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

**#1 NATIONAL BESTSELLER**

Foreword by Glenn Livingston, Ph.D.

# Ask.



The counterintuitive online method to discover exactly what your customers want to buy...create a mass of raving fans...and take any business to the next level

RYAN  
LEVESQUE



## 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 Askto 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 MarketerTHE "MIND-READING" SYSTEM THAT IS REVOLUTIONIZING ONLINE BUSINESSDo 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 'll 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 'll discover how Ryan Levesque developed his proven system for creating survey-based, customized sales funnels. And you 'll 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, Askwill utterly transform how you think

about consumer behavior and selling online. For example, you could 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**

In 2008, armed with nothing but a \$450 laptop, an Ivy-League background in neuroscience, and an insatiable curiosity to understand why people buy... Ryan Levesque left a lucrative career on Wall Street and later in Shanghai, China to launch a multimillion dollar online publishing business selling information and software using what's now become the "Ask Formula" as taught in this book. Since then, Ryan has used the Ask formula to help build multi-million dollar businesses in 23 different industries, generating over \$100 million dollars in sales in the process. Today, he and his team offer training, consulting, and implementation services for entrepreneurs and businesses at all levels.

This is yet another book that is disturbingly perpetuating the epidemic you see in marketing books on these days. Upsells. The book is full of references to the author's paid software, course and mastermind group. It skims over the details and is simply a lead on to the ultra expensive stuff the

author sells. The material is somewhat useful, but what with having to skip over upsells every other page, you won't get much benefit out of it. Until of course you buy the upsells. Did I say upsells?

OK, so this is my first review. An avid reader and purchase as much as possible here for the convenience of it. Just never felt compelled to leave a review until now. This book is gold. I first listed to this on audible on a road trip. I couldn't wait to get back to start implementing what I had learned. Incredible. I picked up the paperback so I could easily reference and write notes. What I gained from this book was a game changer. I implemented the system and I learned things about my market that I would have never guessed. I had been leaving so much money on the table without that knowledge. Now, not only was I able to boost sales of my original product, but I'm also developing products to fill in the holes in my market I previously didn't know existed. It's kept me busy. And it's completely changed my business.

I've known about Ryan for a few years, which is why I picked up the book. I now understand why he's had so much success in so many niches and industries. This is a must read for ANY online or offline business owner, marketer, and direct response copywriter looking to clearly identify their EXACT target audience, what they want, and how to give them what they want. And a lot of times it's not what you think. ASK is also a book that shows you step by step how to skyrocket sales, build a raving fanbase and rabid email list, and get your sales process running on autopilot. Ryan backs up his claims with actual stats and live funnel data and metrics. He also reveals tests that bombed, and why. Ryan shows you in great detail HOW to structure and implement his ASK formula. Not only that, but he spoon feeds you proven, high converting word for word scripts and templates for your videos, emails, landing pages, and surveys. What I love about this book (more like a blueprint) are the REASONS WHY the ASK formula works in each step of the funnel and the psychology behind it. It's obvious Ryan tests his stuff like a mad scientist...and enjoys it.

I have anxiously been awaiting the release date of this book. The wait was totally worth it! As someone with an MBA, I've sat through countless business classes and Ryan's approach to understanding your customers is one that is not only insightful but also very informative. The Ask book gives great insights into how to get into the minds of your customers to find out what THEY want in an easy-to-understand way and offers an in-depth approach to understanding how to gain their trust and business. As a busy mom, I find it hard to find any extra time in the day to sit down to read, however, with this book I made the

time!

Ryan... what can I say other than this book is a MUST READ!If you're struggling with customer development & understanding how to best serve the pains // needs of your audience... then this book is a perfect addition to your library.But more than library... seriously put these strategies into practice because they can & will absolutely generate positive ROI beyond anything you're doing when it comes to your current digital marketing campaigns.Not satisfied... shoot me an email kyle@digitalconversionlabs.com & I will personally refund you on behalf of Ryan. :)Happy Asking! ;)-  
Kyle, CEO (Chief Experiment Officer)digitalconversionlabs.com

