



## 6 Key Questions

The following are 6 simple questions that we have found helpful in learning about someone's needs and wants regarding business. Our goal is to listen and our mission is to provide options and possibilities. Note: These questions are woven into a conversation. We are not in the interrogation business.

1. What do you do? (Where are you now?)
2. How long have you been there?
3. What do you like about it?
4. What don't you like about it?
5. How did you get started doing that?
6. Are you open to looking at options outside of what you are doing now to create more income?

The same formula can be used in a conversation about a health issue or an environmental concern.

Example: When someone comments on a Health Issue:

1. What's it like for you?
2. How long has it been going on?
3. What's the worst part about it?
4. Would you like to do something about it?
5. Are you open to looking at options? (A more natural approach?) (A preventive model?)
6. Would it be ok if I sent you to a website that talks about your health challenge?