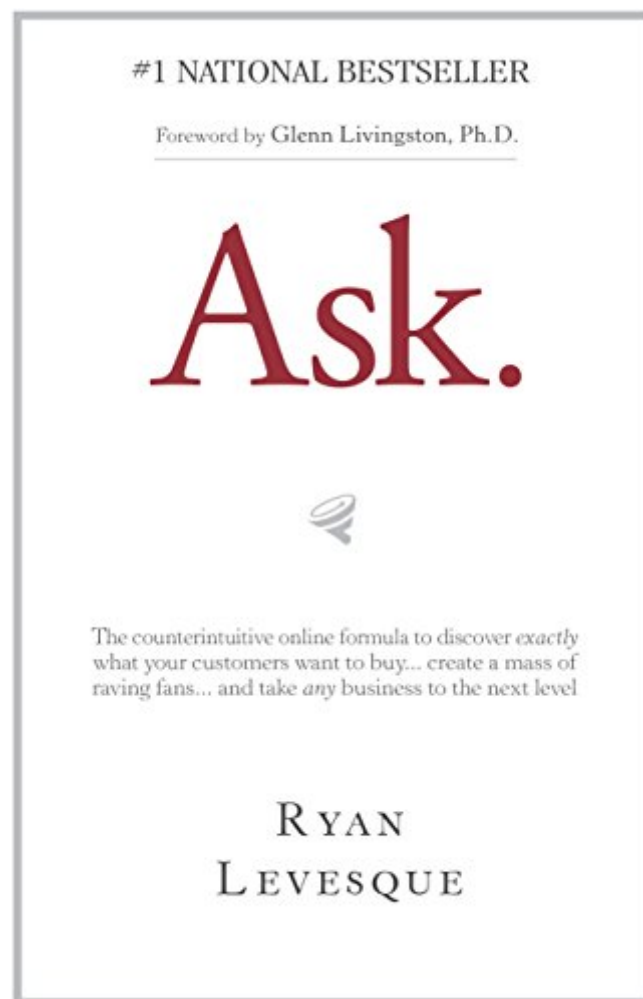


The book was found

# Ask : The Counterintuitive Online Formula To Discover Exactly What Your Customers Want To Buy...create A Mass Of Raving Fans...and Take Any Business To The Next Level



## Synopsis

"What Ryan Levesque has done is give you the art and the science behind figuring out EXACTLY what your prospects want... and then delivering it via an incredibly effective sales process. Buy this book and put the formula to work in your business - the results speak for themselves." - Jeff Walker, #1 NY Times bestselling author of "Launch"

"I am going to put the brilliant advice Ryan presents in Ask to work immediately. This is the most innovative, practical and useful business book I have read in years." - Reid Tracy, CEO Hay House, Inc.

"Before you finish the first third of the book, you'll be eager to jump ahead and implement his process immediately - it's that powerful!" - Annie Hyman Pratt, former CEO of The Coffee Bean and Tea Leaf and CEO of IMPAQ Entrepreneur Business Execution Systems

"Ask may be the most important book written for anyone who sells products or services directly to consumers since Breakthrough Advertising was published in 1966. Ryan Levesque will go down in history as the marketer who used his background to change the way products and services are sold online." - Brian Kurtz, Business Builder of Boardroom, Inc. and Serial Direct Marketer

