

# THE ULTIMATE ENGAGEMENT HACKS

TO ESTABLISH RAPPORT WITH YOUR  
AUDIENCE



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54 SIMPLE  
QUESTIONS TO  
ESTABLISH  
RAPPORT WITH  
YOUR AUDIENCE



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01

## WHAT IS RAPPORT?

Building rapport with your audience means making a connection with them that's deeper than just surface-level. This doesn't happen automatically, it has to be earned.

Over time, with more personal engagement, you can earn their trust.

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# WHY DO YOU WANT THIS?

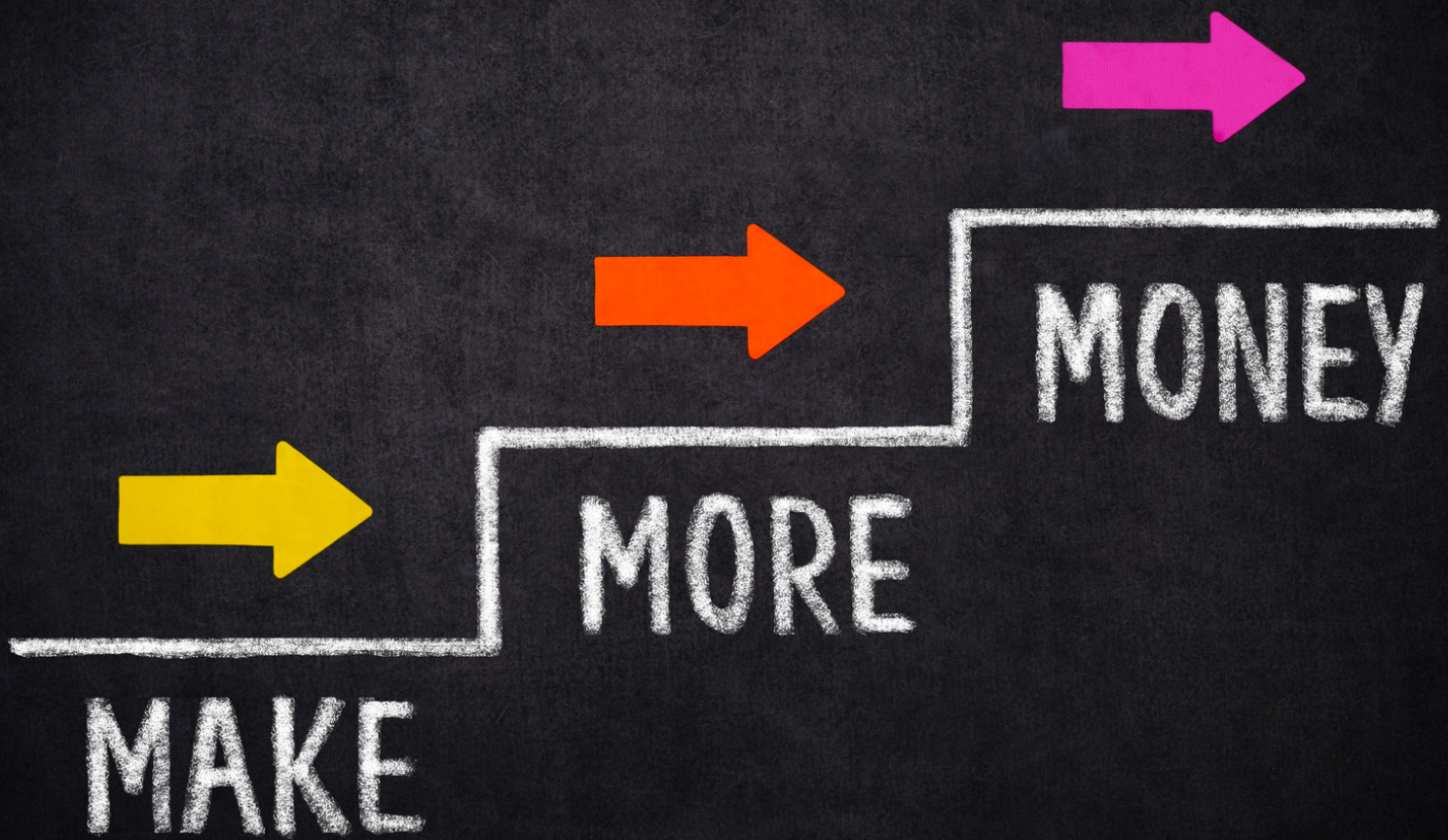
02

Because with trust comes loyalty. Loyalty means they're less likely to turn to the competition. With loyalty comes long-term passive income.

When someone on your email list, or customers who purchases your offer, gets a more personal email or video from you, you will stand out above the norm.







Engaging this way makes you memorable!

