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**presents**



## **Ask and You Shall Receive!**

**The 8 Crucial Keys to Requests that Get Results**

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## About the Author:

**ROB SCHULTZ** -- the founder of Not the Same Old Cow Coaching Co. and Audacious Audio -- transforms entrepreneurs into Audiopreneurs, coaching leading edge professionals to catapult their profitability and profile with affordably produced, strategically targeted, ingeniously marketed CDs, MP3s and streaming audio programs.

He offers:

- Live Workshops & Scintillating Presentations!
- Teleseminars
- Free Business and Production Tips
- The Audacious Audio 5-Figure Success Group
- The Audacious Audio Workshop



You can learn more about these cutting-edge offerings at <http://www.audaciousaudio.com>.

Rob offers the incredible Sequential “**Five Audacious Avenues of Blockbuster Audio Profits**” eCourse. And it’s absolutely FREE! You can receive yours today by visiting:

<http://www.thelatestmoos.com>

You also receive a free subscription to the “Latest Moos!” the official Audacious Audio eZine, with tons of free tips, resources and insider info that helps you create and market your own profit-producing audio products.

Rob leverages his dynamic creative background to help clients to create breakthrough products. He learned the art of writing and production while a radio sports director, and a sports reporter anchor at ABC affiliate KBAK-TV. He honed his marketing skills as a concept designer and presentation artist for such major ad agencies as McCann-Erickson. And he maxed out his creative and digital skills working in the cutting edge, highly competitive visual effects field. His work has appeared in major motion pictures, including Vanilla Sky, X-Men, Face/Off, Broken Arrow, Volcano and The Relic.

His talks and classes are always provocative. Rob is a Graduate of Coach University, the founder of Not the Same Old Cow Coaching Company, past host of the West LA Chapter of Coach Inc, and currently runs the Speaker Recording Program for the monthly meetings of the International Coach Federation Los Angeles Chapter.

Rob currently resides in West Hollywood, California, a stones throw from where he was born and raised.

# The Keys to Getting Your Questions Answered: How You Ask Your Questions Is Just as Important as What You're Asking

I have a confession to make, which may shock you at first. But I hope you'll bear with me.

As the months and years go by, I'm humbled and gratified by the questions I receive from people wanting to boost their business with audio.

But I'm equally frustrated - mortified really - at how horribly these requests are stated.

Now before you think I'm really a grinch, let me confess I've probably written as many of these requests to others as I've received. Probably more.

But its in receiving them, that I've become much more sensitive to the kind of request that gets what the writer is looking for - a response. And in noticing my own intuitive response to them, I've created a formula for crafting effective requests.

Like most formulas, you're going to have to play around with it to fit your own style. Still, I think you'll find much to help you with your own requests:

## 1. Use a distinctive subject line

You only get one chance to make a first impression. And ridiculous subject lines like "Questions", "Wondering" or "Hi" are guaranteed - at least in my book - to be relegated to the bottom of the pile. Most likely, they'll be trashed. Email challenged folks will seize upon any reason to send your request to oblivion. Take an extra ten seconds to flesh out a subject line that lets the folks you're writing to know you're not trying to sell them Viagra. Things like "What makes a great title" or "About your terrific article", or something even more intriguing are more likely to get attention.

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## 2. Praise the Person you are writing to

You don't want to come off as a "you-know-what" kisser. But if you are writing for advice, chances are you really admire something about this person, or their knowledge base. Tell them sincerely, without buttering them up. This is not manipulative, simply a way of making a connection and showing gratitude.

## 3. Don't be Needy

Nothing turns busy folks off more quickly than needy, whiney screams for help. Yes, we all need help from time to time. And yes, sometimes it feels like if you don't get help from somewhere quickly, you'll drown. But every lifeguard is taught that the LAST thing you do to save a drowning person is to jump into the water with them. Because they're just as likely to take YOU down, as you are to save them.

It's the same thing with screamers. No one I know (and I know a lot of genuine heartfelt, giving folks) wants to help someone whose sole purpose in life is to drain other people's energy with their own drama.

So, even if it feels like it's the end of the world, take a deep breath, and phrase your request as if you know what you're doing.

## 4. Keep your questions to a minimum

I am astounded by people who ask for (and expect!) 3 months of free coaching in an email. At the risk of sounding selfish, I - and most successful professionals that I know - simply don't have the time or desire for this.

They have worked hard to build their knowledge base, and while they're generous, they're not going to give away the store.

So decide on the ONE or TWO questions you absolutely must know the answer to. And keep them brief. If you must give background - and some background may be important - laser it. This isn't the Biography Channel. By doing this you let the person know you respect their time as well as their knowledge.

