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?Questions? are the Answers



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Table of Contents

Introduction	1
?Morning Power Questions?	14
?Evening Power Questions?	19
?Problem Power Questions?	23
Seven Questions for Leaders	27
?Strategy Questions?	30
?Business Ethics Questions?	31
?Networking Questions?	32
?Goal Setting Questions?	43
?Business Plan Questions?	48
?Creativity Questions?	51
?Writing Questions?	66
Conclusion	70

Introduction

"If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper questions to ask, for once I know the proper question; I could solve the problem in less than five minutes."
-Albert Einstein

Trinity: It's the question that drives us, Neo. It's the question that brought you here. You know the question, just as I did.

Neo: What is the Matrix?

Trinity: The answer is out there, Neo, and it's looking for you, and it will find you if you want it to.

The Matrix (1999)

One of my favorite movies is The Matrix starring Keanu Reeves as Neo. The movie is full of wonderful life metaphors disguised as a sci-fi action movie. It revealed one of life's mysteries to me that Questions are the answers. Questions are what drive us. Once you ask the right questions, the answers "will find you, if you want them to." Questions and answers are like two sides of a coin. If you can think of the question, the answer is right there on the other side.

Agent Brown: Perhaps we are asking the wrong questions.

At one point in the movie, Neo is frustrated and Agent Brown reinforced

another belief that I hold. When you fail, you first fail at asking the right questions. So if you're not getting the intended results, don't get frustrated. Ask yourself better questions, better quality questions.

The quality of your life is the quality of the questions you ask yourself and others on a regular basis. In the end, the quality of your life will boil down to the quality of your communication.

Questions are the most important tool of our communication. Questions are like "spark plugs" that were used to start any kind of engine. The right question could light a fire and the wrong question can kill the fire.

I first became aware of this while working with the world-renowned motivational speaker and peak performance consultant, Anthony Robbins, in the early nineties. As I became more and more aware of this, I began to see patterns. It soon became evident that most things are nothing but a process, and any process is nothing more than a series of questions. For every situation, if we knew what the right questions to ask, we'd solve our problems much faster or at least, we'd be on the right track a whole lot faster.

Here is an example of the power of the right question that altered the direction of humanity:

Why did the apple fall downward instead of upward?

The famous scientist and mathematician, Isaac Newton, asked this question and this was the seed for uncovering “gravity” and without the knowledge of gravity, human progress would be highly limited (perhaps an understatement). But it all began with a question. Society’s progress came from the people questioning the authorities.

I guess if you go to the root of all invention or discovery, you’ll find that those inventors asked different questions that most people would never ask. Successful people ask questions that unsuccessful people don’t ask.

We're all looking for "answers" - answers to all of life's questions. Philosophers have been asking tough questions. Socrates is known for his method of teaching by asking questions instead of giving the answers. In our quest to find "answers" to life's persistent questions, we forget that sometimes answers are really not "the answers" we're looking for. Even if you have all the answers or know all the answers, you'll find that right questions are more important than the answers.

I was fairly good at memorizing things during most of my formal education years and it's through the power of sheer memorizing the right answers, I got excellent grades at school.

I was considered fairly successful in academics (always in the top 3 of my class all throughout my school days). By memorizing the answers, I got good grades, but I didn't learn to think.

One day I was walking through the Atlanta airport in between flights and was browsing through some posters at an airport shop. One of the posters (I wish I had bought it) confirmed that questions are indeed more important than memorizing or just knowing the answers. It was a big 3' x 6' poster showing a very old gorilla laying flat on the ground with the caption on top:

"Finally, when I figured out all the answers to life..."



And at the bottom of the poster it said,
"...they changed the questions."

Questions do a lot more things than just raise questions. The primary function of questions is to control your (and others') focus. There are so many things happening all around us and probably even more things happening

inside our minds and if you want to know what to pay attention to, then questions are the best and practical tools to do that. The better the quality of the questions, the better your answers are going to be (or be directed in a more productive way).

Another practical use of questions is to control any situation or conversation. The person who is asking the question is always in control. So, if you want to control any situation, learn to ask questions and you'll turn the table. In any sales situation or interviews, whoever is asking the questions will be in control of the sale or the interview.