The author describes himself as "an aggressive student of marketing for more than 28 years,Ã¢â€š and as having sold more than \$ 30m worth of marketing consulting services to Fortune 100 companies such as Lipton, American Express, Colgate-Palmolive, Whirlpool, Panasonic, AT&T, Kodak and Hallmark.The subtitle of this book is Ã¢â€š "The counterintuitive online formula to discover exactly what your customers want to buyÃ¢â€š and create a mass of raving fansÃ¢â€š and take any business to the next level.Ã¢â€š The author claims that his book is Ã¢â€š "the worldÃ¢â€š s most powerful marketing formulaÃ¢â€š |Ã¢â€š "The process Levesque describes should make your customers feel that you are talking directly to them, not at them. This is achieved through the Ã¢â€š "Ask FormulaÃ¢â€š , a way of asking questions that will assist you to accurately determine what your customer wants, the language of their context, and the issues and messages they want to hear. Asked correctly, they will tell you what they want to buy, and under what conditions they will be willing to buy from you.Ã¢â€š "Instinctively, we ask people what they want. We think if we just ask them, theyÃ¢â€š ll tell us, and we can sit back and watch the dollars pour in,Ã¢â€š says Levesque.Steve Jobs, a man with a fine sense of what people will appreciate, said, Ã¢â€š "ItÃ¢â€š s really hard to design products by focus groups. A lot of times, people donÃ¢â€š t know what they want until you show it to them.Ã¢â€š " Henry Ford believed that,Ã¢â€š "If I had asked people what they wanted, they would have said Ã¢â€š "faster horses.Ã¢â€š "Ã¢â€š "Ã¢â€š "However, people are good at answering what it is that they donÃ¢â€š t want, and what theyÃ¢â€š ve done in the past. Had Ford asked his potential customers what they do not like about their horse, they might have responded that it is too slow, needs feeding, or only carries one person at a time.The

purpose and value of this book is to offer a formula that will allow you to identify what your customers want, even when your customers can't quite articulate it. This is the value of the Ask Formula. The method the author uses is a set of surveys. "The secret to spectacular sales (is) all about asking the right questions, in the right way, at the right time." Levesque's formula has had success in multiple businesses and has revitalized markets that were previously considered dormant. When you are able to discover what your customer wants to buy through "somewhat counterintuitive" questions, and you are able to customize a solution for them, they are more likely to purchase from you. If, in addition, you can completely automate this process so it does not require a conversation with every single customer, you have a very powerful digital marketing system. Executed correctly, these automated surveys will give you priceless information that will inform you of exactly what the customer wants to buy, and when they are ready to buy it. When you are present with the exact product or service when they are ready to buy, you will have a satisfied customer who will return for more. Through this process of surveying potential customers, you will also be able to identify why they decided not to buy, so you can revise your campaign or correct your offering. When you have this working accurately, you have the ability to scale your business to something much, much larger. The hard work, however, lies in getting the details of the process correct. The Ask Formula uses a combination of questions in surveys in a very specific sequence, and requires that you act or adapt to the data you collect in very specific ways. If you are broadly addressing the right group of people for your product or service, the surveys or questions should appeal to their "sense of self-discovery and curiosity." The set of surveys operates like a funnel to assist you to clarify who is in your market, to engage with them, and then, further down the funnel, to refine your marketing approach to them and then to benefit by closing sales. Levesque's "Survey Funnel Strategy" describes a step-by-step, detailed process to apply in your online business. This funnel is significantly different to the common practice where you, as a prospective customer click on an online ad, are led to a landing page. Here you are immediately asked for your name and email address, and other details you probably would not like to enter, in exchange for a free report or coupon. Then you are shown a webpage with a "one-size-fits-all" offering, and moved too rapidly to the payment section for your payment details. Little surprise that the results are paltry. The Survey Funnel Strategy offers a slower and more carefully crafted method that will allow you to really satisfy the client so the buying decision is so much more likely. Essentially you succeed by never assuming

you know everything about your prospective customer, and you eliminate as much guesswork as possible. Having collected real data, cleverly and carefully, you better understand your market and the natural consumer language it uses. When people do not buy you need to understand that too, so you can hone your approach for the future. While the logic of this process is obviously compelling, the value of this book to anyone interested in micromarketing to a mass audience, lies in the clever construction of these surveys and doing the hard work. Even if you do come to the conclusion that this process is beyond your capability, and you do need to engage the author's company to do the work for you, you will have picked up great insights along the way. You will also have seen proof of Levesque's ability. You were self-selected as shown by the fact that you bought the book. You do know how complex doing the work correctly is, and you are now willing to buy it from a master. Readability Light ---+ Serious Insights High ---+ Low Practical High +--- Low\* Ian Mann of Gateways consults internationally on leadership and strategy and is the author of *Strategy that Works*.

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