

20 QUESTIONS TO CREATE ENGAGEMENT AND CONVERSATIONS



EVERYONE IS SELLING SOMETHING

Everyone is selling something. Walk through the mall and hug the walls because if you don't you'll be bombarded by the kiosk warriors trying to sell you everything from cell phones to hair extensions. They use their tricks to pull you in and then they've got you! You know what I'm talking about. "Hello Ma'am, I've got a free lotion sample." You reach for it and like something out of a horror movie your sucked into the haunted house which is the sales kiosk.

Too many networkers are like mall kiosk sales people. Our news feeds are full of them and more and more people are avoiding you and your feed and hugging the walls of their social media mall to prevent being sucked in and sold.

Authentic engagement is what is missing. People who care more than sell. We've built our businesses completely from influence. And influence is found when you engage people authentically with a caring attitude not a sales filled agenda.

Authentic connection and engagement with potential candidates leads to better retention, future distributors, and a solid business.

Where does it all start? QUESTIONS. Intentional questions that create engagement and help start or keep conversations going. I'm including 20 questions that, when followed up with more authentic questions, lead to better conversations, higher engagement, and stronger connection. I've broken them into categories to help.

Here's the biggest tip for these questions: They are a guide. They are not for copying and pasting. They are to get you thinking. These questions should spark other questions. Additionally, these questions require an investment. That investment is in time, energy, and authenticity. You must take the time to learn about the person. You must pour the energy into truly desiring to have a connection. And you must be authentic in your desire to know them more. When that's all set here you go!

SOCIAL ACTIVITY QUESTIONS

These are to get the ball rolling. They are bonus questions and not the 20 questions. I've gathered these from networkers all over the web and picked my favorites.

1. I loved what you shared about (insert topic) the other day. Have you ever checked out (related content)?

2. You always share such good info on (insert topic). I'm putting together a list of (books, blogs, podcasts, people to follow) on (topic). Who would you recommend?

3. I saw on your feed that you're interested in (topic). Me too. How did you learn about (topic)?

4. I loved that comment you made on (name of person) post. Where did you learn (to think, about, experience) that?

5. I saw you went to (place, conference, event). How did you decide to go there? What made you choose there? I've always wanted to there. What do you recommend when I go? What was your favorite part? What would you not recommend?

DEEPER LEVEL QUESTIONS

Still not the 20, we are getting there.

1. What's the best thing that's happened for you so far this year? What are you most looking forward to?
2. What's the most important thing I should know about you?
3. How do you get involved in...
4. If you could achieve it right now what would "it" be?
5. What's the biggest thing holding you back from "it"?
6. Who would you say is your biggest inspiration?
7. If you could go back and give your younger self advice five years ago, what would it be?

Okay so how do we keep that conversation going? Where does it really come from? The most engaging questions are open. They force some thinking. They are not leading. They are not manipulative. They authentically desire to hear what the other sees. They help encourage a deeper awareness. These types of questions have opened doors to relationship that have led to more integrated clients, stronger starting partners, and real friends too. Ready...?

MY FAVORITE OPEN ENDED QUESTIONS TO ENGAGE AND KEEP CONVERSATIONS GOING:

EVALUATION:

1. What do you think that means?
2. How does this fit with your goals?
3. How does this align with your values?

EXPLORATION:

1. What other options do you think you have?
2. What advice would you give to a friend about this?
3. What would your closest friend suggest?

EXAMPLE:

1. What would it look like?
2. Give me an example.
3. If it were you, what would you have done?
4. Will you tell me more about that?

HISTORY:

1. What led to this?
2. What steps have you taken up to now?
3. Where did this all start?

LEARNING:

1. If your life depended on it, what would you do?
2. If you could start fresh, how would you adjust?
3. What's one thing you've taken away from the experience that's made you better?

MY FAVORITE OPEN ENDED QUESTIONS TO ENGAGE AND KEEP CONVERSATIONS GOING:

PERSPECTIVE:

1. When you look back on this, what do you want to be said about you?
2. If your child was watching what would you want them to learn/take away/notice?
3. How does this relate/impact your overall purpose or goal?
4. What do you think you'll believe about this a year from now? 5 years from now?

BONUS (FAVORITE QUESTION)

What action will you take? And after that?

As you can see, each of these questions requires you to take an interest. They are meant to build. They require energy to listen and ask a follow up and a follow up.

By investing the time, you'll not only build stronger engagement, you'll have a stronger connection, and this will eventually lead to more clients, customers, and referrals because you will prove you can be trusted unlike the person shouting from the social media kiosk who's avoided, unfollowed, unliked, and unsuccessful.

