

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

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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?"



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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
"Do you have a checking account at another organization?"		
Will you need a debit card?		
Do you have outstanding loans?		
Are you satisfied with the rate on your savings/investments?		
Are you saving for retirement?		



Interrogative Word Scriptwriting Clinic

Open-Ended Questions
What?
When?
Where?
Why?
Which?
Describe.
Tell me.
Explain.
How?

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