



TEN POINTERS FOR PERFECTING THE ONLINE ASK

1. Ask when the time is right. Don't adhere to a rigid schedule.
2. Don't ask every time you communicate online.
3. Synchronize your message with other channels.
4. Avoid the "soft asks."
5. Ask for feedback and advice.
6. Don't ask again until you "close the loop."
7. Don't ask for the wrong amount.
8. Don't assume the asking channel and the transaction channel are the same.
9. Maintain a positive "Thank to Ask" ratio
10. Don't take our word for any of this – TEST!