By the way, a good question to ask whenever you don't know the answer (or don't want to answer or redirect the question) is, "that's a good question, I'm curious – why do you ask?" This will do couple of very important things, first – it'll buy you some time to think about your answer and second, it'll also put the other person in defense mode trying to justify or clarify their position. You might just find out the motive behind the question and then decide whether or not to answer or how to better answer the question.


Whether you'd like to set goals or solve a simple problem, I've noticed that everything boils down to nothing but a series of questions. If we categorize

“everything” into groups or situations and create a set of questions for those, we’d train our minds to ask those questions whenever one of those situations arose. Instead of being overwhelmed, just answer the questions (or find the answers) and you’ll have your desired outcome.

Hopefully, you’re sold on the importance of asking the right questions. So, my next goal is to give you a series of pre-planned questions that you can refer to when you find yourself needing to answer one of life’s persistent questions. These pre-planned, sometimes thought-provoking questions are designed to better direct your focus.

What is the answer to any and all questions you can ask? I can give you the answer to that question by using one word – and that word is “Google” (or Yahoo, or any other search engine). Google was created by the founders, Larry Page and Sergey Brinn by asking one very simple question – *“How can we organize the entire knowledge body of the world in one place?”* So, you see the answers have already been organized and categorized and in order to tap into the right answers, you must first ask the right questions. So, if you don’t ask the right question, even Google can’t give you the right answer. Hence my point, right questions are more important than answers.

Questions could be the difference between success and failure. Successful people ask themselves good questions habitually and failure sometimes could be simply not asking the right questions. If you want to become successful, then develop the habit of asking good questions and teach them to others. Do you want to ignore these questions and suffer the consequences later?



*"The childhood shows the man,
As morning shows the day."*

*- John Milton (1608 – 1874), Paradise
Regained*

?Morning Power Questions?

One of the simplest things you can do is ask yourself a series of good questions to yourself to start your day, even if you don't have any other morning ritual of reading or meditating, etc. I first got introduced the concept of asking deliberate questions in the morning to set my focus when I joined the team of world-renowned motivational speaker & author,

Anthony Robbins back in the early 1990s.

As we just learned, questions control our focus. Do you talk to yourself? We all do. We're always having an inner dialogue in the form of thoughts. The first thoughts in the morning are sure to set your day. Some people wake up and let random thoughts enter their mind with the sound of the buzzer like, "oh no, not another Monday...gotta go to work. Again." If you love what you do, like me, your Monday will be better than most people's Christmas.

What are your morning rituals? If you do believe "morning shows the day" – what do you do in the morning

right after you wake up? I'm writing another book called, "Morning Shows the Day – The Daily Morning Rituals of Winners" where I chronicle the best morning rituals from my interviews with successful winners from various disciplines.

My good friend Chip Eichelberger, a motivational speaker himself, had the questions laminated so that he could put it in the shower and never miss it. Answer the questions while in the shower and set your day straight. How about starting the day with giving gratitude? What are you most grateful for today? Come up with your own questions or just ask the questions below to start your day:

- What am I most happy about in my life right now?
 - What about that makes me happy?
 - How does that make me feel?
 - What am I most excited about in my life right now?
 - What about that makes me excited?
 - How does that make me feel?
 - What am I most proud about in my life right now?
 - What about that makes me proud?
 - How does that make me feel?
 - What am I most grateful for in my life right now?
 - What about that makes me grateful?
 - How does that make me feel?
- What am I enjoying most in my life right now?

- What about that do I enjoy?
- How does that make me feel?
- What am I committed to in my life right now?
- What about that makes me committed?
- How does that make me feel?
- What do I love? Who do I love? Who loves me?
- What about that makes me loving?
- How does that make me feel?

?Evening Power Questions?

Like morning rituals, winners also have evening rituals. How do you end the day? Do you write your daily thoughts into a journal before you go to sleep? Tony Robbins is big on writing journals and got me into the habit of doing that. Tony used to say that, “If your life is worth living, it’s worth recording.” I used to write more and as I got busier, I’ve gotten away from writing religiously. However, I ask myself a series of “Evening Questions” to end my day. I had these posted right next to my nightstand (I don’t need them anymore as I’ve memorized them and they’ve become a habit).

