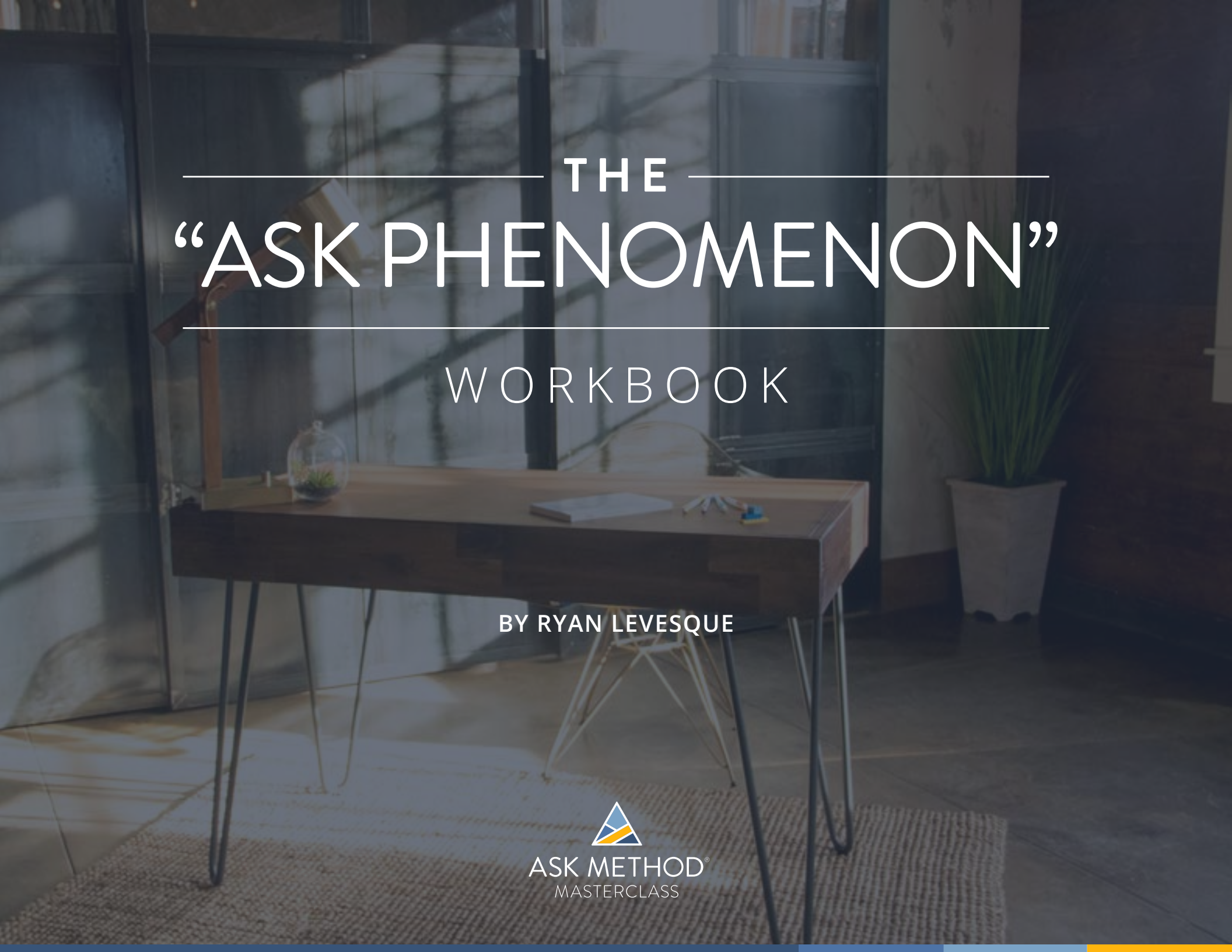
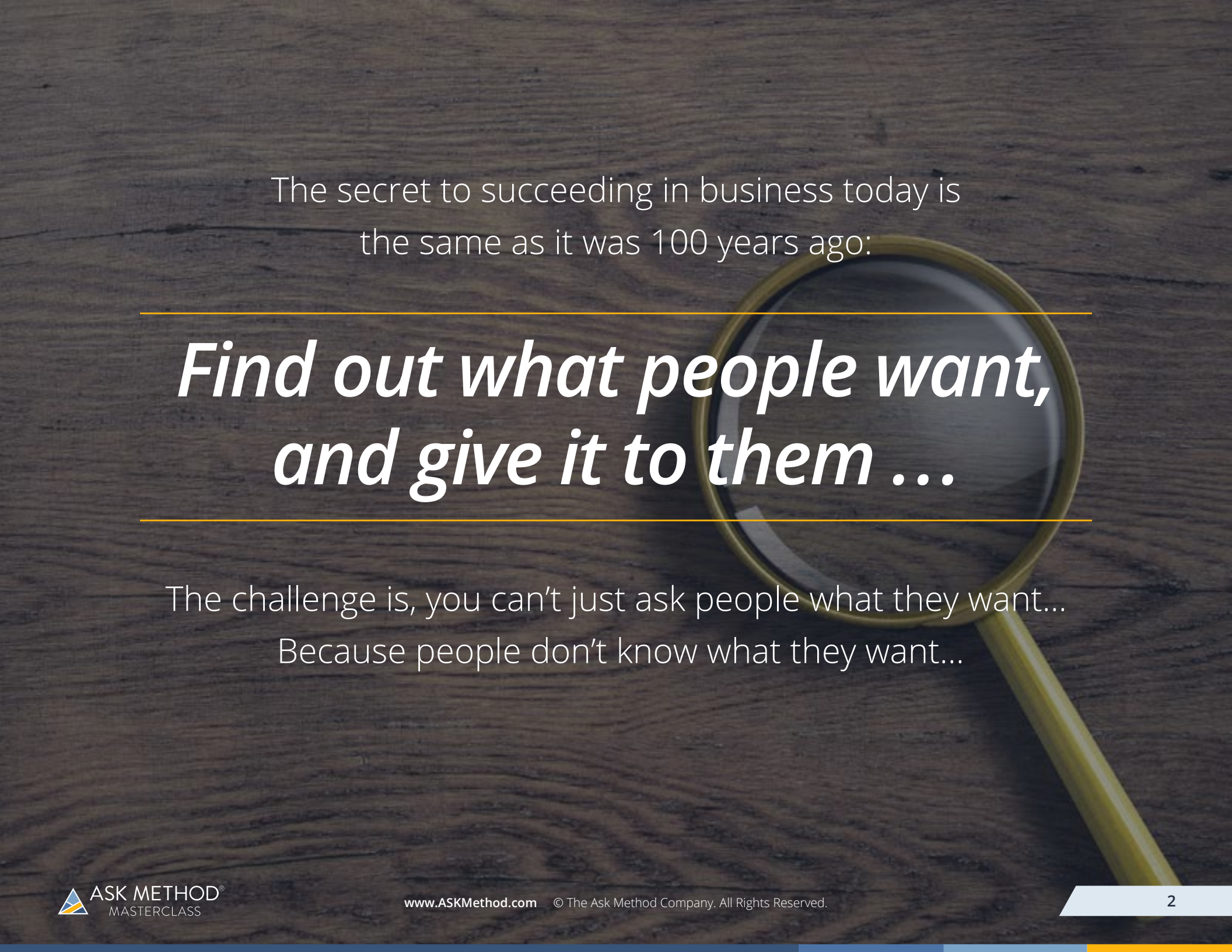


