

Grassroots Tactics

The Hard Ask—a 5 Step Formula:

1. Know your audience

- What's at stake for them?
- What's in it for them?

2. Build urgency

- Why is attending your event important now?

3. Ask for something specific

- Use either/or questions

4. Ask and be quiet

5. Be persistent

- Offer many options

Directions:

Independently, think of your own event. In the space below, draft a hard ask to invite someone to your event.

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.