



Building Your Ask to Get What You Want

Reflection:

Have you ever had a challenge asking for what you want? Why do you think that is?

ASK Formula

A	Assume people want to help (and don't assume they know you need it).
S	Be Specific. State clearly what you want from them, and why them and now.
K	Keep it simple. Know your motivations. Keep in touch!

And finally....Lead in Service

Flip over to use the other side of this page to workshop your ask.

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Your Ask

What do you want to ask for?

Why is this important right now? What impact will this have on you/your business?

Who are you going to ask? Why have you chosen them?

What specifically do they need to know in order to respond?

What can you do to make it simple and easy for them to say Yes and follow through?

How will you thank them?

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