Surprisingly, someone who gives you quickie advice without engaging in a deeper, ongoing relationship may actually conspire to sabotage your success. Early on in my business, my good-hearted nature backfired when I gave 'free' technical advice to folks who didn't have the background to take advantage of it. Rather than spurring them on, the advice discouraged them - something that would NOT have happened had I been in an ongoing relationship with them. Had I known

more about them (and this can't happen in an email), I would have given them advice specifically tailored to their own unique situation, talents, and abilities.

I know there's a lot written about giving away content for free. I am all for giving - and content is a good place to start - but I've also become aware that too much 'giving' without the proper coaching environment can kill as many dreams as it nurtures.

## **5. Be specific**

While its good to be brief, questions like "Connection not working . . . help!" or "Copy not drawing a response . . . what should I do?" are guaranteed to draw a deafening silence from your expert.

Getting specific about your problem, your own ideas about what might have caused it, and the end result you are looking for makes it easier on your expert. It also won't tax their capacity of clairvoyance to figure out what the heck you're asking for.

The more work you can do (without turning your question into a mini-series), the less work your expert has to do to answer your question, and the more likely you'll get an answer.

## **6. List your questions one at a time with plenty of space for an answer**

Busy people don't have time to translate your emails. And bunching your questions together in a lengthy paragraph is not a good way to create goodwill. If you respect someone enough to seek their advice - they're busy. So once you've decided on the questions you are asking, list them, one-at-a-time, with plenty of space between each question. The reason is that your expert source can simply hit "Reply" and type their answers into the spaces you've provided.

## **7. Offer to PAY THEM for their advice**

Ouch! I know this one hurts. But if your questions are important enough to ask, the answers should be important enough to pay for. Crucial answers can make you literally thousands of dollars. If you're not willing to pay for answers, perhaps they're just a passing interest, and not a real priority.

I know this sounds very hard-edged. But if you do this you'll discover the following things:

- a. Asking yourself if you're willing to pay for the advice is a great litmus test for just how important it is to you. If you're not willing to pay for the

answer, perhaps your questions really weren't that important after all. You've just saved yourself a lot of time, and the disaster of moving down yet another potential dead end.

- b. Your expert may be stunned by your generosity and answer your question gratis. You'd be surprised how much this simple offer will raise your standing as a serious player in the eyes of your expert.
- c. Your expert will charge you for the advice, but will be so impressed by your offer that they will spend much more time with you on the phone than you're charged for. You may even develop a strong peer business relationship or a joint venture out of it.
- d. And finally, ask them if they offer an affordably priced product you can purchase to receive your answers.

There are two great truths to experts.

One, they need to make a living just like you do. And two, experts treat potential customers with MUCH greater respect than looky-loos. Its human nature. Don't fight it, use it to your advantage.

Above all, don't EXPECT an answer. Don't come off like you're entitled to one. And don't pitch a fit if your expert asks you to find your answers in a product they offer. If their landlord or mortgage banker is anything like mine, they don't accept good intentions as payment. Your expert has worked very hard to package their knowledge. Show your respect by being willing to pay them for it. This isn't manipulation. Its homage.

## **8. Make it worth THEIR while to answer your question**

This follows right on the heels of the previous point. And takes it one step further.

While paying someone for their advice is one way to show them you value what they have to say, its not the only way. Because a lot of experts, are doing pretty well, thank you, and really don't need the cash.

What your offer of payment does is it shows you place a high value on what they have to say, and that you don't feel ENTITLED to an answer.

Both of these points are crucial.

Because I can almost guarantee you, one of the ways your expert became successful was realizing success doesn't just happen. Because of this, they placed a very high value on resources that could help them achieve their dreams. And when a person came along who could take them to the next level, they very clearly and openly expressed a true appreciation of their level of achievement.

And did their darndest to offer something concrete in return that demonstrated that appreciation.

When you do the same thing, it shows them you're not just another freeloader. You get it. You're willing to work for your success. And if they help you get more successful, you will help them as well.

If your mailing list is large enough, you could offer to post one of their articles, with attribution, in your eZine. You could offer to interview them in one of your teleseminars. You could offer to promote one of their products. So few people do this that you'll go right to the top of the pile. And increase the chances you'll get what you want.

I understand much of this really comes off like I've got an attitude. And from time to time I probably do. But I'm really just like a lot of folks out there, another working stiff trying to do as much with 24 hours as I possibly can.

What I'm really aiming for is to acquaint you with the realities of busy, successful people. And to give you a few tips on how you can uncover those pivotal nuggets that make all the difference in your business.

Cause if you can do that, consistently, whether you've paid for them or not is irrelevant.