

YOUR TARGET MARKET – PART 2

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# The Forced Choice Process

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*Helping financial service professionals  
work smarter & make more money*

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# Ask the Coach

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## Introduction to the Forced Choice Process

Which is a more difficult decision to make?

1. Choosing between a positive and a negative – lemon pie vs. brussel sprouts.

OR

2. Choosing between two positives – reading novels vs. going to a museum.

The answer, obviously, is decision #2.

The Forced Choice Process helps you prioritize the many objectives you have, and is especially helpful when you have many positive choices.

## The Tools

A sample of the Forced Choice Process is shown on pages 3 and 4 of this PDF document. You can perform this process yourself on pages 5 and 6.<sup>1</sup>

<sup>1</sup> *The Target Market program and worksheets are used with permission from Critical Contacts, Inc.*

## The Process

First, list all the choices you'd like to achieve in the left column on page 5. The form allows you to select up to 20. Simply list your choices as they come to you – no order is required. In the sample on page 3 you can see the choices are listed in random order on the left side of the chart.

Next, begin the process comparing each item you listed with every other item on your list. The prioritizing grid on page 6 helps you do this. You look at the list you created on page 5 and then begin the comparison process. First, compare item #1 to every other item on the list.

If you prefer item #1 to item #2, circle item #1. Complete the comparison process by comparing item #1 to all other items on the list. (1 vs. 2, 1 vs. 3, 1 vs. 4... etc.)

In the sample prioritizing grid on page 4, the preferred item is shown in dark blue. "Study French" was preferred five times out of 14 possible choices. Other choices were preferred nine times.

You then continue the process by going down the chart, where item #2 is now compared to all other items. In the example, item #2 "Gardening & Landscaping" is preferred six times (five times here and one time in the #1 comparison line), and other items are preferred nine times.

Continue the process until you've compared all the items listed; in this case you'll do the comparison 14 times. (1 vs. 2, 2 vs. 3, 3 vs. 4...)

In the compilation box on page 6, list the number of times each choice was selected. On page 5, list each item in the right-hand column by order of preference. In the sample, #6 "Trainer" was selected more often than any other choice; it then is listed as #1 in the priority column.

When all items are ranked, you'll discover which item is most important to you. This process is especially helpful when you have to choose between many positive choices. You have probably heard this maxim: Do what's important before it becomes urgent. The Forced Choice process helps you stay focused on important items, so that you'll avoid the trap of having to regularly "put out fires."

