

DAY 19: Ask Five People For Help

No man is an island, and few side hustles thrive without the help of friends and supporters. As you begin hustling, don't hesitate to ask friends, family, and maybe even your mail carrier to join your cause.

Today's CTA is pretty simple: you're going to make a list of five people to ask for some kind of help or assistance... and then you're actually going to ask them.

Principle 1: We are not good at asking people for help ... but we like to *help*! Remember this.

Principle 2: Don't "Spray and Pray." Instead, be specific.

Based on my experiences, here's some subjective advice for asking for favors in a way that will get you the answer you want:

- Think long and hard about your five people.
- Make your list, then write or call each person to tell them about your project.
- Explain one thing about yourself and something about why and how your hustle will help people.
- Ask for one specific thing, not a shopping list. Additionally, make sure that one thing is something the person is *actually* able and well positioned to do.

So what could that be? You need 5 people, so I'm going to give you 10 ideas. Of course, you may need something else that's not mentioned here, but hopefully some of these get you thinking.

- Something for your website
- Something for your email campaign
- Something else technical (what are you trying to figure out that you're stuck on?)
- Graphic design (easy now!)
- Setting up a social media strategy
- Introducing you to an expert or influencer
- Posting on FB or another social network to introduce their friends to you
- Being a test customer or guinea pig, then telling you everything that was confusing or difficult for them
- Serving as a legitimate reference or testimonial for your product or service
- Helping out in a hands-on way: if you're shipping a product or appearing on site at an event

Person #1: _____ What they can do: _____

Person #2: _____ What they can do: _____

Person #3: _____ What they can do: _____

Person #4: _____ What they can do: _____

Person #5: _____ What they can do: _____

Important things to keep in mind:

- 1) Don't overdo the flattery. Feel free to say something nice about the person when explaining why you've come to them for help, but no need to go on and on.
- 2) Gently follow up if you don't hear back— but only once, and not right away. Give people at least a few days to respond.
- 3) Don't expect everyone to say yes, and be gracious no matter the response.

Try your hand at writing your introduction letter below:

Call to Action: Identify 5 people that you'll ask for specific help with your new project.

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