

# THE “ASK PHENOMENON” WORKBOOK

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ASK METHOD®  
MASTERCLASS



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

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***Find out what people want,  
and give it to them ...***

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100 years ago that was simple. But today it is not.  
Because with almost unlimited choices, people want to feel  
like your solution is specifically designed for them.



There is a major shift happening right now  
in the way people are buying online...

And companies are recognizing and acting on this shift:





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.



# Niching down is *not* enough.

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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.





Bucketing represents the future of online marketing...

**And the future is already here.**



At the highest level, the ASK Method  
is broken down into three major steps:

1

**DISCOVER**



2

**SEGMENT**



3

**LAUNCH**





## When you know...

- What buckets exist in your market
- What buckets to focus on (and which ones you should ignore)
- The unique needs, wants, and desires of each of these buckets
- And the unique language patterns they use to describe their pain

## You'll uncover...

- Where to find them
- What you should sell
- How to sell it





The ASK Method Allows You To

# Better Sell Your Prospects Better Serve Your Customers



## Wondering if there are buckets in your market?

Use this formula with Google Autocomplete to get a sense of what your market's buckets might be.

Best [Your product or service] for...

### SAMPLES:

best socks for

best socks for **men**  
best socks for **running**  
best socks for **hiking**  
best socks for **cold feet**

Press Enter to search.

best shampoo for|

best shampoo for **colored hair**  
best shampoo for **oily hair**  
best shampoo for **men**  
best shampoo for **dandruff**

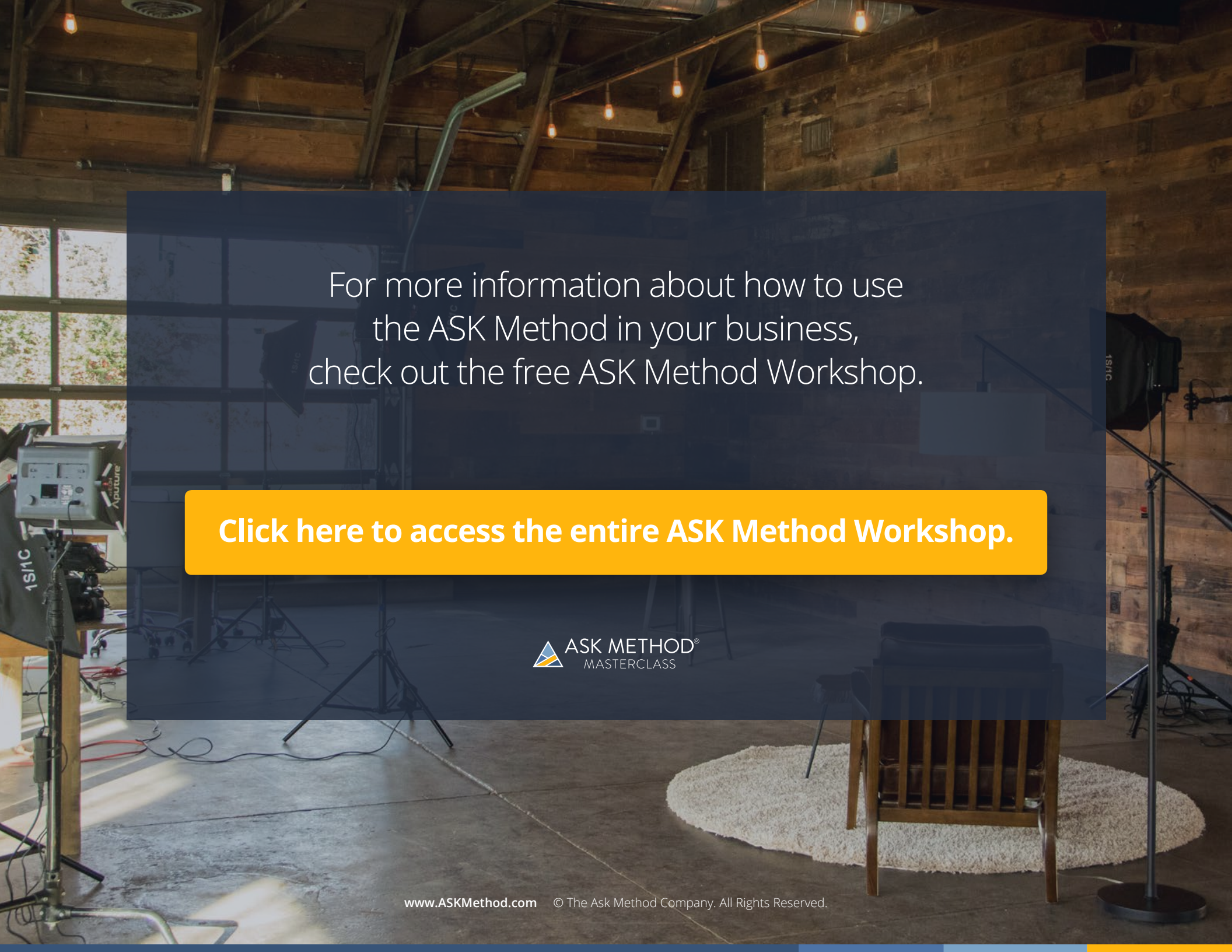
Press Enter to search.

best meal delivery service for

best meal delivery service for **families**  
best meal delivery service for **singles**  
best meal delivery service for **weight loss**  
best meal delivery service for **seniors**

Press Enter to search.





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.**