One of my highest values is learning. My eight grade teacher instilled this habit. He used to say, every night before you go to bed, ask yourself, “What have I learned today? If you can’t think of anything, get out of bed, open the dictionary and learn one new word. It’s a sin to wake up as ignorant as you were the day before.” What if you asked a series of questions before you go to bed to complete your day that’ll empower you?

Another habit that I’ve developed (thanks to my beloved English teacher in high school) is writing handwritten personal “Thank You” cards. I’m quite passionate about that and of all the speeches I do, the one about writing

“Thank You” notes is my favorite (and also most requested). I’ve actually written another book (it was my first book) called, “The Power of Personal Thank You Notes” back in the mid-1990s and I marketed customized note cards. So every evening I ask myself questions and look forward to writing those cards as I know what kind of impact it’d have on the recipients. If you can’t think of any evening questions, use the questions below and feel free to add your own.

- What have I learned today?
- In what ways have I been a giver today?
- Who can I send a personal “Thank You” note today?

- Have I planned my day tomorrow?
- Have I written my top ten to do list for tomorrow?
- Did I say “I love you” to my loved ones?

?Problem Power Questions?

Life is full of problems or should I say challenges. This is called transformational vocabulary. Nobody wants a “problem”, but most people are up to a good “challenge.” The only place where there are no problems (that we know of) is six foot under (grave). So you can pretty much count on problems (or challenges) to show up in your life on a regular basis.

What do you do when you're faced with a problem? Why not ask a series of questions to diffuse the issue and perhaps break your own pattern? **“That which does not destroy you makes you stronger.”** Problems give you an

opportunity to exercise your wit and wisdom and come out victorious on the other side. They're the building blocks of life. Solving any problem like a detective or a scientist is a process and any process is a series of questions. Here are some to get you started whenever you encounter a problem:

1. What's great about it?
2. What could be great about it?
3. How can I redefine or clarify the problem?
4. What am I willing to do to make it right?
5. What am I not willing to do to make it right?
6. How many different ways can I solve it?

7. How can I solve it and enjoy the process?
8. Who can I ask for help?
9. What's funny about it?*
10. What's the consequence if I don't do anything?

*This is a very important question. It's not easy to find the humorous side of a difficult problem especially when you're in the middle of going through it. Have you ever heard the statement, "...someday we'll look back and laugh at it." If you're going to laugh at it someday, then find out what's funny about it now and laugh sooner than later. The moment you can laugh about a tough situation is the moment that

situation will no longer choke you emotionally.

Seven Questions for Leaders

It is in difficult markets that the most successful, long-lasting companies invest more, not less, in seven key practices. These principles for sustainable business success are presented here as questions that you must ask yourself:

1. *Your Leadership.* What results are expected of you, and what do your people need from you to contribute their full potential to your business?
2. *Your Plan.* What is your plan to generate greater sales and profitability, and how is it working? Could there be a better way?

3. *Your Team.* How do you attract and keep great people and inspire them to perform at their best in achieving business results?
4. *Your Product.* What are you great at building, who are your ideal customers, and what product or service qualities will attract more of them?
5. *Your Marketing.* What is your competitive advantage – that factor that makes your product or service superior to anything else available, and how do you convey this message to your potential customers?
6. *Your Sales.* What must your potential customers be convinced of

so that they want to buy from you rather than your competitor?

7. *Your Customer Experience*. What do your customers need and want, and what can you do to make them so happy that they buy from you again and eagerly tell their friends about your business?

Source: Build a Great Business by Mark Thompson and Brian Tracy

?Strategy Questions?

When it comes to planning something, some people are natural-born planners. Before you jump into doing something, think through the idea from start to finish, not only looking for loopholes, but asking the important questions:

- *WHY am I doing this?*
- *WHY am I doing this now?*
- *WHAT do I expect my outcome will be?*
- *HOW will I test and track to know what my outcome is for this particular plan?*
- *WHAT else could I be spending my time, money and energy on instead, that would yield greater results?*

?Business Ethics Questions?