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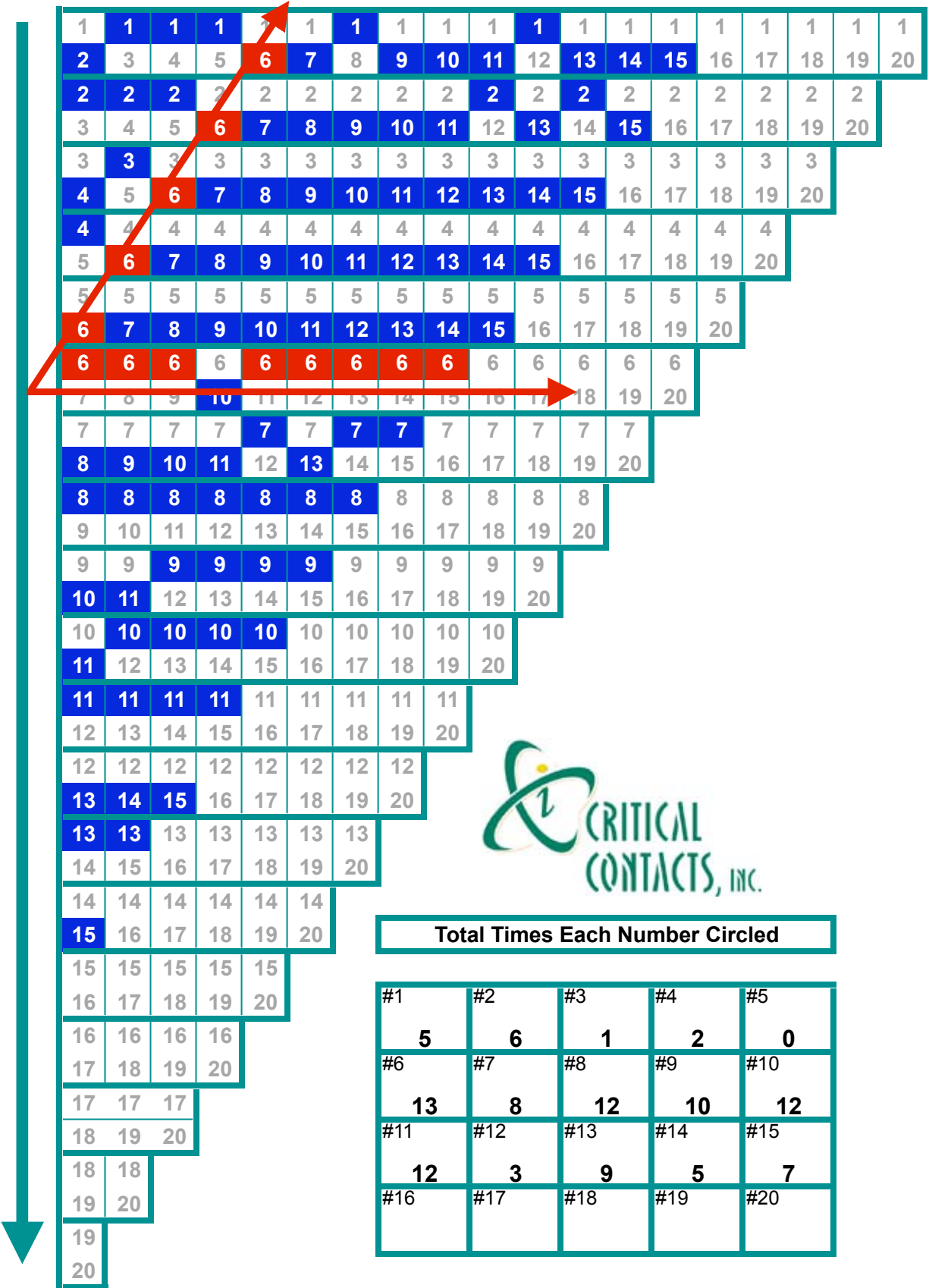
*If you have any questions regarding the completion of this form, you may call me at (510) 898-3245 or e-mail me at [nick@coachnickray.com](mailto:nick@coachnickray.com).*

## Forced Choice Process – Life Interest Inventory Sample

Items in Random Order	
1	Study French
2	Gardening/Landscaping
3	Psychotherapist
4	O. D. Consultant
5	Manager
6	Trainer
7	Flying/Piloting
8	Cooking/Gastronomy
9	Kayaking
10	Traveling
11	Living in Europe
12	Ballet Performances
13	Wine Events
14	Political Activities
15	Study Spanish
16	
17	
18	
19	
20	

Items in Order of Priority	
1	Trainer
2	Cooking/Gastronomy
3	Travel
4	Living in Europe
5	Kayaking
6	Wine Events
7	Flying/Piloting
8	Study Spanish
9	Gardening/Landscaping
10	Political Activity
11	Study French
12	Ballet Performances
13	O. D. Consulting
14	Psychotherapist
15	Manager
16	
17	
18	
19	
20	

## Prioritizing Grid - Example



**Total Times Each Number Circled**

#1	#2	#3	#4	#5
5	6	1	2	0
#6	#7	#8	#9	#10
13	8	12	10	12
#11	#12	#13	#14	#15
12	3	9	5	7
#16	#17	#18	#19	#20

# Forced Choice Process – Life Interest Inventory


Items in Random Order
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

Items in Order of Priority
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

# Prioritizing Grid

1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20				
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	7	8	9	10	11	12	13	14	15	16	17	18	19	20					
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7	8	9	10	11	12	13	14	15	16	17	18	19	20						
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8	9	10	11	12	13	14	15	16	17	18	19	20							
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9	10	11	12	13	14	15	16	17	18	19	20								
9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
10	11	12	13	14	15	16	17	18	19	20									
10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
11	12	13	14	15	16	17	18	19	20										
11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
12	13	14	15	16	17	18	19	20											
12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
13	14	15	16	17	18	19	20												
13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
14	15	16	17	18	19	20													
14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15	16	17	18	19	20														
15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16	17	18	19	20															
16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
17	18	19	20																
17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18	19	20																	
18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
19	20																		
19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
20																			
20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20



**Total Times Each Number Circled**

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20