Four Ways to Test & Strengthen Your Answers to the Questions

Know your first answer is not your best or only answer.

Ask Yourself, "And what else?" Ask it again.
Ask it one more time.

Ask Yourself, "What's the data for that?"

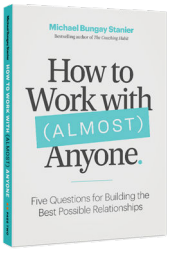
Your answer's often your opinion. Link it to a proof point.

Apply the Spouse-ish Test

Your Spouse-ish person is someone who knows you well, likes you, and is not fooled by you. What would they add? (See How to Begin for more.)

Ask Yourself, "How confident am I in the answer?"

You don't have to be fully confident for it still to be a helpful answer. But not every answer will have the same degree of assurance.



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