Rotary International's Four-Way Test is one of the most widely printed and quoted business ethics statements in the world. It was created by Herbert J. Taylor in 1932.

Herb later served as President of Rotary International during 1954-1955. To date it has been translated into more than 100 languages.

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

?Networking Questions?

My good friend Joe Sweeny just published his book called *Networking Is a Contact Sport* and in it he writes:

“To help you become a better networker, keep four themes in mind.”

Take a guess, what is the first thing about becoming a good networker? Yes, “learn to ask good questions.” By the way, the other three are **Listen**, **Take Action** and **Believe & Receive**. I highly recommend you get that book.

The difference between “Networking” and “Not Working” is just one letter and when it’s not

working, the difference could be not asking riveting questions that connect you with him (or her). It takes practice to ask good questions, so start practicing with the ones below and keep adding your own as you move along.

No matter how confident you may be, the experience of entering a room full of strangers can be nerve-racking and leave you grasping for something to say. I believe the best route is actually the easiest. We all know that people like talking about themselves, so why not ask questions designed to draw them out a little more than standard shop talk?

Here is a selection I have found to be useful in establishing a connection with

someone who at first glance appears to have nothing in common with me at all.

1. How did you come to be in your line of work?

Often people fall into their job through a chance encounter or a stroke of luck - these stories are often interesting, and recounting them will bring your new contact alive in a way that a straightforward discussion about current business never does.

2. Describe to me what your ideal customer would look like.

You will learn much about their motivation and goals by listening carefully to this.

3. What changes are happening, or can you predict happening, within your industry?

Tap into a source of inside information here - it may well have implications for your own business or give you ideas on doing things differently. It is easy to get into habitual patterns of thought without realizing it. A totally different perspective can really sharpen you up.

4. What do you regard as your greatest achievement in business to date?

Another great way of breaking the ice and getting to know someone better.

5. What do you love about your work?

Someone else's business will come alive for you if you listen to them describing their favorite activities.

6. Are there things you wish you could change?

A natural continuance from the above.

7. How would you like people to describe your contribution to your industry?

This gets away from day-to-day business and allows them to discuss their deeper aspirations if they wish.

8. What are the greatest opportunities in front of you in your market/industry?
9. What are the biggest challenges facing you?
10. How are you marketing your business? What are some of your marketing challenges?
11. What do you like to do when you're not working or building your empire?

3 More Power Questions for Networking Events

1. So where else do you like to normally network?

If you're at a networking event, this question also gives you a chance to talk about something you both know a little bit about. Another reason I like this question so much is that it gives you the opportunity to make an "instant connection" with that other person.

How?

By providing valuable information they might not have had before. As we all know, one of the keys to creating a solid

business contact is to first make a connection with that individual. As an example of this, I was at a networking event one morning when I asked the person where else he normally networked.

He told me that as a matter of fact, he didn't know of too many other places around town because he just moved to the area. Well that was music to my ears, because as a person who's lived in Tampa for almost fifteen years, I like to consider myself somewhat of an expert when it comes to local networking events.

I gave him the names of a couple of groups off the top of my head, and I mentioned that I would shoot him an

email when I thought of more. Well let me tell you something, you could almost see the relief in his eyes. He was genuinely grateful that I was helping him out with that information.

That's what I mean when I talk about creating a connection with someone, and developing a solid business contact. Let me ask you something, if that were you, would you remember me after that event?

You bet. 😊

2. So what do you like best about what you do?

This is another good question I like to ask early on in the conversation because in my opinion it's a little "fresher"

approach to the old, "So what do you do?" Everyone's been asked that one before, and this question here gives you another option for getting that same information.

One caveat though: About 40% of the time I ask this question, people turn it right around and ask me the same thing. So don't say I didn't warn you.

3. That sounds fascinating. So what got you started in that direction?

This is a great question to ask during the latter stages of the conversation, and of the three questions we've talked about, this will usually elicit the longest response.

