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**Power Of "WHY"**

**By Ronnie Nijmeh**

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The most powerful question one can ask is simple, short, and effective. "Why?" is probably one of the most commonly heard questions and, not only one of the most difficult to answer, but also the most difficult to satisfy. We like to call "Why?" a helper question. "Why" is a question that can help steer the conversation into your critical path and towards the answer that you're seeking.

When one asks "why" they are tapping into their curiosity, and we all know that our curiosity is extremely difficult to satisfy with a single, one-worded answer. Why? And why is "why" such a powerful word?

The Thirst for Knowledge and Understanding Asking open-ended "why" questions can begin a tricky situation that starts with one "why" and can snowball into a "why" after "why" fiasco (just think of the hilarity of a child asking their parents one "why" after another!). If you don't satisfy the knowledge seeker's original thirst, another why ensues and it snowballs from there.

**CHALLENGE:** As a seeker of knowledge (which I wholly believe that we all are, especially the team of ACQYR readers) we have to ask the tough questions, and never lose our thirst for knowledge and understanding. Curiosity is what drives us to succeed and further develop our craving for knowledge. We must never lose our curiosity and our drive.

Everything is a Why...

## Power Of "WHY"

You probably read the title and thought, "huh?" Well, think for a minute about what it means. Almost every question one can ask can be formed as a "why" statement and every single "why" question is an open-ended question. "What are you feeling right now?" yields a closed-ended answer (i.e. "Fine."). Replaced by a "why", yields a more effective result: "Why are you feeling the way you do?" produces a thought-out answer that better provides a level of understanding of the overall situation. You can't get a one-word answer with a "why," and if you do, your thirst for clarity and knowledge isn't satisfied. If it isn't satisfied, it is our personal duty to continue (within reason of course) to seek out answers.

**CHALLENGE:** Try to learn and think of new ways of phrasing our questions to obtain the most optimum and desirable answers. Open-ended questions provide a better understanding of the underlying circumstances and often produce candid (frequently unexpected) pieces of information that could have been easily withheld with close-ended questions.

If your manager, subordinates or co-workers aren't producing as you'd like, give them the "why" treatment and inquire about their performance (be professional, but nice!).

If you ask the right questions, you'll yield the answers you're looking for.

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**Power at your Fingertips**

**By Nicholas Dixon**

## Power Of "WHY"

It is just amazing. Power right at your fingertips. It feels good to have access to such a powerful thing.

In one click you can make thousands feel the power you possess in hand. What am I talking about ? You guess it. The power of Internet Marketing.

Since the first day I started, I was astounded at the potential power at my fingertips. The Internet has provided us with a means of communication unparelled. What you do with that power is essential to your success.

Many will use such power to obtain wealth and fame by unscrupulous means. They are the ones who will fade away faster than spit on a Arizona road.

The thrivers are those who have a vision other than just making money. They make people lives better. You have to give to receive. It is one of Nature's laws. I learned that the hard way.

Our dreams and aspirations can all be achieve. But before that comes we all need to work on our attitudes and mindset.

Ask any of the 'gurus' and they will tell you it is essential for success. And remember the Golden Rule : Give to Receive. You will not regret it.

You have amazing power at your disposal. What you use it to do depends on you. Question yourself seriously. Only you would know.

To your success and mine.....,

Nicholas

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