**THE "MIND-READING" SYSTEM THAT IS REVOLUTIONIZING ONLINE BUSINESS**

Do you know how to find out what people really want to buy? (Not what you think they want, not what they say they want, but what they really want?) The secret is asking the right questions - and the right questions are not what you might expect. Ask is based on the compelling premise that you should NEVER have to guess what your prospects and customers are thinking. The Ask Formula revealed in this book has been used to help build multi-million dollar businesses in 23 different industries, generating over \$100 million dollars in sales in the process. You will discover why the Ask Formula is arguably THE most powerful way to discover EXACTLY what people want to buy and how to give it to them - and in a way that makes people fall in love with you and your company. In this tell-all book, expert online marketer Ryan Levesque (featured in CNBC, Yahoo Finance, The Miami Herald, The San Francisco Chronicle, Mass Market Retailer, Bloomberg Businessweek and more) turns everything you know about customer surveys on its head. You will discover how Ryan Levesque developed his proven system for creating survey-based, customized sales funnels. And you will also learn how YOU can implement the same system in your own business - no matter your market. The Ask Formula blueprint is laid out in clear and detailed steps for anyone to use and adapt. Whether you're an aspiring Internet entrepreneur, advanced online marketer, or established business owner, this book will both inspire you and show you how to skyrocket your online income - while creating a mass of raving fans in the process - simply by asking the right questions in a surprisingly different way. For people looking to scale up their business, Ask will utterly transform how you think about consumer behavior and selling online. For

example, you will learn: How to increase your income by 36% by asking potential customers this slightly unusual 4 word question. Why most businesses are doing surveys all wrong (and the one question you should NEVER be asking your prospects) And much, much more | Discover for yourself why leading marketers all use and recommend the Ask formula. "Investigation based sales is the most profitable type of selling. Ryan Levesque explains how to utilize this powerful technique beautifully in his book ASK." - James Schramko, SuperFastBusiness.com

## Book Information

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## Customer Reviews

These days it seems as if every guru is putting out a book. Most are glorified sales letters trying to attract you into their mastermind or seduce you into buying their \$1997 program. As a self-taught entrepreneur, I've bought a lot of these books hoping to get insight on how to grow my business. They promise to share a secret "formula" or "blueprint" on how to double my profits, skyrocket my business, and transform my life. Most don't deliver on that promise, so I read Ask with a healthy degree of skepticism. But when I started reading, I was immediately drawn into Ryan's story. He doesn't sugarcoat his journey. He's up front about the fact that his success took a lot of hard work and dedication and he shares his failures as transparently as he does his wins. His focus and

discipline is, frankly, a little intimidating. I actually found myself worrying that if I wasn't willing to dedicate six months of hyper focus to my business, I wouldn't be able to put his formula into action. Then I read part II. Part II lays out the Ask formula and then details the Survey Funnel Strategy step-by-step and here's where the magic happens. There are four pillars to the Survey Funnel Strategy -- the "Deep Dive" Survey, the "Micro-Commitment Bucket" Survey, the "Do You Hate Me" Survey, and the "Pivot" survey. Levesque lays out each of these step-by-step as well as the email sequences you need to send to prepare your audiences for the surveys and follow up with them once they've given their answers. I have already put pieces of the formula into practice (imperfectly) and already seen some awesome results: I sent out a Deep Dive Survey and found out that my avatar was facing a huge challenge that I was aware of.

I never write reviews, but felt compelled to review this particular book. I believe that every business owner who is serious about staying on the cutting-edge of marketing should read this new book by Ryan Levesque (and take lots of notes)! To give some background -- I learned about Ryan several months ago at a conference called "Titans of Direct Response." I believe there were about 300 people attending and Ryan was just a guest. However, I noticed that all of the most influential people in the room were talking about him. After asking around, I learned why -- Ryan is only 32 years old, but he has accomplished more than most people will in their entire lifetime. Through his revolutionary Ask Formula (which he reveals in full detail in this book), he has helped people achieve unexpected & exponential results in their business. In a short number of years, this formula has helped Ryan and his clients generate 3 million leads and over 200,000 customers....resulting in over \$100 million dollars of revenue. I've personally met his clients, and they've shared with me that it's results like this that make them happy to pay thousands of dollars for just an hour of his time. Now as one of Ryan's students in his Next Level Mastermind Facebook group and ELITE program, I've had the opportunity learn this formula and apply it to my own business. I have to admit I was a little skeptical at first...Ryan's approach is super analytical and almost scientific. I wasn't sure if it would work with my audience of heart-centered, female entrepreneurs. But then I sent his "Do You Hate Me" email to my email list (customizing it to my audience with a few tweaks).

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