That's good too, because now we're getting ready to wind down our conversation, but not before we get a chance to learn a little bit about what motivates this person, and he got to where he is today.

Any of these questions will provide you with a more enjoyable and memorable encounter, and with luck will ensure you are remembered likewise.

?Goal Setting Questions?

Three Questions of Goal Setting

In goal setting, you must answer three simple questions:

- 1. What do I want? or Where do I want to be?*
- 2. Where am I now?*
- 3. What must I do to get there?*

8 More Goal Setting Questions - a Framework for Planning

1. Why am I here?

If you find this difficult to answer, try answering these to give you some ideas: What is

my sense of purpose? What is meaningful for me? What moves me? What is my passion? What do I care about? What need can I serve?

2. Where have I been?

What past experience have I got?

3. Where am I now?

What kind of person / manager am I? What abilities do I possess? What am I good at? What are my strengths and weaknesses? What do I love doing?

4. Where do I want to get to?

What kind of person / manager do I want to become? What abilities do I want to develop? What learning goals shall I set? What are the organizational goals in which I can make a difference? Which knowledge and skills areas do I need to focus on to deliver both my personal objectives and benefits for my organization? What is my conscience directing me towards?

5.How shall I get there?

What learning and development actions do I need to undertake? What resources will I need to do perform them? How shall I

overcome obstacles to my learning?

6. How will I know if I have arrived?

How do I measure achievement of goals? Is it money? Is it promotion? Is it another measure of success?

7. What's holding me back?

What's stopping me from doing what I want to do?

8. Who can help me?

Who can teach me? From whom can I learn?

You may want to write down your thinking and answers to these goal

setting questions. Writing things down is a useful way to make vague ideas or aspirations into firm plans. It's also essential to ensure you capture these, even if it takes you a while longer to make sense of them.

?Business Plan Questions?

I think the current literature on business plans overcomplicates things. No wonder would-be entrepreneurs stall at this step. The good news is that you don't need a PhD to write a basis plan. Before you start your business plan, carefully research and answer these basic questions:

- ✓ What niche or void will my business fill?
- ✓ What services or products will I sell?
- ✓ Is my idea practical, and will it fill a need?
- ✓ Who is my competition?
- ✓ What is my business's advantage over existing firms?

- ✓ Can I deliver a better quality service?
- ✓ Can I create a demand for my business?

Once you've determined that your business idea is feasible, answer these questions:

- ✓ What skills and experience do I bring to the business?
- ✓ What will be my legal structure?
- ✓ How will my company's business records be maintained?
- ✓ What insurance coverage will I need?
- ✓ What equipment or supplies will I need?
- ✓ How will I compensate myself?
- ✓ What are my resources?

- ✓ What financing will I need?
- ✓ Where will my business be located?
- ✓ What will I name my business?

If you are starting a home-based business, you should answer these additional questions:

- ✓ Does my home have the space (preferably separate) for a business?
- ✓ Can I successfully run the business from my home?
- ✓ Can I deal with the isolation of working from home?

Your answers to these questions will help you create a focused, well-researched business plan that should serve as a blueprint. The plan should

detail how the business will be operated, managed, and capitalized.

?Creativity Questions?

Most people think they're not creative, only few people are born creative...it's a unique gift. Researchers have proved this wrong. Attitude does not affect creative thinking....for most people a positive attitude will open their creativity.

- Creativity begins with asking questions...
- Innovation happens when you find answers...
- No questions, no answer
- More questions, better answer

Questions lead to new discoveries, new ideas, and increased creativity. When one finds answers to these questions, they often lead to innovations.

Creative thinking is the result of a process...and any process can be broken down into a series of questions. There are thousands of processes, tools, techniques, methods, approaches, systems that can help recharge, spark, heighten, expand, enrich creative thinking. Brainstorming was an early one. Meditation, guided imagery, and metaphors are just three of hundreds of thousands.

Creativity is not typically something we can switch on or even switch off. That's the beauty of the creative muse. However, when we need a quick creative catalyst or energy boost – **open ended questions** can be the perfect spark to get our right-brain juices flowing. So for those “Ugh, I’m STUCK!” moments, the following **list of questions** can be your personal “**destuckification**” reference.



