



Get *what you want* when you make a request for anything of anyone!

What if you could ask anyone for anything and get a “yes” every time? This includes:

In business: *“Can I have a raise?”*

At home: *“Honey, can you give the baby a bath tonight?”*

Your friends: *“Hey, would you mind bringing a salad and dessert dish to the BBQ?”*

Your kids: *“Can you clean your room?”*

...and, in those tough conversations you don’t particularly want to have: *“I’d like you to stop smoking. Will you do that for me?”*

...or are nervous to have: *"Will you go out with me?"*

Learning how to make requests, and getting a YES, will improve your ability to do everything in life. When you create alliances with people in your communities - work, home, neighborhood, etc. - you can get more done with their help. This gives you an ability to progress faster rate towards what you desire.

So, anytime you need to make a request of anyone, use this formula to get a "yes".

If you follow the instructions below, it's 90% guaranteed you'll get the outcome you desire. The 10% is reserved for instances where the person really has to say "NO". Usually those are circumstances where they physically aren't able to help you. But you'd be surprised where they can help you with your request even if they can't give you exactly what you want.

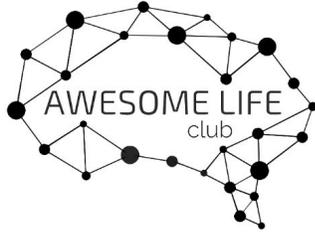
The formula below involves three phases:

PHASE #1: Strategize: This is the "thinking work" you need to do beforehand. It is a step most people don't consider. It'll allow you to be most effective as it will have you consider all the variables around the person you're making the request of, and their situation.

PHASE #2: Do: This phase details what you need to do during the active phase of request-making. In other words, what to do during the conversation.

PHASE #3: Evaluate: In this phase you review what worked or didn't work about the request, so you can get better for the next request.

Follow the **Yes Getter Formula** on the next pages and get what you want, and in doing so, create opportunities for others.



YES GETTER FORMULA

A step by step formula to always getting a "YES!"

By Kay Walker

Life hacker, Personal Development Coach, Author and Founder of
AwesomeLifeClub.com

PHASE 1: STRATEGIZE



One of the biggest mistakes people make when they make a request is that they don't do any strategic thinking about it beforehand. They blurt out what they want or need without thinking about what they're going to say and considering who they are asking.

They simply think to themselves: "I need X". Then, they go ask their neighbor: "Hey can you help me with X?", without considering some basic realities about how to make a successful request. *(These will be somewhat obvious once I share these.)*

The thinking beforehand is key!

It allows you identify and work through all the variables involved so you can phrase your request in a way that presents as an *opportunity* for the other person. Doing this work increase your chances of getting an immediate “yes!”.

STEP 1:

CONSIDER THE RELATIONSHIP DYNAMIC BETWEEN YOU AND THE PERSON YOU'RE MAKING THE REQUEST OF

Human beings are by nature self-driven machines. There is nothing wrong with that. It just is how it is. It's the reality of being humans. In fact all living creatures are selfish and survival-oriented. We are innately programmed to survive, and that often means being self-centered.

When we decide to say “yes” to a request, it's because there's a payoff for us. This an important concept to understand.

Even when people do things that seem completely selfless - for example, helping a friend move house - there is a payoff for both parties.

In the case of helping a friend move, one friend gets the help they need to physically move items from one house to another and saves money in the process. The other person in the relationship may get the satisfaction of knowing they are a great friend or may be able to use the move as leverage the next time they need a favor. Or maybe they love helping creating safe, happy homes for people (because as a child their home never was.)

Before making a request, consider the nature of your relationship to the other person. Consider:

How long have you known this person?

How did you meet?

What do you know about them?

Have you made requests of them in the past?

Have you fulfilled their requests previously?

You can't control how another person behaves and acts, but it really doesn't matter for making a request and getting your desired outcome. The only thing you need to concern yourself with is how you've been in the relationship with that person.

Have you taken them for granted?

Have you promised something you didn't deliver?

Have you been self-serving?

Have you been trustworthy and honest?

Have you made too many requests without returning any favors?

If you've been selfish or the relationship has been strained do to a past unresolved upset then it's something you want fix before you make a request.

So, before you ask anything, consider who you've been in the past for this person.

Then clean up any past issues by having a conversation with them. Acknowledge that you may have broken a promise or even damaged the relationship, and let them know what actions you will take that will keep you from doing that again. So be sure to clean up your past messes with them to clear the way for a new request.

