

## **Chapter One – Section 1**

### **Foreword/Introduction**

There are many universal truths in life.

The sun rises in the East, the postman always rings twice, the toilet paper roll goes over not under, and if you want something, you have to ask for it.

It seems so simple, but while the concept itself may be uncomplicated, human beings are not. There are so many factors that go into the act of asking, and so many psychological quirks, hangups, and reluctances that prevent it. We may even go to great lengths to convince ourselves we don't have to ask. But, in the spirit of not reinventing the wheel, the ways we ask may vary, but the need to ask does not. Some things never change, as the saying goes. If you want something, you have to ask for it.

Assuming we know what we want, how do we get out of our own way and ask for it? This book will look at the art of the ask, break down and dismantle all the excuses we come up with to avoid doing so (and eradicate them), and clear the debris separating you and the success of your business. As the third generation owner of a successful marketing company (we started way back in 1903) the study and knowledge of asking for what you want is practically in my DNA. It is my pleasure, and frankly in my best interest to share it with you. I ask you now, to read on. Let's get you what you want.

### **The History of Knowing (and Getting) What You Want: The Early Years**

There's an old adage with which we're all familiar. Ask, and you shall receive. It is in fact, literally, "the Gospel truth". Whether by prayer, a phone call, or a pointed look, if there's something in life that you want, you need to ask for it. But, even before we learn to read, or become indoctrinated into any particular way of thought or behavior, as human beings we enter the world equipped with



honoring her request, or perhaps suspecting she was simply not being understood, she launched into a full-grade high decibel protest, until her father had to take her outside to calm her down out of earshot of those glaring unsympathetic restaurant patrons we mentioned earlier (they're everywhere!) That story also illuminates the frustration of asking for what you want, and not getting it, but we'll address solutions for that later.

When at last we can “use our words”, the principles of marketing begin to emerge in how we get what we want. Our tactics gain sophistication. It is in childhood that we try them all on for size, testing their efficacy. The ones that work, we keep. The ones that don't, we toss.

It's human nature to devise and adjust tactics for getting what we want, and (in most cases) it's healthy. As a side note, most adults can trace their style for getting what they want all the way back to childhood. Personality traits develop based on the tactics they needed to employ as kids in order to win. Many comedians “had to be funny” as kids, many gregarious folks “needed to be loud” in order to be heard in a large family, some people learned that whining got them what they wanted the fastest. All of these are tactical forms of asking. And sadly, there are some people who may have picked up the idea that they didn't deserve to have their needs met, and may have given up. Those people are often taken advantage of in their adult lives, until they learn to see and change these perceptions learned in their early years. Ponder your own story. Think about how your style may help or potentially hinder getting what you need, in your business, or interpersonally. These factors show up in our company culture, and in all of our relationships.