

The Park Bench Theory

How Powerful Questions Change Conversations — and your practice.

A TRAINING FOR BUSINESS COACHES | [FOCUSED.COM](https://focused.com)

The Moment Where the Magic Lives

Picture This

You're on a park bench. Small talk turns into conversation. Then you ask a question — not polite filler, but one that makes them genuinely stop.

"That's a really good question. I've never thought about that before."

That pause is where the magic lives.

The Theory

It doesn't matter where you are or who you're talking to. When you ask a question that makes someone genuinely think, two things happen:

- The conversation shifts from small talk to significance
- Their view of you changes — from stranger to someone worth listening to

This is the foundation of coach-level conversations. You are not selling. You are thinking out loud — and they begin to see you as the person who asks questions no one else asks.

Why Questions Do More Than Answers Ever Will

Most coaches spend their time proving value by talking. Prospects nod politely — and disappear. The coach who wins the client is the one who makes the prospect feel **understood**.



Ownership

Questions transfer ownership. When you ask what they want, they own the answer — and the desire.



Clarity

Most business owners are stuck in fog. A great question acts as a spotlight.



Competence

The quality of your questions signals more intelligence than any credential ever will.



Trust

People trust those genuinely curious about them — not those eager to sell.



The Gap

When a prospect sees where they are vs. where they want to be, they feel compelled to bridge it.

The 10 Power Questions: Part One

These are not scripts — they are tools. Internalize them so deeply they become natural in any context.

1 **Vision Question**
"If your business could look exactly the way you want in three years, what would be different?" Opens imagination, shifts focus from pain to vision.

2 **The One Thing**
"What's the one thing that, if fixed tomorrow, would change everything?" Forces prioritization and reveals the real problem.

3 **Pattern Interrupt**
"Are you building a business — or just working in one?" Most owners haven't separated these realities. The pause is where awareness lives.

4 **Life vs. Business**
"What does success look like for you — not the business, but for your life?" Separates revenue from fulfillment. Creates trust fast.

5 **Cost of Inaction**
"If nothing changes in the next 12 months, what does that cost you?" The prospect calculates urgency themselves — far more powerful than you doing it.

The 10 Power Questions: Part Two

1 **The Deeper Why**
"Who are you building this for — really?" Stops most owners cold. They think about customers and money, but rarely the deeper why.

2 **Contrarian Icebreaker**
"What advice did you get early in business that turned out to be wrong?" Creates dialogue and reveals how open they are to new perspective.

3 **Strategy vs. Survival**
"When did you last step back and work on strategy instead of just surviving the week?" Diagnoses the trap most owners are in. Positions coaching as relief.

4 **Identity-Level**
"What would you have to believe about yourself to build the business you actually want?" Reveals identity-level obstacles. This is where transformation lives.

5 **Value Bridge**
"If I could help you get one result in 90 days, what would that be worth to you?" Not a pitch — a question. The prospect names the value before you name a price.

Where to Use These Questions — Networking Events

A great question used in the wrong moment loses its power. Deploy these questions strategically across your four most common contexts.



Networking Events

Goal: stand out, not pitch.

| **Q3** — *"Are you building a business — or just working in one?"*

| **Q7** — *"What advice did you get early in business that turned out to be wrong?"*

| **Q4** — *"What does success look like for you — not the business, but for your life?"*

Drop Q3 early, then deepen with Q4. End with your name and mission. No pitch.

Where to Use These Questions — Referral Calls

A great question used in the wrong moment loses its power. Deploy these questions strategically across your four most common contexts.



Referral Calls

Open with permission before asking anything.

| **Permission opener** — "Can I ask you something before I tell you anything about what I do?"

| **Q1** — "If your business could look exactly the way you want in three years, what would be different?"

| **Q2** — "What's the one thing that, if fixed tomorrow, would change everything?"

| **Q8** — "When did you last step back and work on strategy instead of just surviving the week?"