© Where would I like to explore (anywhere in the world and beyond!)?

- ⊙ With an afternoon all to myself, what would I do with it?
- ⊙ What is my favorite spot in this town/city/state?
- ⊙ How does the weather inspire me?
- ⊙ What is the most recent small act of kindness I've witnessed between two strangers? How did that make me feel?
- ⊙ If I could have any superpower, what would it be and why?
- ⊙ What is my favorite genre of art?
Now I should try to find a new artist within that genre and let them inspire my next steps.
- ⊙ Who should I ask to recommend their most recent favorite reads?
- ⊙ What is distracting me and how do I create a distraction-free environment?

- ⊗ What can I do to step outside my comfort zone today?
- ⊗ How can I take a different route than usual?
- ⊗ Do I need to declutter my mind to move forward?
- ⊗ What piece of my everyday routine can I challenge myself to improve?
- ⊗ Have I complimented my own creativity recently?
- ⊗ Am I relaxed?
- ⊗ What can I learn from little kids?
- ⊗ Imagine a beautiful finished product. How can I work backwards to get there?
- ⊗ What feeling do I want to elicit in my audience?
- ⊗ Are there any stones unturned in my current projects?
- ⊗ Have I played in the dirt recently?

- ⊗ Do I need help moving forward?
How can I ask family/friends for that support?
- ⊗ What magazines can I check out that might spur me along?
- ⊗ What can I do to take a break from work pressures?
- ⊗ If I could create something with an unlimited budget, what would the end result be?
- ⊗ Am I organized in a sufficient manner to take on my next project?
- ⊗ How can I make the everyday more colorful?
- ⊗ What's missing from my portfolio/home/studio/office?
- ⊗ What is one new activity I can do with family or friends?

- ⊙ If I explored a sunken ship, what would I hope to find?
- ⊙ What animal would I like to experience being for a day?
- ⊙ Think about kindergarten activities... How can I use my everyday at five years old to inspire me today?
- ⊙ When am I happiest?
- ⊙ What small purchases make me most excited?
- ⊙ What was my last home project and what's on my to-do list?
- ⊙ Have I looked at old photographs recently?
- ⊙ What is my favorite family vacation/staycation memory?
- ⊙ What is the scope of what I hope to accomplish next? How can I break this down into smaller pieces?

- ◎ Would I rather have complete freedom in creativity or a jumping board to get started?
- ◎ In the past, what constraints have sparked my creativity?
- ◎ What is one thing I wish people knew about me?
- ◎ How can I let go of any creative pressure I am feeling?
- ◎ How can I start off in simplicity and let the details come later?
- ◎ Should I start out with a blueprint?
- ◎ What would I do on a cross-country road-trip and why?
- ◎ What areas of the world have inspired my family/friends to create or take action?
- ◎ What is one material item of mine I could give away to charity right now?

How was the process of determining that?

⊙ How can I wash away my own criticisms?

⊙ Can I place myself into a new environment to brainstorm?

⊙ How can I feed my creative muscles? What are they hungry for?

⊙ How can I take a kaleidoscope of all my experiences and use bits and pieces to drive new creative outlets in my life?

⊙ What does my dream creative studio-space look like?

⊙ If I lived in a black and white world, what one thing would I make color?

⊙ What is my current creative attitude?

⊙ What are my current curiosities of the world around me?

- ⊗ Do I have a way to log my daily inspirations? If not, how can I begin to keep mental and physical notes of these?
- ⊗ How can I focus on one part of my project for now?
- ⊗ Am I thinking too much? **I shall act now and think later.**

Here is another list of questions that one must ask to unlock the creativity, and spark new ideas before solving any problem, creating a new innovation, or embarking on a new opportunity (adopted from eCornell and Roger Shank's book):

Object Rules

- | | |
|------------------------------|-------------------------------------------------|
| 1. Where From | Where did you get XYZ? Is it easy to find this? |
| 2. Function | What do you do with XYZ? Who wants XYZ? |
| 3. Enablement | How did you get XYZ? What resources? |
| 4. Habits | How does doing XYZ fit? What changes? |
| 5. Associated Objects | What goes in, around, with XYZ? |

6.Results

What will you do after XYZ? Before XYZ? What if you don't like after XYZ?