If you don't have an established relationship with this person, you still need to consider who you are to them. For example, if you're sending an email to expert that you'd like to interview, you'd want to recognize that, at this point, you are both strangers to one another and they probably get many of the same requests. Simply considering this will help you use tactics to stand out and make a great first impression and request.

STEP 2:

CONSIDER HOW YOUR REQUEST WILL SOUND. HOW WILL THEY RECEIVE IT?

Failing to do this is #1 pitfall when people make requests

Telemarketers and fundraisers usually do this. They make a phone call and ask for money *before expressing what's in it for the person they are asking for a donation or sale.*

(The only time it works is because there is some underlying reason that the person wants to donate.)

I recently exchanged a phone call with a fundraiser that went like this:

Fundraiser: "Hi Ms. Walker, I'm called from XXXXX charity. Are you familiar with our work?"

Me: "Um, Yes, I believe so."

Fundraiser: "Well, are you aware that last year we raised 3 million for starving children in third-world countries? The money from our donors goes to building schools, buying books and clothes for the kids. Last year 200,000 kids were given a chance to go to school because of us.

I'm making calls in today to see if caring residents living in the Tampa Bay region, like you, would be willing to donate only \$1 a month for the next year to help kids in third-world countries go to school."

Me: "No thank you."

Hang up phone.

Here is what didn't work about that exchange:

1. It was highly impersonal. The person on the phone called me Ms. Walker not Kay. They didn't tell me their name or share anything personal about why they are involved in the charity.
2. They spoke too much and asked too little. Asking questions would have gotten them to understand more about who I was and what I care about, which would have given them a better angle to speak to in order to get me interested.
3. They didn't ask me if it was good time to talk. When they called I was preparing for an important conference call in the next few minutes. I didn't have time to listen or talk. I was rushing to get them off the phone.
4. This person is a stranger calling to ask me to donate my hard-earned money to an organization I am not connected to in any way. The only thing I get from the exchange is to see my money leave my bank account each month and not really know where it is going.
5. I said "no" not because I don't care about kids in third-world countries going to school, but because the variables in our communication didn't line up to compel me to do what the person asked. Truth is, I really said "no" out of principle. To show them that calling people and asking for money without any background is not effective.

If you know who you're making a request of, then seeing your request from their perspective is easy. Before you ask, you'll be able to anticipate the reaction. And based on what you anticipate you can adjust the request.

Here's what you need to consider: IF THEY SAY YES TO YOUR REQUEST, WHAT IS THE BENEFIT TO THEM?

What are the potential payoffs for the other person. Why would they do this thing for you? That's how you angle your request.

For example, I'm going to visit my mother and I'd like her to make me my favorite meal. I know the following things:

1. During the visit she has to work and has limited time to prepare meals.
2. Her #1 goal in life is to make sure her kids are happy.
3. She loves to cook and since I have my own house and family she rarely gets to cook for me.

So, I use these things to design my request in order to make it easier for her to say "yes". I might say something like this:

"Mom, I can't wait to see you. What I miss most is your cooking. I'm always the one cooking for my family. No one cooks for me anymore. If I picked up the ingredients for my favorite dish to make it easy for you - I know you'll be working when I visit - would you be willing to make the dish for dinner?"

My request speaks into what my mom wants most. I'd likely get a "yes". Or a conditional "yes". Like: "I'll do that for you, if you not only buy the ingredients, but help with a little prep work the night before."

Sometimes you'll want to make a request of someone you don't know. Before you do that think about that person and make some educated guesses about them.

If it helps you can build an avatar for that person. An avatar is a rough profile of who they are. You can do this mentally. Or, physically write it down on paper.

Questions to consider are:

How old are they?

What gender are they?

What do they do?

What are their hobbies?

What are their passions?

What do they love?

What do they hate?

Are they single? Married? Divorced?

Do they have children?

Where do they live?

Where do they work?

What are they known for?

What are they up to in life?

What does success look like for them?

This will help you answer the ultimate question...

WHY would they say yes? What's in it for them?

When you make your pitch you need to speak directly to what they want. You speak to what you know is important to them, so they see your request as an opportunity for themselves.

A simple way to do this is to ask: *What is the potential opportunity for this person?*

Then, you design your question so that you present your request as the opportunity.

For instance, I want to ask my boss for a couple days off: What is in it for him?

Well, from his perspective perhaps he would see it as losing an employee for two days. Losing money. Messing with the system of how things get done. For a boss, an employee that is off for a couple days can mean stress.

