

The Magic Potion: **Questions**. Why?
Because We Invite Our Audience Into A Story.

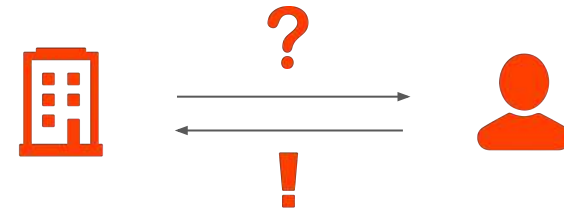
When We Broadcast A Message:

1 Touchpoint



When We Create Dialogue:

2+ Touchpoints + Insights + X



Questions Create A **Natural Answering Reflex.**
They Open a Story Loop.

Here's 10 Ways to Start a Dialogue for Your Brand Through Questions

10 Ways to Start a Dialogue Through Questions

1. Ask Questions In Your **Social Media Posts**

They Perform Better!



10 Ways to Start a Dialogue Through Questions

2. Use Questions in Your **E-Mail-Campaigns**

Generate Honest Feedback!

Hi {{ contact.FIRSTNAME }} -

This is Toby, the Marketing guy from X. I know you're extremely busy, and I want to tell you that we really appreciate the time you're spending in reading our emails.

If you're working with X, you've already heard about our X Conference. But since you haven't signed up yet - what's holding you back?

I'd love to learn more about why you're not attending this year's X Conference.

Best Regards

Toby

10 Ways to Start a Dialogue Through Questions

3. Use Questions in Automation Flows for **Segmentation**

Improve Your Database Quality!

We Don't Want To Waste Your Time

That's why it's extremely important to us to only send you relevant content.

We have created a little form that you can fill out in less than 30 seconds. If you have already filled it out, you have the chance to update your information now.

[Update Your Information](#)



Thank You For Signing Up To Our News Brief. This Means A Lot To Us.

We don't want to waste your time with emails that don't matter to you.

That's why we'd like to know a bit more about you – so we can make sure that you only receive relevant content from us that helps you to make the right decisions.

By filling out the form we can make sure you only get relevant emails, specifically for your industry.

First Name

Last Name

Email

Company

Position

Region

I'm Interested In The Following Industries / Technologies

10 Ways to Start a Dialogue Through Questions

4. Use Questions in Automation Flows For **Interaction**

Get Consistent Feedback About New Contacts!

Hi {{ contact.FIRSTNAME }},

again, thank you for signing up to our newsletter. This means a lot to us.

We know that you're extremely busy and I appreciate the time you spend reading our emails.

If you have one minute, I'd love to find out more about you.

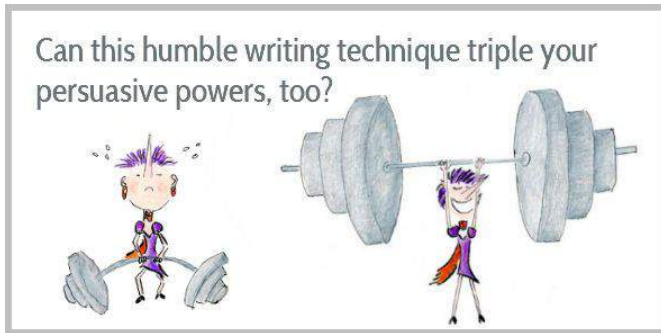
What's your biggest challenge right now?

Simply reply to this email and let me know. This will help me tailor our offer towards your needs and provide more value for your day-to-day decision making.

Best Regards, Toby

10 Ways to Start a Dialogue Through Questions

5. Use Questions in Your Sales Copy & Headlines to Create **Responses** *Activate Them Before You Call Them To Action!*



»When the researchers presented strong arguments for the policy as questions, the participants were much likelier to support the policy than (...) when presented with equivalent argument as a statements.«

10 Ways to Start a Dialogue Through Questions

6. Use Questions in Direct Messages (LinkedIn, Chatbots,...)

... and Reply!

Interact & Qualify

10 Ways to Start a Dialogue Through Questions

7. Use Questions in Presentations, Calls, Personal Interactions

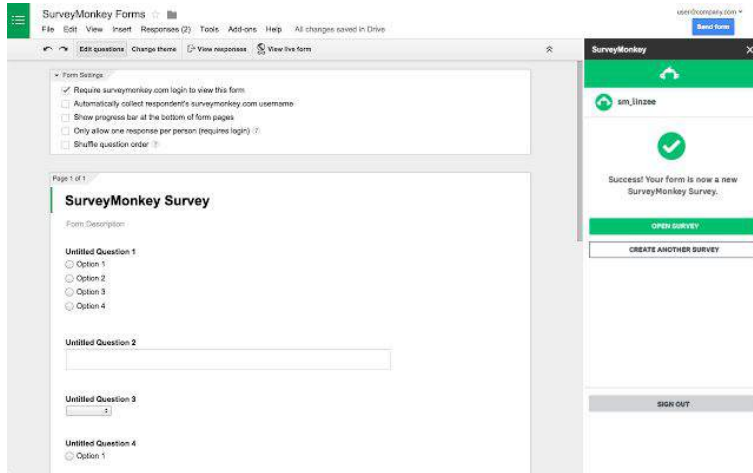
They do Activate Your Audience.



