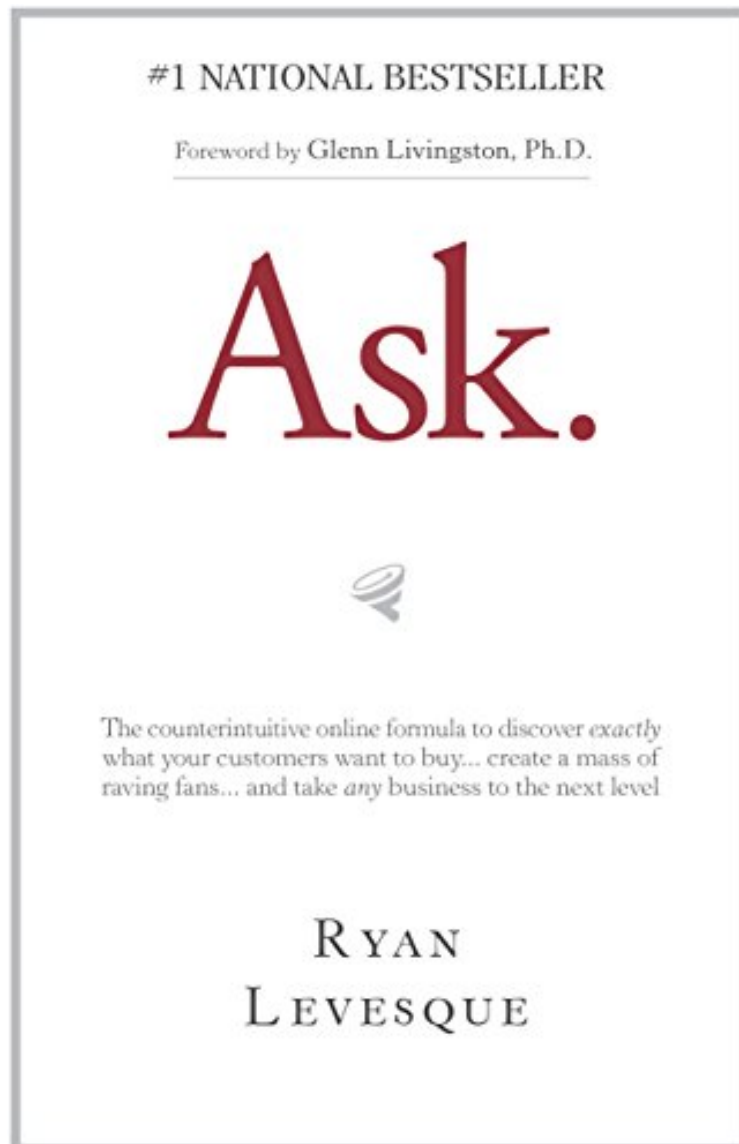


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"What Ryan Levesque has done is give you the art and the science behind figuring out EXACTLY what your prospects want... and then delivering it via an incredibly effective sales process. Buy this book and put the formula to work in your business - 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 Ask to 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 Marketer"THE MIND-READING SYSTEM THAT IS REVOLUTIONIZING ONLINE BUSINESS" Do 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 will 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 will discover how Ryan Levesque developed his proven system for creating survey-based, customized sales funnels. And you will 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, Ask will utterly transform how you think about consumer behavior and selling online.For example, you will 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

About the AuthorIn 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.