**Step Two: Write the Questions per category**

These questions and their answers are not intended to be your typical FAQs. These questions are intended to provide your target audience information to see you as the expert in your field. We want them to feel comfortable with you and want to schedule an appointment.

**Below are example questions to give you a starting point. Select the ones you feel are best for showing expertise in your field. You can revise them and add new ones you think will be good. The listener can flip through the questions and listen to the answers they want to. We can always revise the Questions and Answers as well as add to them from time to time.**

Remember, these are example questions I wrote. You write the questions and the order you want to deliver answers to. Use questions that you feel will benefit your audience the most. What information are you always being asked? What information does your audience need to know before they come in?

**Hair Styling**

Question 1. Will my stylist get mad if I “cheat” on him/her?  
Question 2. What can I do about thinning hair?  
Question 3. Is it hard to deal with people?  
Question 4. What is the absolute longest I can go between treatments?  
Question 5. Could you correct what this other stylist messed up?  
Question 7. Will this make my hair fall out?  
Question 8. What do I need to do before coming to the salon?  
Question 9. What are all these treatments doing for my hair? And do I need them?  
Question 10. Will I have to style it every day?

**Bridal Hair and Makeup**

Question 1. Do you have a portfolio of your work I can look at?  
Question 2. Will you bring your own products, or will I be responsible for supplying them?  
Question 3. How do you charge? By the hour or per person?  
Question 4. Will I have to travel to you, or can you work on-site?   
Question 5. Do you have a team of assistants or will you be the only artist that day?  
Question 6. What will happen if you’re sick or have an emergency on my wedding day?

**Aveda Products**

Question 1. What are the best Aveda hair products?  
Question 2. Where can I buy Aveda products?   
Question 3. Is Aveda cruelty-free?  
Question 4. How do you accumulate Aveda points?

**Other examples Questions:**

What are the most common reasons why people need your product or services?   
What do people need to know that they come in not knowing about \_\_\_\_\_\_\_\_?  
What are the biggest misunderstandings people have about \_\_\_\_\_\_\_\_?  
What do you require for a person or company to qualify for \_\_\_\_\_\_\_\_?  
What is your process and how long does it take for \_\_\_\_\_\_\_\_?   
What do your clients struggle with?   
Do you offer any free consulting, checklists or guides if people want more information or want to work with you?   
Is there anything that might be considered new or revolutionary in your industry? Latest trends?  
Do you have any stories or examples that help illustrate key points?