



FACEBOOK MADE EASY

FRAMEWORKS TO USE

- The 5 Whys
- Multiple Follow-up Questions

PROBING QUESTIONS TO ASK

- When it comes to X what is your #1 goal?
- When it comes to X what is your #1 roadblock?
- When it comes to X what is your #1 fear?
- When it comes to X what are 3 things you want to know (besides everything you answered so far)?
- If you had to solve one of these 3 things, which one would it be?