect.

Emails that you received/receive from your customers, clients or audience.

Testimonials on competitor web sites that sell to your target prospect.

Books, blog posts, podcasts or any other educational information aimed at your target prospect.

As you go through these sources you are looking for things relevant to the 6 realms and adding them as you go. You might need to do some thinking and reading between the lines, but trust me you will find some absolute gold doing this kind of research.

Key Point - Take particular notice of patterns that develop. When you see numerous people talking about the same characteristic, for example, that's something that is a key area in your markets inner realm.

The 6 Realm Questioning Process

Simply hand this exercise to a prospect, client or customer, or interview them using it, and fill it in yourself (substituting “you” for “they”) and you’re good to go!

Emotional Realm

1. What negative emotions do you feel because of _____? Please use the list of negative emotions and write down as many as you can that you recognise.
2. For each emotion you listed, look at that emotion and ask yourself this question: Why does _____ make you feel that emotion? Try and answer at least 3-5 times for every emotion if you can.
3. What positive emotions do you desire but *not* feel because of _____? Please use the list of positive emotions and write down as many as you can that you recognise.
4. For each positive emotion you desire but are not feeling, ask yourself this question: Why does _____ stop me from feeling that emotion? Try and answer 3-5 times for every emotion you listed if you can.

Experiential Realm

1. What negative experiences are you having because of _____? Write down as many specific experiences as you can.
2. For each negative experience you listed, ask yourself this question: Why does _____ *cause* that experience? Try and answer 3-5 times for every experience if you can.
3. What positive experiences are you *not* having because of _____? Use the list of values and ask yourself which values are not being fulfilled because of _____. Then ask yourself what *experiences* related to that value are you not having.
4. For each positive experience you desire but are not having, ask yourself this question: Why does _____ stop me from having that experience? Try and answer 3-5 times for every experience.

Doing Realm

1. What are you doing or not doing that's stopping you from _____?

Write down as many behaviours/actions as you can.

2. What do you think you should be doing instead if you want to _____?

Write down as many behaviours/actions as you can

Being Realm

1. Look at the list of negative characteristics. With regards to _____, which do you think apply to you? Please use the list and write down as many as you can.

2. For each negative characteristic you listed ask yourself this question: Why does _____ cause you to be that way? Try and answer 3-5 times for every negative characteristic if you can.

3. Look at the list of positive characteristics. With regards to _____, which characteristics do you think you'd have once you _____? Please use the list and write down as many as you can.

4. For each positive characteristic you listed ask yourself this question: Why would _____ help you to be that way? Try and answer 3-5 times for every positive characteristic if you can.

Results Realm

1. What have you tried and failed at when it comes to _____? Please write down as many things as possible.

2. What are you envious about when it comes to other peoples who have _____? Please write down as many things as possible.

Thinking Realm

1. Why do you think you haven't already _____? Please write down as many reasons as possible.

2. What do you think would happen if you did manage to _____? Please write down as many things as possible.