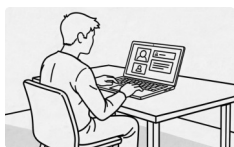
| **Q5** — "If nothing changes in the next 12 months, what does that cost you?"

| **Q10** — "If I could help you get one result in 90 days, what would that be worth to you?"

Drop the permission opener, then Q1 or Q2. Probe with Q8, anchor with Q5, close with Q10.

Where to Use These Questions — Facebook & LinkedIn

A great question used in the wrong moment loses its power. Deploy these questions strategically across your four most common contexts.



Facebook & LinkedIn

Questions outperform statements.

| **Q3** — *"Are you building a business — or just working in one?"*

| **Q6** — *"Who are you building this for — really?"*

| **Q1** — *"If your business could look exactly the way you want in three years, what would be different?"*

| **Q9** — *"What would you have to believe about yourself to build the business you actually want?"*

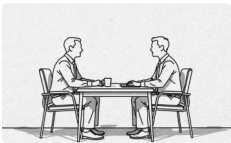
| **Q2** — *"What's the one thing that, if fixed tomorrow, would change everything?"*

| **Q8** — *"When did you last step back and work on strategy instead of just surviving the week?"*

Use Q3 or Q6 alone as a one-liner. Try Story + Q1, Contrarian + Q9, or a binary poll with Q2. Comments become your pipeline.

Where to Use These Questions — Deeper Discovery Calls

A great question used in the wrong moment loses its power. Deploy these questions strategically across your four most common contexts.



Deeper Discovery Calls

Run an entire discovery with almost nothing but questions. The prospect closes themselves.

Open — *"If your business could look exactly the way you want in three years, what would be different?"*

Diagnose — *"What's the one thing that, if fixed tomorrow, would change everything?"*

Deepen — *"When did you last step back and work on strategy instead of just surviving the week?"*

Anchor — *"If nothing changes in the next 12 months, what does that cost you?"*

Connect — *"Who are you building this for — really?"*

Transition — *"If I could help you improve your profitability, what would that be worth to you?"*

Follow this sequence: Open → Diagnose → Deepen → Anchor → Connect → Transition. The prospect talks, thinks, feels understood — and begins to close themselves.

Social Media in Action

Here's how a single power question becomes a post that stops the scroll and starts a conversation:

Most business owners are incredibly busy.

But there's a difference between building a business and just working in one.

Which one are you doing right now?

Drop a comment. I read every one.

Post Formats That Work

- **Open Question Post:** Q3 or Q6 alone — no explanation, let it breathe
- **Story + Question:** Brief client story, end with Q1 or Q8
- **Contrarian Post:** Challenge a belief, close with Q9
- **Poll Post:** Q2 or Q8 as binary — comments become pipeline

The Goal

Stop the scroll. Start a conversation — in the comments, in the DMs, and in their heads. The question does the selling before you ever say a word.

The Park Bench Principles

Every time you engage a prospect — online, in person, by phone — bring these five principles with you.

1 Slow down to speed up

The coach who rushes to the solution loses the client. The coach who lingers in the question earns the trust.

2 Silence is not awkward — it is working

When a prospect goes quiet after your question, let them. That silence is where transformation begins.