THE "ASK PHENOMENON"

WORKBOOK

BY RYAN LEVESQUE

ASK METHOD®
MASTERCLASS



The secret to succeeding in business today is
the same as it was 100 years ago:

Find out what people want, and give it to them …

The challenge is, you can't just ask people what they want…
Because people don't know what they want…

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The secret is...

Figuring out what people want to buy, before they even know what they want to buy themselves...

> *"If I asked people what they wanted, they would've told me faster horses..."*
>
> **- HENRY FORD**

> *"People don't know what they want until you show it to them..."*
>
> **- STEVE JOBS**

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The question is, how do you do that?

Well THAT is what the ASK Method® is all about.

And it starts with asking the right people the right questions...

So you can figure out exactly what they want to buy...
...and exactly how to sell it to them.

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When I chose the orchid care market, I figured it was a small enough, specific enough niche...

But what I found is that

I didn't have ONE bucket, I actually had FOUR.

- People who wanted to get their orchid to bloom again after it stopped flowering
- People who wanted to save their sick or dying orchid
- People who needed help potting or transplanting their orchids
- And people who just bought their first orchid, and needed to know the basics

I took that business from $0 to $25,000 / month in 18 months...

By creating a **CUSTOM EXPERIENCE** based on their specific situation.

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Niching down is *not* enough.

No matter how big or small your market is you have to diagnose and prescribe to give people exactly what they want and need...

To do this, you need to find the different segments, or buckets of your market, just like I did with orchid care.



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At the highest level, the ASK Method is composed of three major steps:

1

DISCOVER



2

SEGMENT



3

LAUNCH



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1. DISCOVER



One of the key ways you DISCOVER what your market wants, is using a Deep Dive Survey.

Because while people don't know how to tell you what they want.
They DO know how to tell you what they DON'T want.