- They'll be more likely to open future emails.
- They'll be more willing to give you feedback.
- They'll likely come to you for advice because they see you as an authority.
- And most importantly, they'll trust your future promotions and be willing to purchase.



03

# RAPPORT BUILDING QUESTIONS

With the right questions, you'll be able to connect with people on a more personal level. And it's a great way to start a conversation.

These questions go deeper than surface-level questions, and should prompt a more back and forth.



These questions:

1. Are more personalized because they're more specific and show you're interested in their answer.
2. Are more unique because it's unexpected.
3. Are appropriate to the situation.

Often, these types of questions come on the heels of a support question or a discussion on social media.

If at all possible, create a video response to begin engagement. This is the ultimate way to start connecting with someone. It's much more personal and helps you develop a wonderful reputation.



# 54

# QUESTIONS TO BUILD RAPPORT WITH YOUR AUDIENCE

The following chapters are lists of questions, broken down into different categories to suit different situations.

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# 04

# LOCATION QUESTIONS

- Is it true what they say about living in [city/state]? (For example, "Is it true what they say about living in L.A.? Are the freeways essentially parking lots?")
- Since you live in [city/state], do you go to [local attraction] all the time?
- I have such good memories of [city/state] — I visited when I was X years old and absolutely loved [destination/feature]. What do you think about [destination/feature]?
- If I had the opportunity to pass through [city/state], what would be your top recommendations?
- I've heard [nearby restaurant/city/state] has amazing [food item]. Does it deserve the hype?
- What's your commute like? (Do you drive, take public transit, carpool, etc.)
- What brought you to [city/state]?
- When's the best time of year to visit [city/state]?





# 05

## JOB AND CAREER QUESTIONS

- Is [city/state] a good location for [customer's industry/company/profession]?
- Are there a lot of companies in [customer's industry] in [city/state], or are you guys fairly unique?
- Is [city/state] where your company is located, or do you work remotely?
- My [niece/son/grandchild] wants to become a [profession]. Do you have any advice I should pass on?

- I saw you used to work in [different field/profession/industry]. How was the transition?
- Do you go to [well-known industry event]? Why/why not?
- You [tweeted] about going to [conference] — have you been before? I'm debating whether or not to go, and I'd love to hear your thoughts.
- My friend used to work at [current or former company]. Do you know [name]? What was it like working there?
- I read on your [social media] that you spoke at [event] — really impressive. Do you have any future speaking events lined up?
- I noticed you have your [xx] certification. What was the process of getting that like?







- On your [social media] profile, you listed [unusual skill] under your Skills. How often does that come in handy?
- You're fluent in [second language], right? Wow! Do you travel to [country] fairly often? Do you use [language] in your work? Is there a third language in your future?
- Many of my clients in [customer's role] tell me [X detail about job]. Has that held true in your experience?
- I'd love to learn more about [customer's role]. Are there any resources you'd recommend?
- My [niece/son/grandchild] wants to become a [profession]. Are there any subjects you'd suggest majoring in?
- What job would you want if you weren't a [customer's profession]?
- Have you always wanted to work in [customer's field]?



