

Asking Better Questions



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GENERAL PRINCIPLES

- Asking good questions is at the heart of effective communication
- Plan questions beforehand
- “Warm-up” questions need to be asked before getting into deeper questions.
- Listen carefully for answers – use follow up questions such as:
 - “Tell me more about...”
 - “To what extent?”
 - “How?”
 - “I’m curious to hear more about...”
 - “It sounds like...”
- Use the power of silence
- Do not interrupt
- Clarify and reflect back to go from listening to understanding

GREAT QUESTIONS:

- “What brings you in today?”
 - Do not ask, “How can I help you?”
- “Thank you for taking the time to meet with me today. It shows me how committed you are to making good money decisions. Let’s start here – what prompted you to set up this meeting today?”
- “Have you ever met with a financial planner before?”
 - If yes, “Tell me more.”
- “What do you hope to gain from meeting with me?”
- “If you could wave a magic wand and change one thing about your finances, what would it be?”
- “Why is money important to you?”
 - Use follow-up questions to get beyond surface-level responses such as “freedom” or security.”
 - “Why is security important to you?”
- “Are you happy with the direction you are headed financially?”
 - “Why?” or “Why not?”
- “What are the basic ‘rules’ that you tend to live by when it comes to money?”
- “How would you describe your relationship with money?”
- “What messages about money did you hear as a child and who did you hear them from?”
- “What were you taught about (debt, spending money, saving, retirement, investing, earning money) growing up?”
- “What are your earliest memories about money?”
- “How was money managed in your household growing up?”
- “How did you obtain money as a child? What did you do with the money when you got it?”
- “What was your first job? How did the job influence you?”