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# BRINGING STORIES TO LIFE

If you want to tell a good story, you have to ask good questions.

All stories worth being told are built on three things: Goal, Motivation, Conflict. Every story -- whether fiction or non-fiction -- are about a character who wants to achieve something and must overcome obstacles to do so. To find that story for your customers, you must learn to ask the right questions of them.

## 10 Most Important Questions to Ask

1. Who is your audience?
2. Who is your customer?
3. What do they do?
4. What are they trying to do?
5. What is standing in their way?
6. How does your product/service help them?
7. What do you want your audience to do/think/feel?
8. What excites you most about your product/service?
9. What makes your product/service unique in the marketplace?
10. Why?

