

LISTEN CLOSELY, SPEAK CLEARLY AND SLOWLY, DON'T SPEAK QUICKLY, CONTROL YOUR BREATHING

Rapport questions:

- When did you start your business?
- Do you have any people working for you?
- How did this idea come to you?

Situation questions:

- How did you start your business?
- What's your origin story?
- How did you get involved in this particular niche?
- What are your main goals?
- What is your ideal target market?
- Where are you now and where do you wanna go?
- What are you currently doing to get to your dream state?

Problem questions:

- What's keeping you from reaching your goals?
- What mistakes could you fix?
- What are the things that you've tried that aren't quite working?

Implication questions:

- What might your business look like in 3 years if you solve this specific problem?

- How does that change your business two years down the line?
- How is this problem affecting your business or other areas of your life?

Needs/Payoff questions:

- What is the estimated payoff going to be once that problem is solved?
- How much revenue is that gonna bring in terms of 1 or 2 years?