



ALEX OKOROJI presents

THE **ASK** MANUAL

The WHEN'S & WHY's of
How to ASK & Get a Yes!



The VIP Mastermind For Influencers
www.TheBRAGClub.com

THE POWER IN ASKING

Taking the initiative to ASK has been credited for a lot of the progress made in career development and in personal transformation.

Many Top Achievers & Earners leverage on the power of asking for opportunities & have mastered the **Art of Asking** for what they want.

For you to **uncover** what hinders you from tapping into the unique gift of asking. You have to Identify the actual source of your fear & how to eliminate it or put it to good use.

THE ASK MANUAL is your road map to getting whatever you want & was created to give you the CLARITY & tools to take action.

THE ASK MANUAL

The WHEN'S & WHY'S of
How to ASK & Get a Yes!



If YOU don't ASK - The **ANSWER** is Already NO!



So - what does it take to ask for what you want—and then get it?

There seems to be a **magical art** behind creating a great ask, and we all hear stories of people who seem to get **exactly** what they want in their careers, business, or relationships - whenever they ask.

Why is this? What are they doing that no one else seems to be doing?

How do they ask for what they want and seem to get it every time?



WHY SHOULD YOU Ask?



One of the Action Strategies of **THE BRAG FACTOR** is the word ALIGN. In the audio training I talk about the value of aligning with the right people, or brands that will take you, your business, your brand or message to the next level.



And the first letter "A" in align stands for the process - **ASK**. I share how its important to ask for help, ask for information, ask for resources, ask to be invited. Ask to collaborate.

Strangely - I used to have big issues - asking for anything, or for help - I remember growing up as a child and when my parents would go away to the US for a holiday or work trip. They would ask me " Alex - what do you want & I would say - Anything Mum - Just buy me ANYTHING "

Of course my siblings always had a long list of the things they wanted - **which they got**, while I got "anything". And I struggled with that a lot - but I've found a better way of managing it.

Asking for help seems simple enough, but if you've ever needed a hand, you know how hard it can be. Yet some of us are better than others, at getting our needs met, especially under certain situations.



In 2015, I started my coaching business called **ASK ALEX COACHING** - because as a verified Clarity Coach - I realised asking is one of the principles of success (as mentioned in my book - *Stripped Down Success for Creatives*) and if you don't ask questions you'll never get the answers nor the CLARITY you need to make progress.

Some people find it easy to make requests for money that doesn't always involve their personal salary. People seeking to support a cause, charity, or educational institution are trained in making the “ask.” Even yesterday I asked my founding members to invite their friends and those who need support to my inner circle - **THE BRAG Club**.

For the people who know how to ask - Their entire training involves learning how to bring us to the brink of making a donation which they are able to secure with the right clincher.



Marketers make their living by enticing us to want - what we don't actually need. For those products and services that we do NEED, their job is to make us want what they are selling. Successful marketers are the ones who have refined the art of getting people to say "yes" to a multi-billion dollar projects.

Even - When it comes to sex, many people also find it difficult to ask directly about having their specific needs met. Either they are embarrassed, shy, or afraid of ridicule or rejection. Yet, it would seem natural for people to be able to reveal their deepest of desires, particularly in a long-term relationship.

In other aspects of interpersonal relationships, we are constantly looking for better ways to have our coworkers, lovers, friends, family members, and even strangers to accede to our wishes without even asking. But how is it possible - if they are not mind readers.



**HERE ARE A
FEW REASONS
WE ARE
AFRAID TO ASK**

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REASON # 1

FEAR OF

BEING A

BURDEN

We worry that **asking** for help takes something away from our helper. We assume our helper will view the task as an unwanted load. Suspect this fear if you say to yourself, “*She has better things to do,*” or “*He has so much on his plate already.*”!

REMIN D
YOURSELF
THIS...

PEOPLE
LOVE
HELPING

Not only does helping strengthen social ties, it makes your **helpers** feel good about themselves.

REASON # 2

FEAR OF

APPEARING

WEAK

Or just the fear of appearing to be needy, incompetent, broken, incapable, **STUPID**

Take your pick.

Regardless, the worry that we'll appear **less-than** is the most common roadblock to asking for help.

**REMINDE
YOURSELF
THIS...**

**YOU'RE
A SAVVY
FIXER**

Having someone to ask means you're **supported** and connected. Reframe your problem as an opportunity to consult with an expert and **SEE** yourself as a savvy fixer using the best tools available.

REASON # 3

FEAR WE'RE OUT OF CONTROL

This fear is particularly common when we realize that we have long-ignored a **problem**, perhaps a failing relationship, a hidden addiction that's getting out of hand, maybe just trouble with our business. It feels like you've failed, or that you can't handle it by yourself

RE M I N D
YOURSELF
THIS...

IT'S OKAY
TO SHARE

Sure, you could try controlling ALL the crazy things - you can't change, by yourself, but why would you want to do it alone? When a problem shared, is a problem already half solved.

REASON # 4

FEAR

OF

OWING

A FAVOR

Most of us don't like to feel **indebted**. It makes us uncomfortable, as if we now **OWE** our helper.

REMIN D
YOURSELF
THIS...

YOU CAN
SHIFT YOUR
FEELINGS

From one of indebtedness (“I owe him!”) to one of **GRATITUDE** (“I appreciate her!”). You’ll know, its right if you feel inspired, and not required, to give the person a gift in return - just to feel better. .

REASON # 5

FEAR

OF

REJECTION


Once burned, twice shy? Did someone say **NO** when you really needed HELP? Yes - you made yourself vulnerable and was met with a punch in the face, it makes perfect sense why you're reluctant.

