Good questions...

- create excitement by pulling readers into the question, making them so curious they can't wait to find out the answer.
- may have more than one answer or no answer at all. Some questions are designed to prompt thinking or make a point instead of seeking an answer.
- rarely have black and white answers and always require more than a simple yes or no answer.
- are not designed to stump or trick the person who is attempting to answer.
- are specific and clear.
- don't seek to move the answerer into a defensive position.
- prompt deep, sometimes transformative thinking.

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