YOUR

ASK Method® Action Plan

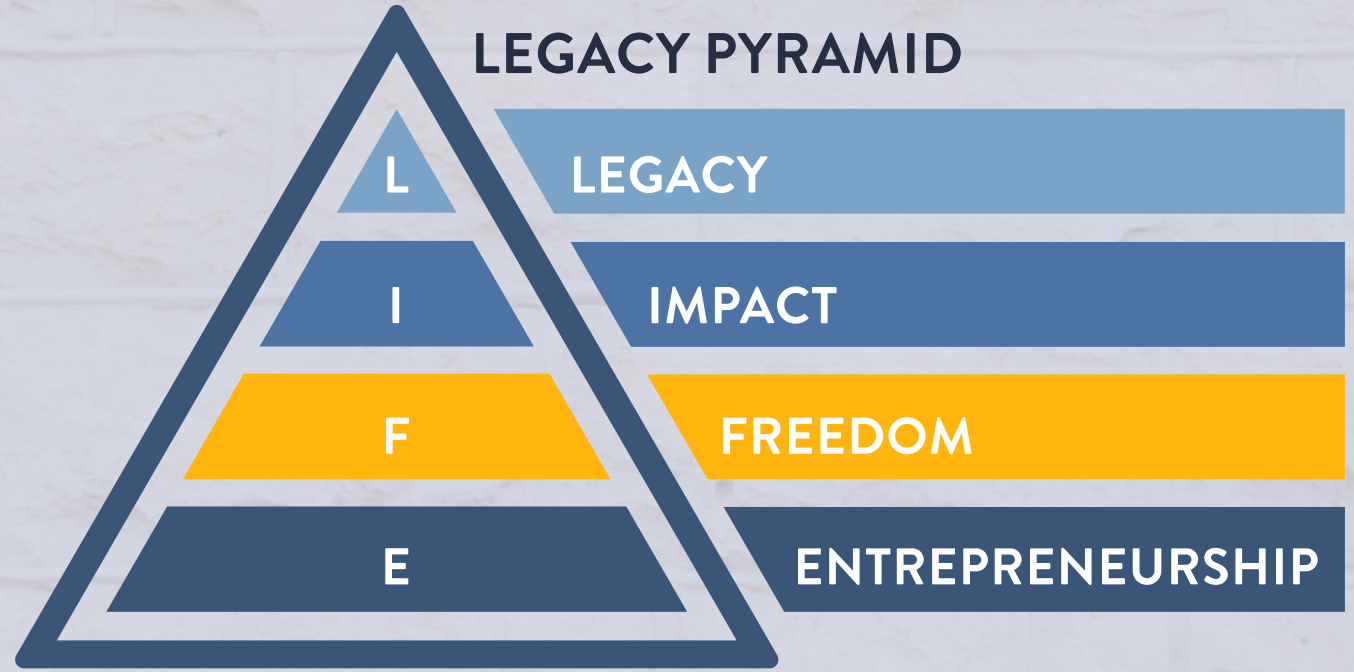
WORKBOOK

BY RYAN LEVESQUE

ASK METHOD®
MASTERCLASS

The Legacy Pyramid

Why are you doing this?



Legacy is how the world will have changed 100 years from now, based on the good work you're doing today...

Impact is how you're affecting the world TODAY. How are you making the world a better place?

Freedom to work when and where you want to. Freedom to enjoy life and what really matters to you.

Entrepreneurship allows you to be in control: of your hours, of your time, even of how much money you make.

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What happens when niching down is not enough?

In the market or niche that you serve,
Can your product or service you sell help *more than one* type of person?

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When they arrive at *your* website,

People expect the product or service you sell to be *exactly* what they're looking for And to *feel* almost as if it were *specifically designed for them*.

The secret is *not* necessarily about customizing the products or services you sell, it's about making it feel that way.

We call this:

Perceived Customization

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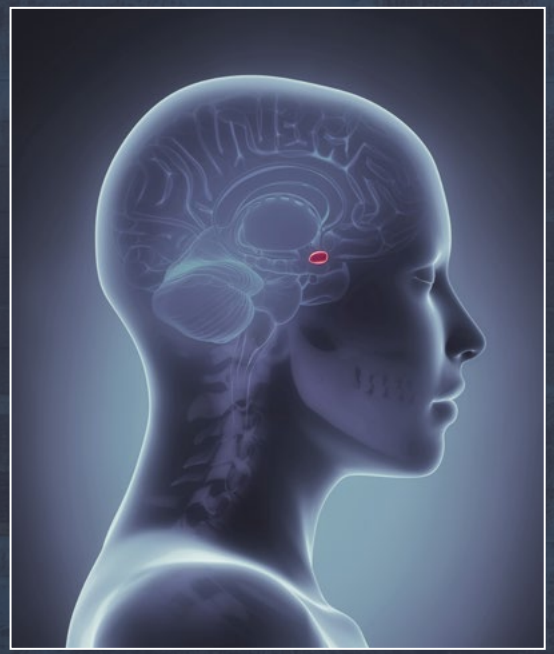
The Psychology of Micro Commitments



Whenever you ask someone to do something or make any sort of change, the brain perceives that change as a threat, triggering the fight or flight response in an area of the brain known as the ***Amygdala***.

This happens when you ask someone to opt-in to your email list and provide their name and email.

So they **FREEZE** or **FLEE**.
(Leave your website without providing their email address.)

You can "hack" that fight or flight response.

Shrinking the size of the step or commitment you ask someone to take by starting with a simple, multiple choice question ***before*** you ask for someone's email address.

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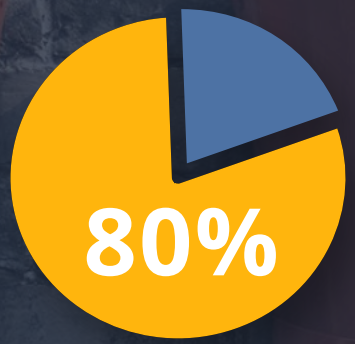
The Bucketing Sweet Spot

80% of your market falls into 3 to 5 buckets.

Too many buckets creates too much work.

Too few buckets and you're not taking full advantage of the power of the ASK Method



Because there are always going to be outliers that fall outside who you want to serve and focus on.

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4 Ways To Bucket

JOURNEY BUCKETING

You're in a market where there is a linear success path for your customers to follow

CHALLENGE BUCKETING

Different sticking points people run into, that aren't correlated with one another

SITUATION BUCKETING

Different statuses, demographics, or types that cause specific challenges

HYBRID BUCKETING

Buckets that span all 3 approaches

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How might you bucket your market?

You might bucket by Journey if...

- Your market is at different stages
- You can identify beginners, intermediates, and experts
- People just starting out have different needs than those in your market for years

You might bucket by Challenge if...

- Your market faces the same few sticking points over and over
- You can predict the problems they'll encounter
- The challenges aren't necessarily unique to beginners

You might bucket by Situation if...

- Your market interacts with your product in different ways
- You have varying demographics (age, location, careers, etc.)
- Your product helps many types of people

You might use a Hybrid approach if...

- Your market fits into many of these categories
- You have one or two journey buckets... and one or two situation buckets which don't quite fit within that journey
- Some of your markets challenges are related to their situation, and some are not

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For more information about how to use
the ASK Method in your business,
check out the free ASK Method Workshop.

Click here to access the entire ASK Method Workshop.

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