7.Problems

What issues will be caused by XYZ? What issues without XYZ? What is the perception of having XYZ?

Action Rules**1.Next Event**

What happens or might happen next?

2. Preceding and Enabling Events	What caused XYZ? What led up? Able to?
3. Associated Objects	How do you XYZ without ABC? How did you get ABC that enabled XYZ?
4. Other Actors	Who else XYZs? Or creates XYZs?
5. Associated Actions	What happens with or goes along XYZ?
6. Physical Results	Do we want state ABC due to XYZ? Why?
7. Scripts	What else was going on to cause XYZ?

8.Reason	Why did XYZ take place? What are facts causing this?
9.Alternative Plans	Why don't we do ABC instead? Is there a different path to get XYZ? Who will help us get there, and why?
10. History	What was going on, the frequency and causes XYZ to happen?
11. Emotional or Social Effect	Do you love XYZ? Does it make a difference? Everyone wants XYZ?

So the next time you are faced with change, roadblock, or beginning new initiatives, ask the above list of questions.

?Writing Questions?

“It took me fifteen years to discover I had no talent for writing, but I couldn’t give it up – because by that time I was already too famous.”

-Robert Benchley

Throughout my life, I’ve always been amazed by people who could write. I’ve always considered myself a good speaker but never a good writer. I’m still working at it. I never had the courage to write. That changed in college when I took a business writing course at UCLA which was taught by a visiting professor who was actually a writer (making money from his

writing). That's the only English writing class I ever got an "A" in and it boosted my confidence to write.

The reason I did well is because he taught me that business writing is a process and as we soon discovered, a process is also a series of questions. So once again, everything boils down to **questions**. If you give me the questions, I can answer them or research the answers and voila, the thing I'm trying to do is "done." Questions truly are the answers.

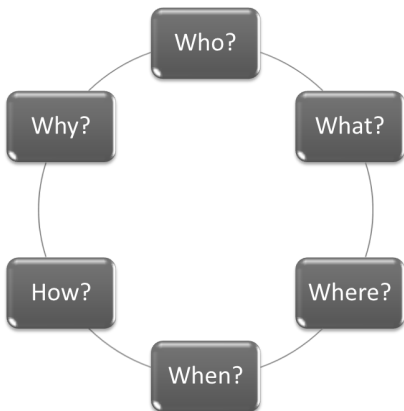
The ability to communicate clearly in writing is one of the most important skills we will ever master. It helps us to get our ideas across effectively and to achieve the results we want in our

business and personal life. Fortunately, it is a skill anyone (even I) can learn. Today's good writing has less to do with punctuation, grammar, and style. I follow the same primary rule one wise traveler in the road of life passed on for both speaking and writing:

“Do it to express, not to impress.”

When you sincerely want to communicate, you are “other-centered” and when you try to impress people, you are “ego-centered.” Every time I got into trouble writing, it was because of trying to impress, as opposed to expressing my sentiment simply and with sincerity. My ego got in the way. Anything you want to write, just follow the “**six servants**” and write down the

answers. The six servants are nothing but six questions:



Conclusion

**“The important thing is
never to stop questioning.”**

- Albert Einstein

I hope you've enjoyed this mini book with a mega message. One of the greatest pleasures in my life is when I hear back from my readers telling me how my books have positively impacted their lives.

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Sincerely,

W. Raj Salam

P.S. Aren't these great questions? I can't end the Questions book without a question, can I?

Notes

Notes



Questions Are the Answers

W. Raj Salam is the founder and CEO of The Winner's Circle. Raj is also the Best-Selling author of several books on Sales & Marketing. He was awarded the "Thought Leader of The Year" by the National Academy of Best-Selling Authors. He has delivered over 3700 professional talks to various corporations, nonprofit organizations and educational institutions in North America, Europe and Asia. He is most passionate about sharing knowledge and empowering people to reach financial freedom and higher levels of performance & success!

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