So in the Deep Dive Survey, instead of asking people,

"What product should I create next?"

You ask them in a different way using your SMIQ (Single Most Important Question):

"When it comes to X, what's your single biggest challenge or frustration?"

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2. SEGMENT



If the Deep Dive Survey is all about figuring out what people want...

Step 2 "SEGMENT" is all about GIVING people what they want...

This is where your Quiz Funnel comes in...

People LOVE taking Quizzes!

Your Quiz funnel involves a series of multiple choice questions...

And it becomes a permanent part of your website...

Allowing you to leverage FOUR Universal Psychological Triggers
to get people to pay attention, to respond, and eventually to buy.

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The 4 Psychological Triggers

1

THE POWER OF
MICRO-COMMITMENTS

2

THE POWER OF
SELF DISCOVERY

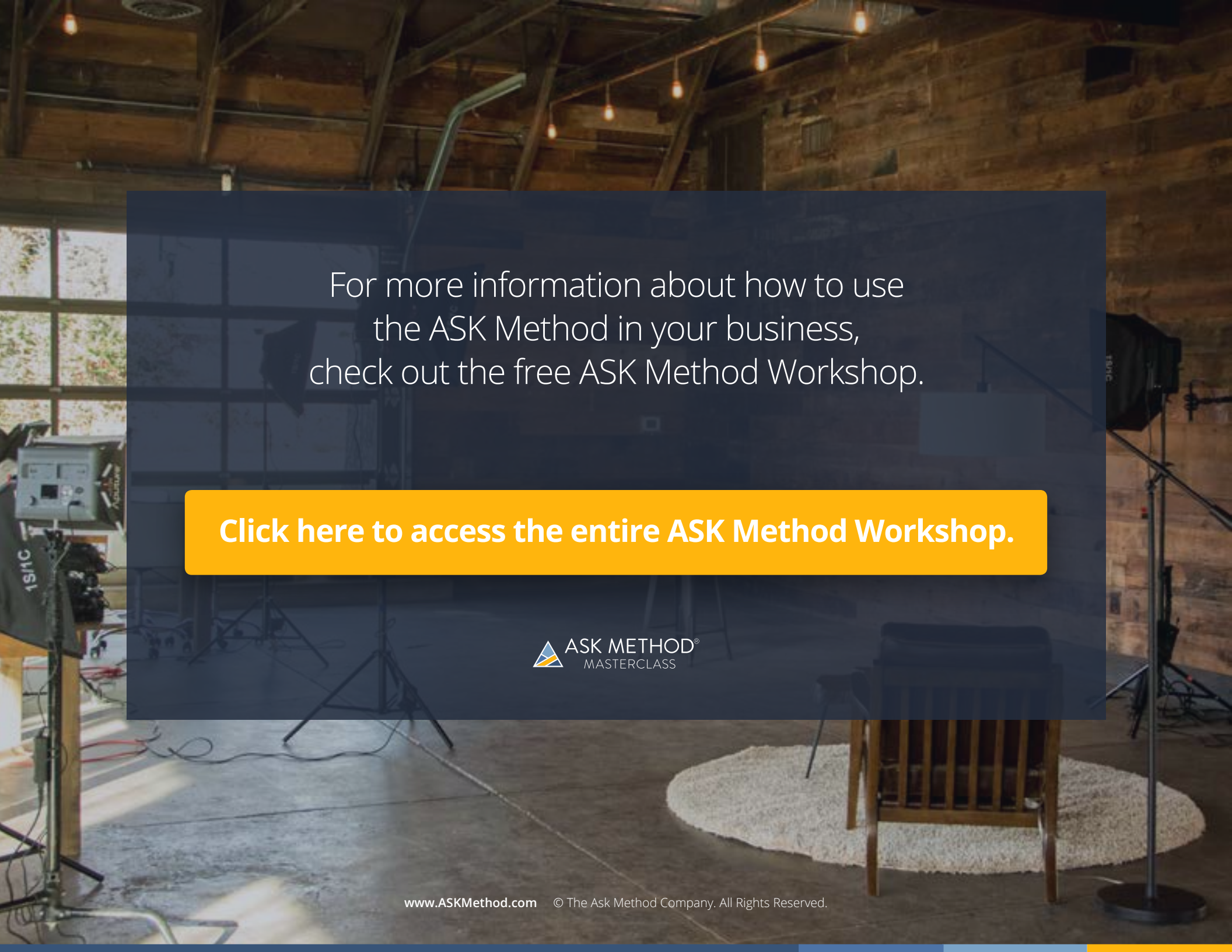
3

CURIOSITY

4

DESIRE

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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.

ASK METHOD®
MASTERCLASS

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