

Five Questions

(for B2B) to ask to get the story

Storytelling is the cornerstone of any blog post, article, podcast, video or social media post. It doesn't matter how many words – or characters – you have to work with. You need to hook your audience and get them curious to keep on listening, reading or watching. The key to writing a good story? Think like a journalist and ask good questions.

Whether interviewing a corporate executive about new technology, talking to your business development team about the challenges facing their customers, or speaking with a client about the impact of your solution, good questions will allow you to gather key facts while tapping into the emotional appeal of their story.

Here are my five key questions to get the conversation going:

1. What circumstances or challenges inspired you to develop this product/service/solution?

2. What problem does this product/service/solution solve for key stakeholders?

3. How does this development impact your customers and your industry at large? In other words, why should they care?

4. How does your product/service/solution improve life for your customers?

5. What is the one key message you want to convey?

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