REMIN D
YOURSELF
THIS...

JUST ASK
SOMEONE
ELSE

Does their **refusal** to help you - say more
about you or more about them?

Some folks aren't great at reading social
cues. Some get scared. Others are,
unfortunately, self-centered. Don't give up
- ASK Someone else.



HERE IS EXACTLY **HOW** TO ASK & GET A **YES!**

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1. Demonstrate that you've *tried to help yourself.*

People are more inclined to want to help those who've attempted to help themselves first. When asking for help, briefly explain **what** you've tried independently by yourself. That way the person from whom you're requesting help - **knows you've tried to figure out your problem** for yourself before asking for their help.

Example - ("I tried unscrewing the bolts..."; "I tried restarting my device... I already tried using the app... I tried working on the design") Be specific - so they can eliminate the options.



2. Demonstrate that you've **acted** on the person's *advice* previously.

It's no fun when you put effort into helping someone and that individual doesn't **follow through**. People want to help those - who they're sure will act on the help or advice offered.

Therefore, when you get help from someone, who you expect you'll ask for help again, **make sure they're aware** that **you've acted on their prior advice**—and that you appreciated it.



3. Consider the **timing** of your request.

When we're looking to have our requests fulfilled, we often concentrate on how we're feeling more - than we do on **how the other person is feeling**. If someone looks troubled, preoccupied, or stressed, then you're stacking the deck of your problems on that person by asking right then and there. Unless there's an absolute emergency - **timing is everything**. If you're not sure when is the most suitable time to seek someone out for help, ask them. Instead of just launching into your request, say, "I'd like to ask you for help with something. When would be the best time to talk about it?"



4. Use the "**Foot in the Door**" or "**The Door in the Face**" Approach.

These are sneaky tactics and should be used very **sparingly**. The foot-in-the-door technique is when you make a **small request** first to get the person into "yes" mode, before you make a larger request. The **door-in-the-face technique** is the **reverse**. It's when you make a large request, get denied, with an actual intention to make a smaller request, which seems more reasonable due to the earlier unreasonable request.



For example - people trying to get you to say “yes” ask you for some large favor or amount of money **to which they’re pretty certain you’ll say “no”** (such as charging \$1,000 to a charity event). Then they follow this up with a much smaller request (\$50), which is the amount they were actually **hoping to receive** from you.

In order to avoid seeming cheap or uncaring, you **agree** to the smaller amount.

The theory is that by starting with the ridiculously large request, the actual amount they want from you is **tiny** in comparison.



Although this can be an effective **marketing** strategy, it can **backfire**, especially with personal relationships.

Asking a lady you just met for sex, when all you want or are entitled to, is a goodnight kiss (might get you a slap)....or asking your boss for a 2-week vacation when all you want (or are entitled to) is two days off might get you fired.

Gauge your target and **pitch** your request close to what you think that person can, **and will**, do for you.



5. Don't make someone **guess** what you want.

When asking for help, make sure the person **knows exactly** what you want. For example, if you want your spouse to show you what to do, rather than just tell you, make sure you ask for that.

There are times - you would prefer, if someone spontaneously offered to help you and they don't. The **more you practice directly asking for help** in these situations, the easier it gets. I've found that people are usually happy to lend a hand if asked. Sometimes people are shy about offering help, or are just stuck in their own head and don't think to offer.



6. Be **nice** about it.

Asking for something with a **smile** is more **likely to produce a result** than making the same request in a gruff or disrespectful manner. In a written request, make sure that you **start and end on a positive note** so that you give the person you're making the request of a **warm** first and last impression. If this is a written request (which means that there's no body language to soften the words), re-read it and make sure you don't sound whiny or complaining. Frame **your words in terms of what you hope to get out of the interaction** - rather than on the reasons that you may feel you deserve the assistance - (even if rightfully).



In the end - **learn to use the right phrases**
Would you mind looking at my draft and give me some pointers?” Other helpful phrases include: “Can you show me how to do it?”

“Can I pick your brain?” “Can I get your perspective on something?” and “It’s been a long time since I’ve done this; can you give me a refresher?” Phrases like these **simplify the request** & makes it easier for the person to just say **YES!**



Are there people **in your circle** you could **ASK** for specific things?

Have you identified who they are & mastered how to reach out to get the best from your association & connection to them?



The 7 Day ASK Challenge



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**THE VIP MASTERMIND FOR
INFLUENCERS!**



Become a PRO at Getting What YOU want.
Join Us for the 7 Day ASK Challenge at **THE BRAG CLUB** -
The VIP Mastermind for Influencers.

●● ABOUT THE AUTHOR

Alex Okoroji is a Nigerian Actress & Multiple Award Winning Media Personality - Ranked as One of the 'Top 250 Most Influential Women Leaders' in the World by Richtopia, - who has reinvented herself in the course of her career as an Actress, Talk Radio Host, Speaker, Author, Thought Leader & Global Influencer. She is the Creator of The NAKED Philosophy, CEO of The BRAG Media Company & President of THE BRAG Club ... Honoured as a Nigeria Goodwill Ambassador for her Positive Contributions to Humanity and a WEF Iconic Woman Award at the 2017 Annual Global Women Economic Forum in New Delhi, India.



She is listed in 35 Personal Brands-To-Watch 2017 (The Global List) and was spotlighted as a 2015 Global Consciousness Raiser, a 2016 Guardian Woman, an International contributor to THE HUFFINGTON POST and is the "First African Woman Living In Africa" to be featured in Women Rock Project - She's a "Women Mentoring Women's Mentor" for Idea Builders Global Initiative, and International Ambassador for SHE M.A.T.T.E.R.S MOVEMENT in USA.