10 Ways to Start a Dialogue Through Questions

8. Dare to use Open Questions Instead of Feedback Forms

To Create More Honest Feedback.



If you have one minute, I'd love to find out more about you.

What's your biggest challenge right now?

10 Ways to Start a Dialogue Through Questions

9. Use Questions for SEO

To get More Traffic.

People also ask

- What is the best grind for espresso?
- How do you grind coffee beans for a French press?
- What is drip grind coffee?
- How can you grind coffee beans without a grinder?
- How do you make coffee from coffee beans?
- Can you use a blender to grind coffee beans?

Use a Blender: just toss those beans in there (**grind** about a tablespoon per cup of **coffee** you'd like to make) and blend them on the pulse setting. Use a Mortar and Pestle: this method may take a while, but it should work. Start with just a few beans at a time and add more as you go.

[4 Ways to Grind Coffee Beans Without a Grinder - TipHero](https://tiphero.com/4-ways-to-grind-coffee-beans-without-a-grinder/)
tiphero.com/4-ways-to-grind-coffee-beans-without-a-grinder/

Search for: **How can you grind coffee beans without a grinder?**

Feedback

gardening UK Apply Broad Match Phrase Match Exact Match Related

All Questions Advanced filters

By num of keywords By volume

All keywords 40,777

- can 4,448
- make 2,603
- get 2,465
- plant 1,507
- building 1,438
- much 1,221
- use 1,208
- rid 1,082
- uk 1,082
- buy 965
- centre 932
- keep 838
- vegetable 761

All keywords




Total volume: 329,280 | Average difficulty 2.26%

Keyword	Volume	Trend	KD
que gardens	2,900		81
how to stop cats pooping in garden	2,400		61
how to stop cats pooping in your garden	2,400		61
how to get rid of rats in garden	1,600		61
how to keep cats out of garden	1,600		61
what is garden leave	1,600		61
how to get rid of rats in the garden	1,300		61
how to level a garden	1,300		61
how to keep cats out of your garden	1,000		61
how to make a fairy garden	1,000		51

10 Ways to Start a Dialogue Through Questions

10. Use Questions to Create Questions & User-generated Dialogue

Build a Community.

Category	Topics	Latest
Support In this category, you will find important announcements, general customer support, as well as a place to leave us feedback. ■ Announcements ■ Customer Support ■ General Feedback	4 / month	E Has taste changed? ■ Taste-tinkering
Community In this category, you will find everything you want to be able to converse with fellow Jimmys about everything Jimmy Joy. ■ Introduce Yourself ■ Taste-tinkering ■ General Discussion	2 / month	E New formula [MEGA THREAD] ■ General Discussion
Random No Jimmy Joy forum would be complete without lots of randomness and fun. In this category, you'll be able to find both. ■ Off Topic	21	 Any idea when new active will be available in the US ■ Customer Support
		N Why is there fluoride in the plenny shake? ■ Customer Support
		N Shaker Bottles out of stock ■ Customer Support
		N Scoop size old and new ■ Customer Support
		 We will raise the price of the Plenny Shake ■ General Discussion
		P Jimmy Joy for children ■ General Discussion
		 Magnesium and diarrhea? ■ Customer Support
		N JJ Ice Cream Recipe? ■ Taste-tinkering



10 Ways to Start a Dialogue Through Questions - Cheat-Sheet

Questions create a natural answering reflex. By continuously inviting our audience into an open dialogue through questions, we create more **touchpoints** with our audience, reach a **bigger audience** and get **direct feedback** - the 3 building blocks of a living & growing brand!

1. Ask Questions In Your **Social Media Posts**
2. Use Questions in Your **E-Mail-Campaigns**
3. Use Questions in Automation Flows for **Segmentation**
4. Use Questions in Automation Flows For **Interaction**
5. Use Questions in Your Sales Copy & Headlines to Create **Responses**
6. Use Questions in **Direct Messages** (LinkedIn, Chatbots,...)
7. Use Questions in Presentations, Calls, **Personal Interactions**
8. Dare to use **Open Questions** Instead of Feedback Forms
9. Use Questions for **SEO**
10. Use Questions to Create Questions & **User-generated Dialogue**