Most bosses care about the function of the company, their team, and the bottom line. So, if you want time off and you want to make a request to do so, you should speak to that. Make the request but share what your structure is for managing your work, finding a replacement for yourself, take an unpaid day if you can, or promise to do extra work at a later date.

You could even speak to what is coming up at work in the next two weeks. Perhaps you are working on a project that boss cares about and you need some down time so you can get refreshed so that you can focus on the impending project and have it turn out well. Perhaps that is important to your boss because it impacts his/her perception with his/her boss.

STEP 3:

MENTALLY REHEARSE OR MOCK YOUR REQUEST

Your brain doesn't know the difference between imagining and doing. You can calm your nerves around making an important request simply by imagining a successful ask. This will help you build confidence.

Alternatively - and you may feel stupid doing this - rehearse the request with another person. Find someone to play the role of the person you're asking, then practice the request and get feedback from them.

Dr. Wayne Dyer said this of making requests:

"The behavioral fragments of you are all you have to influence anybody else on the face of the Earth. Not your good intentions, not your wisdom, not your knowledge, not your skill, not your authority, not your position. Your fragments of behavior, as interpreted by them."

Rehearsing can remove the behavioral cues that suggest your lack of confidence around asking. Confident requests are more apt to get a "yes!"

PHASE 2: DO!



Phase 2 is all about getting in action. Learn what you need to do during an active request-making conversation!

STEP 4:

MAKE THE REQUEST

This is pretty self explanatory. Get in action and make the request. Be sure to do it in person, face to face. If that's not possible do it over the phone so they can hear your request, and the tone of your voice, because studies show 39% per of communication is expressed with tone of voice.

It's also harder to say NO to someone in person or that you are speaking to. Avoid making requests by email or other text-based, if at all possible.

STEP 5:

GET RID OF THEIR “IN THE WAY” LIST

To get a yes you want to resolve any hesitation or concerns that the person you're asking may have. Often these sound like excuses, but usually they are valid reasons that the person sees as obstacles in the way of their ability to contribute to you.

For instance, if the excuse is: "I'd love to help but I don't have anyone to watch my kids this week", then you could say: "I totally understand. I'd be happy to help you with them. I can watch them on Wednesday while you do XX for me". That may clear up the objection, in which case you'll get your "yes".

If you get another excuse, you'll want to keep going. Fill the excuses with solutions. However, be aware that pressing too hard will annoy the other person. There may be a valid reason they don't want to give you a Yes, but that they don't want to share. If you get persistent excuses even after solving a few for them and they are still a no, then leave it at that.

The opportunity you have created for them with the request is not valuable enough for them to overcome - or put aside - the issues they are in the way.

Eventually, if you're successful in solving their "issues in the way" they will say "yes", or give you a final "no".

STEP 6:

ACCEPT THEIR FINAL ANSWER

When you get deep into the exchange and you either have received a yes or you keep getting roadblocks, then end the conversation. Don't press too hard. You don't want to put stress in your relationship or ever have someone feel pressured. Pressure tactics don't ever work. They just create resentment and they will make it difficult the next time you have a request. If you sense that the other side feels like you are backing them into a wall, then back off and give them space.

What you need to know about a firm "no"

Often when people say "no" and are given the space to do so, they reconsider and come back to you later with a "yes" or they are open to a modified request later on.

Make sure you acknowledge the person for their time and for listening to you. Thank them for considering your request even if they say "no". If they are a "no" at this point, you may want to ask them if you can follow up with them at another time. Maybe the time is not right for them. Often they will say "yes" to this, and you can come back to them later.

PHASE 3: EVALUATE



Don't skip Phase 3. It's important you review what worked or didn't work about the request you made so you can improve.

STEP 7:

HOW DID IT GO? TAKE A MOMENT TO ASSESS HOW IT WENT. COULD YOU IMPROVE FOR NEXT TIME?

After you make a request, always evaluate what you did that worked and what didn't work. It will help you improve for the next time. Assess what worked to get a yes. Or what didn't work that resulted in a no. And remember the results of the evaluation, so you can repeat what worked or adjust and put in what was missing for the next time.

DEBRIEF...

Practice this formula by getting out there and making requests! Listen to how people make requests of you. You'll likely start to notice what works and doesn't work.

And, let me know how it goes, or share if you have challenges with any of the above steps.

Connect with me on social media: [facebook.com/awesomelifecub](https://www.facebook.com/awesomelifecub) or on twitter [@kaywalkerALC](https://twitter.com/kaywalkerALC). You can also email me through my assistant Ally at: ally@awesomelifecub.com.

Keep being awesome!

Kay Walker
...and the ALC team.