3 Your question reveals your thinking

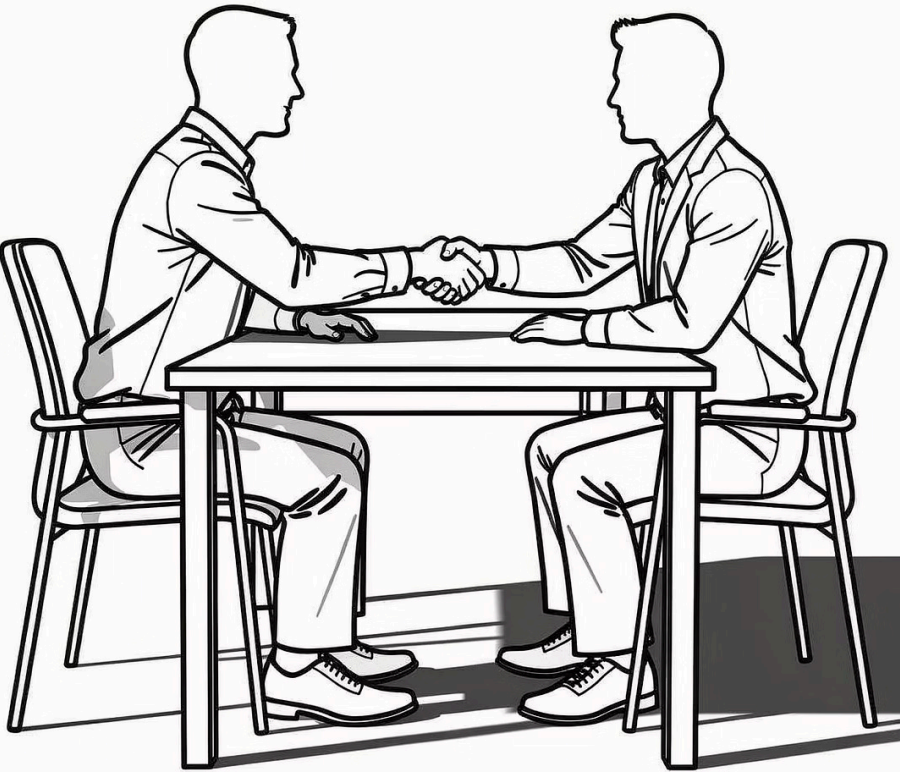
Before you speak, ask: does this question make them *think*, or just respond?

4 Curiosity is a posture, not a technique

If you are genuinely curious about the person in front of you, the right questions will come naturally.

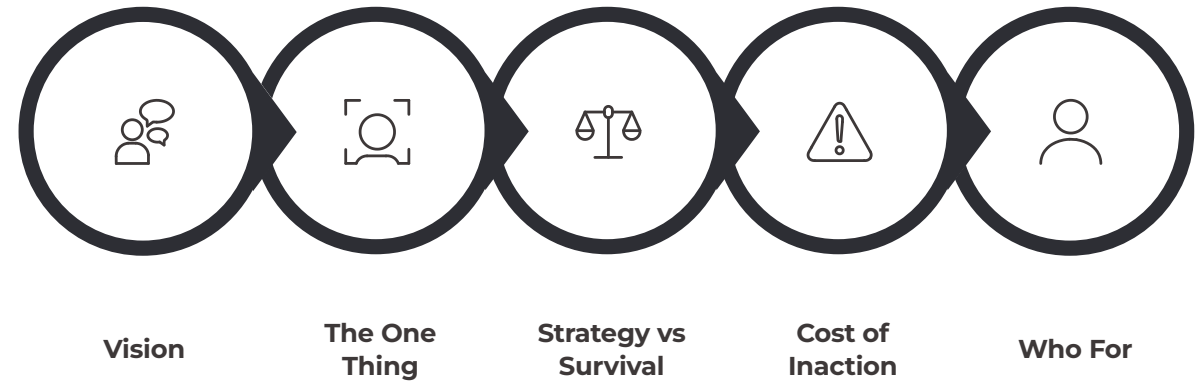
5 You are guiding, not interviewing

Every question should move the conversation forward — not just gather data.



The Discovery Blueprint

The coach who asks better questions than anyone else wins the client — without ever feeling like a salesperson. Here is the complete sequence:



Notice: you can run an entire discovery conversation with almost nothing but questions. The prospect talks, thinks, feels understood — and begins to close themselves.

Your Next Step

The Best Coaches

The best coaches are the ones with the best system (PAS), and they are the ones who make people feel **seen, understood, and compelled to move.**

These ten questions are your starting point. Internalize them. Practice them at breakfast, in the carpool line, on the phone, and in your posts.

Watch What Happens

When someone pauses — really pauses — and says:

| *"Wow. That's a really good question."*

That pause is not just a good sign.

That pause is your first client.

