Get Clients From Facebook with Alina Vincent. Copyright 2016

FB Traffic Driver #2: Open Ended Questions

Daily Challenge: Create a visual post with an open ended question



Why: There is no better way to invite interaction than to ask a good open ended question. And of course, the best way to attract attention to your open-ended question is by making it into a visual post. Asking questions invites your fans to share their thoughts and feelings on certain issues, and very few people can resist chiming in, especially if you make it personal or controversial.

For best results:

1. Ask questions that cannot be answered Yes or No. Avoid questions that require a long explanation or a story. Best questions are the questions that can be answered in one sentence or less.
2. Avoid questions that make assumptions, for example “Why do you like making new goals in the summer?” You won’t get any answers if your audience DOES NOT make new goals in the summer…

3. Don't ask questions that only have one acceptable best "right" answer. Instead, try to come up with a question that could be answered in a variety of ways.
4. Avoid questions that are too personal or too negative for Facebook. This is especially true when you are asking people about their health or relationships. For example, instead of asking "What irritates you the most about your current partner?" you might want to ask "What are the top three character traits you want in a partner?"
5. Make sure you are asking questions that are related to your business. Don't ask "What's your favorite color?" unless you are an interior designer, or "What are you cooking for dinner tonight?" unless you are a personal chef. Of course, feel free to ask anything you want on your personal Facebook page. But when it comes to your business page – make sure it's targeted to the services you provide.

Take it to the next level:

- Ask questions that are related to your business, but in an indirect way. If you are a realtor, don't ask "Are you ready to buy a house?", instead ask "What was the best housewarming gift you have ever received?" or "In your ideal home, what would be the view out of your bedroom window?" You want people to feel like you are talking to them, not selling them, while subliminally reminding them of the services you provide.

- Ask questions that help you uncover common problems your ideal clients have. Use it as your market research to create services, programs and packages that address their needs. For example, a question like "If you hired an assistant, what would be the first thing you would have them do?" could give you great insight into services people would love to outsource.

Facebook Tip:

Make sure to interact with your fans by replying and commenting on their answers. You want to keep the conversation going and nothing kills a thread faster than not receiving any feedback from the person who posed a question.

Additional examples of good questions (for different target audiences):

- How many hours do you work on a typical day?
- What part of your business is the most fun for you?
- If you could travel anywhere in the world – where would you go?
- How many generations were in your last family photo?
- What would you like to lose and never find again?
- What roles do you play in your family?
- What's snacks do you pack for a road trip?
- What is your most favorite way to relax?
- What piece of jewelry would you like to receive as a gift?
- What's the best business book you read in the last 6 months?