



Converting Closed-Ended Questions to Open-Ended and Doubt-Creating Questions

Closed-Ended Questions or Statements

“Who...”
“Is...”
“Did...”

“How many...”
“Are...”
“Will...”

Open-Ended Questions

“What...”
“Why...”
“Explain...”
“When...”
“Tell me...”

“How...”
“Describe...”
“Which...”
“Where...”

Doubt-Creating Questions

“How do you feel about the service you are receiving at your current financial institution?”





Converting Closed-Ended Questions Scriptwriting Clinic

1. Consider the list of closed-ended questions and develop an open-ended question or statement to replace it.
2. Now, consider how you can convert the closed-ended question into a doubt-creating question.

Close-Ended Questions	Open-Ended Questions or Statements	Doubt-Creating Questions or Statements
<i>“Do you have a checking account at another organization?”</i>		
<i>Will you need a debit card?</i>		
<i>Do you have outstanding loans?</i>		
<i>Are you satisfied with the rate on your savings/investments?</i>		
<i>Are you saving for retirement?</i>		





Open-Ended Questions

What?

When?

Where?

Why?

Which?

Describe.

Tell me.

Explain.

How?