# SCHOOL AND INTEREST QUESTIONS

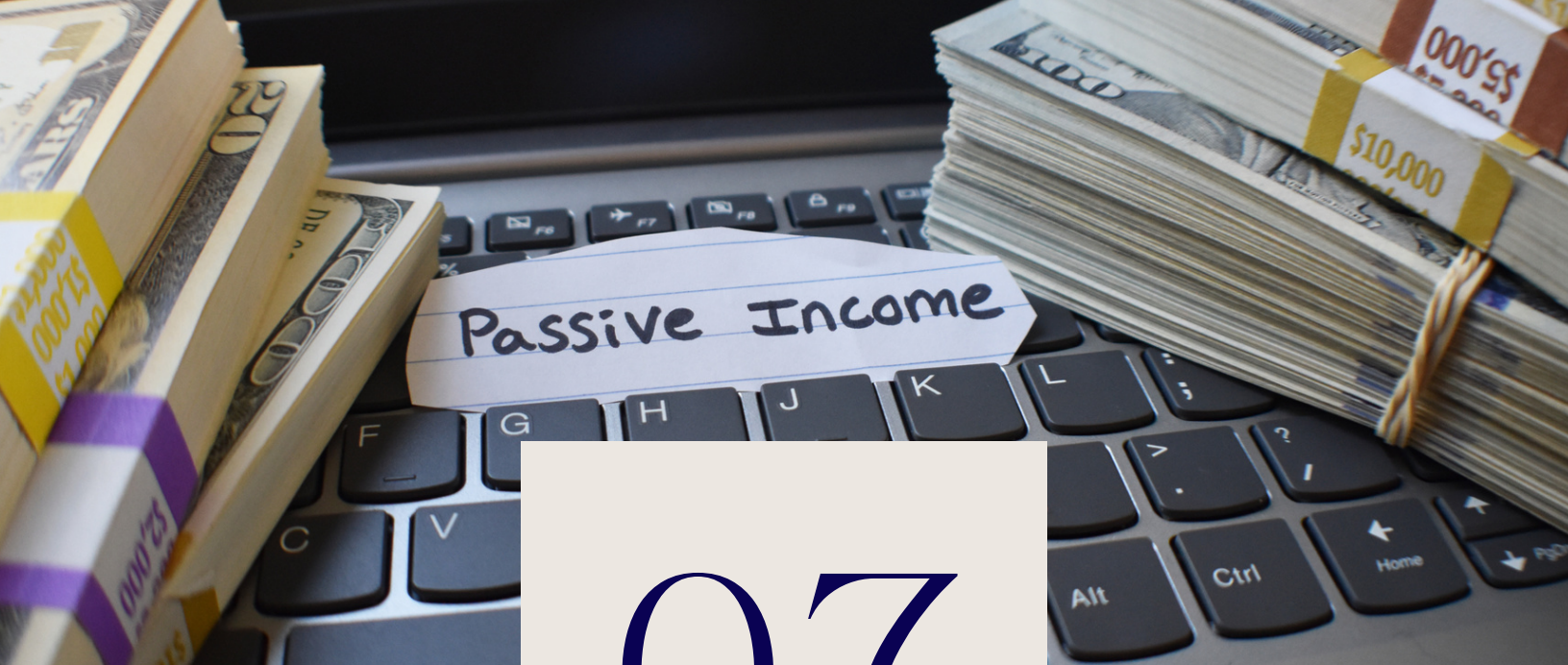
06



- You're an alum of [college]! My friend graduated from [college] in [year]. They said it was really X?
- I noticed on [social media] that you help out with [organization]. How'd you get started with that?
- Saw on {social media} that you're a massive [sport] fan. Are you looking forward to [related event]?
- On your [social media] bio, you mention loving [activity]. How long have you been doing that?



- While I was preparing for our conversation, I noticed you follow [influencer] on [social media]. What did you think of their ideas on [topic]? (Alternatively, "Did you read their book?")
- I saw you follow [influencer] on [social media] -- I do, too. Did you see what they wrote the other day about [topic]?
- I saw on [social media] that you attended [college]. My [niece/son/grandchild/family friend] was thinking of applying. What was your experience like?
- Do many people from [college] end up in [customer's current location]?
- Would you go back to [college] again for a graduate degree?
- Are there any leaders in your space you'd recommend following?
- What was the best class you ever took at [college]?



07

# CONTENT & ACTIVITY-BASED QUESTIONS

- You recently [tweeted] a link to [podcast/radio show]. Have you listened to [specific episode/similar show]? (This question also works for books, movies, and TV shows.)
- I loved what you [blogged/shared] the other day about [topic]. Have you read [related article]?





# **GROWTH STRATEGIES**

- Since you're interested in [topic]; I was wondering if you'd read [book on topic]?
- I saw that you [tweeted] about [author/book name] -- I'm looking for a new read, should I try [author/book name]?
- I'm putting together a list of great blogs for [customer's industry]. Do you have any recommendations?
- I'm putting together a list of must-read blogs for any [customer's profession]. Which ones do you like?
- I'm buying a book for someone's [milestone year] birthday. Do you remember reading anything around that time that really changed your life?

- I saw on [social media] that you're interested in [topic].  
Do you have any related documentary recommendations?
- I saw on [social media] that you're interested in [topic].  
How did you [learn about, come across] that [topic, field]?
- Do you subscribe to any newsletters about [topic, industry, product category]?



- I read the [article, blog post, interview, white paper, ebook] you shared on [topic] on [social media]. What did you like about it?
- Are you reading any interesting books these days?



**Passive**

**Income**



# RANDOM QUESTIONS

08

- I read on [social media/your blog/etc.] that you think [opinion]. I feel the same way -- but I'm always curious to learn how other people formed their opinions. How'd you come to this one?
- You seem to have a pretty busy schedule. Do you have any productivity tips?

- It seems like you're fairly busy -- do you use apps to stay organized? I've been looking for a good one, so recommendations would be helpful.
- You seem like someone with good Netflix picks. What have you enjoyed recently?
- The weather is very nice here, how's it where you are?
- Are you planning any work trips or vacations this [season]?
- I saw the picture you shared of your [pet] on social media. Have you ever thought about making [him/her] an Instagram account?





# Conclusion

If you show interest in your engagement, your audience will open up to you. Eventually, you will build trust and loyalty with them, which in turn helps your bottom line.

Building rapport with your customers and subscribers will ensure they stick around and be more willing to purchase your offers in the future.



IF YOU HAVE ANY QUESTIONS,  
PLEASE CONTACT ME.

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