

# GO FOR THE ASK

*10 Powerful Ask Phrases for Networking, Fundraising, Leadership & Growth*

## **MINDSET SHIFT**

**Instead of:** "I don't want to bother them" Or "I'm sorry to ask"

**Think:** "I'm offering something that could genuinely help them."

### **1. The Opportunity Ask**

"I'd love to explore how we might work together."

**Great for:** New connections • Potential collaborations • Soft entry into business discussions

### **2. The Direct Ask**

"Would you be open to scheduling a time to talk about how I could support your work?"

**Great for:** Turning networking into meetings • Following up after events

### **3. The Referral Ask**

"Is there anyone in your network you think I should connect with?"

**Great for:** Expanding networks • Warm introductions

### **4. The Partnership Ask**

"I think there may be an opportunity for our work to align. Would you be interested in exploring that?"

**Great for:** Cross-promotion • Strategic partnerships

### **5. The Visibility Ask**

"I'm currently looking for opportunities to speak/share expertise on this topic. Would your organization ever host something like that?"

**Great for:** Consultants • Thought leaders • Entrepreneurs

### **6. The Promotion or Growth Ask**

"I'd love to talk about the next level of growth in my role and how I can get there."

**Great for:** Career advancement • Leadership development conversations

### **7. The Client Ask**

"Based on what you shared, I think I could really help with this. Would you like to talk about what working together might look like?"

**Great for:** Sales conversations • Moving from conversation to business

### **8. The Pricing Confidence Ask**

"The investment for this work is \_\_\_\_\_. Would you like me to send a proposal?"

**Great for:** Consultants • Service providers • Freelancers

### **9. The Follow-Up Ask**

"This conversation has been really helpful. What would be the best next step for us?"

**Great for:** Ending meetings • Moving discussions forward

### **10. The Bold Ask**

"I'm excited about the work you're doing and would love to be involved. Is there a way we could make that happen?"

**Great for:** Board service • Leadership opportunities • Dream collaborations

**GO FOR THE ASK: Know Your Brand. Your Pitch. Your Worth.**

**PART 1: DEFINE YOUR PROFESSIONAL BRAND**

Your brand is not your job title. It is the **value and transformation** you bring.

**Step 1: Who Do You Help?**

Be specific. Avoid "everyone."

I help:

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Examples: Early-stage women entrepreneurs; Small nonprofits under \$2M; Families navigating elder care; Local small business owners

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**Step 2: What Problem Do You Solve?**

What keeps your ideal client up at night?

They struggle with:

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**Step 3: What Outcome Do You Create?**

What changes because of your work? I help them:

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So they can:

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**Step 4: What Makes You Different?**

Circle or write what differentiates you:

- Lived experience

- Data-driven approach
- Deep local knowledge
- Industry specialization
- Bold / disruptive style
- Relationship-based
- Systems thinker
- Other: \_\_\_\_\_

My differentiator:

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**Step 5: Your Belief Statement (Your “Why”)**

I believe:

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Example:

I believe women deserve to be compensated for their expertise without apology.

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**PART 2: REFRAME THE ASK**

An ask is not taking. An ask is offering value.

**What Do You Want Right Now?**

Be specific.

- New clients
- Referral partners
- Board position
- Speaking opportunities
- Promotion
- Salary increase
- Investment
- Strategic partnership
- Media visibility
- Other: \_\_\_\_\_

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**Write Your Ask Clearly:**

“I am currently looking to...”

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**PART 3: BUILD YOUR ELEVATOR PITCH**

Use this framework:

Hi, I’m \_\_\_\_\_.

I work with \_\_\_\_\_ who struggle with \_\_\_\_\_.

I help them \_\_\_\_\_ so they can \_\_\_\_\_.

Right now, I’m looking to connect with \_\_\_\_\_.

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**Write Your Full Pitch Below:**

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**REMEMBER**

You are not asking for a favor. You are offering an opportunity. Your voice is part of your value. Go for the ask!