BONUS Cheatsheet: Open-Ended Conversation Starters
"What to say when you don't know what you say"
To Avoid that Awkward Silence

1. "Tell me how you got into this industry?"
2. "Tell me more about that."
3. "Why is that, do you think?"
4. "Why is this something you're so passionate about?"
5. "What was it that piqued your interest in this area?"
6. "What's been ONE thing in your work that you have been particularly proud of?"
7. "What's some of the common mistakes you see people make?"
8. "Say more about that?"
9. "How so?"
10. "Really? That's intriguing. Say more…"
11. "People often struggle because of things they don't know what they don't know. So, what's something in your industry that people don't know and is a reason they continue to struggle?"
12. "When you say [repeat back] what do you mean?"
13. "I've not heard that before, it's fascinating, say more"
14. "Why is that?"
15. "Why do you say that?"
16. "Interesting… why do you think that?"
17. "Let's dive deeper into this topic because I many people struggle with this. Why is this?"
18. "Describe for me…"
19. "Oh my goodness, seriously? Why do you think that is?"
20. "Interesting. I've heard that before. Why do you believe this to be true?"
21. "Can you give an example of that?"
22. "What would you say to someone who is struggling with that?"
23. "What's one thing we need to know about that?"
24. "What's one misunderstanding many people have about this?"
25. "Why is this so important?"
26. "What's one thing you want people to know about this, and WHY is it so important?"
27. "Where do you see this going?"
28. "What's an example you can share in this area?"
29. "If you could change one thing in this area – what would that be?"
30. "We know the importance that mindset has when it comes to any lasting change. When thinking of our conversation today, what's ONE mindset change people have to make in order to generate lasting results?"
31. "What's one last insight, you'd like to leave with people today?