

# How does \_\_\_ feel about me (or this deal, this offer, etc.):

CP 0<sup>1</sup>: Significator for protagonist

CP 0<sup>2</sup>: Significator for the proposition being offered

CP 1: What do they like about you/this?

CP 2: What do they WANT from you/this?

CP 3: What's holding them back?

CP 4: What will it take to win them to your side?

CP 4

CP 3

CP 0<sup>1</sup>

SIGNIFICATOR

CP 1

CP 2

CP 0<sup>2</sup>