

The Power of Ask



I'm sure you've heard the fundamental belief, "ask and you shall receive." Yet, somehow entrepreneurs forget to ask, whether it is to ask for the sale, a referral, or even for help.

In order to avoid any possible rejection, sidestep perceived embarrassment, or even keep up the appearance that you need to have all of the answers, you stay in struggle unnecessarily when the answer or solution is just one question or request away.

The world responds to those who ask. **The next time you're looking for a solution, remember these tips:**

- 1. Pick the low hanging fruit.** Keep it super simple by asking the people around you for help in solving a problem. One of my clients procrastinated on certain projects, although she knew in her heart that she would need to request help to get them completed. However, she got stuck on where to start looking. The easiest place to start was to think of those people with whom she had a close relationship. Although she was stuck and procrastinating for days, within minutes, she created a list of people who could help her connect with an assistant that would help with her workload.
- 2. Be clear in your ask.** If you're looking for more clients, then simply ask your referral partners for help. If you start out with, "I'm looking for anyone who..." you're casting too wide a net for your referral sources to picture your ideal client. Instead, be exact to attract: "I work with chiropractors." Titles or other demographics paint a picture in your referral's mind so that when they meet your ideal client, they will instantly think of you.
- 3. Be an excellent receiver.** When you ask for something, it may show up differently than you had imagined. Be open to the possibility that the solution may be delivered to you in a way that you might not have imagined or expected. Most of all, be grateful for it. Being grateful gets you ready to receive more.

If you need more recommendations, feedback, clients, direction, or information, you may be surprised at how quickly and easily you get your answer just by asking.