

the Irresistible Requests

CHEAT SHEET

your quick start + kick in the pants

when in doubt, just remember these 3 steps:

1. THINK BIG
2. WRITE IT OUT
3. ASK

sample request #1	sample request #2
ask for introductions to a new market	propose collaborating to land a big client
"Hey [NAME], you know I'm a big fan. I have an idea to help you add on some more value to your clients. I specialize in [THE SPECIFIC PROBLEM YOU SOLVE OR KEY BENEFIT YOU PROVIDE] for [THE PEOPLE YOU SERVE]. I have got a real talent for this, or so my clients say, and I love it. I know you have a reputation for being a leader amongst this group, and that people really respect your opinions. I'd really love your endorsement, and to see if you have ideas that I'm not thinking about. I'd love to set up a 15-minute call or a lunch where we could talk about that. Would you like to set up a time to discuss?"	"You're someone who works with my ideal client, and I've long admired your work. What I specialize in is [YOUR SPECIALTY]. One of my goals for this year is to go after bigger, more valuable clients. Is that something that interests you? Great, have you ever heard of teaming up? A lot of companies are doing that to go after bigger clients. I was thinking we could do some shared project together where you bring me in as a special instructor [OR INSERT YOUR OWN IDEA HERE], and I give you [HALF or 20% or 30%] of the proceeds. I'm totally open to negotiating, just throwing this idea out as a first thought. Would you like to set up a time to discuss this possibility?"

psst. the ask *is* the win. for both of you.

TODAY IN PARTICULAR YOU HAVE A GIANT PERMISSION SLIP TO
ASK ANYONE FOR ANYTHING.

Entertain the idea that most of the things you want are within reach, and you can get them by asking.