

— FOR THE ASK COMMUNITY —

# ASK Copywriting Mind Map

*a step-by-step guide to writing copy for ASK funnels*

by **Jack Price**

*ASK Copywriting Specialist*

**pricewrite.com**



# WELCOME!

*“Copy drives the funnel” —Ryan Levesque*

As you implement an Ask funnel to grow and scale your business, you face a challenge that can make or break your funnel — writing conversion copy.

Some people try the do-it-yourself option. But the task is daunting, requiring you to write 100+ pieces of ASK copy that is convincing and interesting enough to move prospects through a series of micro-commitment to a conversion goal.

I prepared this mind map to keep me from getting lost in the weeds while writing ASK copy. If you decide on the DIY route, keep the mind map handy.

If you decide to hire a copywriter, bear in mind that many copywriters are order-takers, so inquire about your candidate’s understanding of the structure and internal workings of ASK funnels.

I’ve been a fulltime copywriter for more than a decade and write for a limited number of entrepreneurs in the ASK community. If you run into roadblocks, I invite you to schedule a free Discovery Session in which we will:

1. Review your offer, target market, and marketing narrative
2. Decide on the best approach for your ASK funnel
3. Discuss costs and time lines

The great thing about the ASK Method is that it forces you to think through your business from the customer’s point of view. But alone, you can waste countless hours exploring rabbit-holes. Feelings of frustration can lead you to doubt your ability to execute your business idea — and your funnel might never be built.

If we decide to work together, I promise to be a guide you can count on. Together, we’ll collaborate to design a journey your customers will love. And if your funnel converts on a small scale — the sky is the limit.

I wish you the best of luck and hope this mind map helps.

And if you need help, visit me at [pricewrite.com](http://pricewrite.com) and schedule a phone call. I promise you’ll learn something helpful.

**Jack Price**

ASK Copywriting Specialist

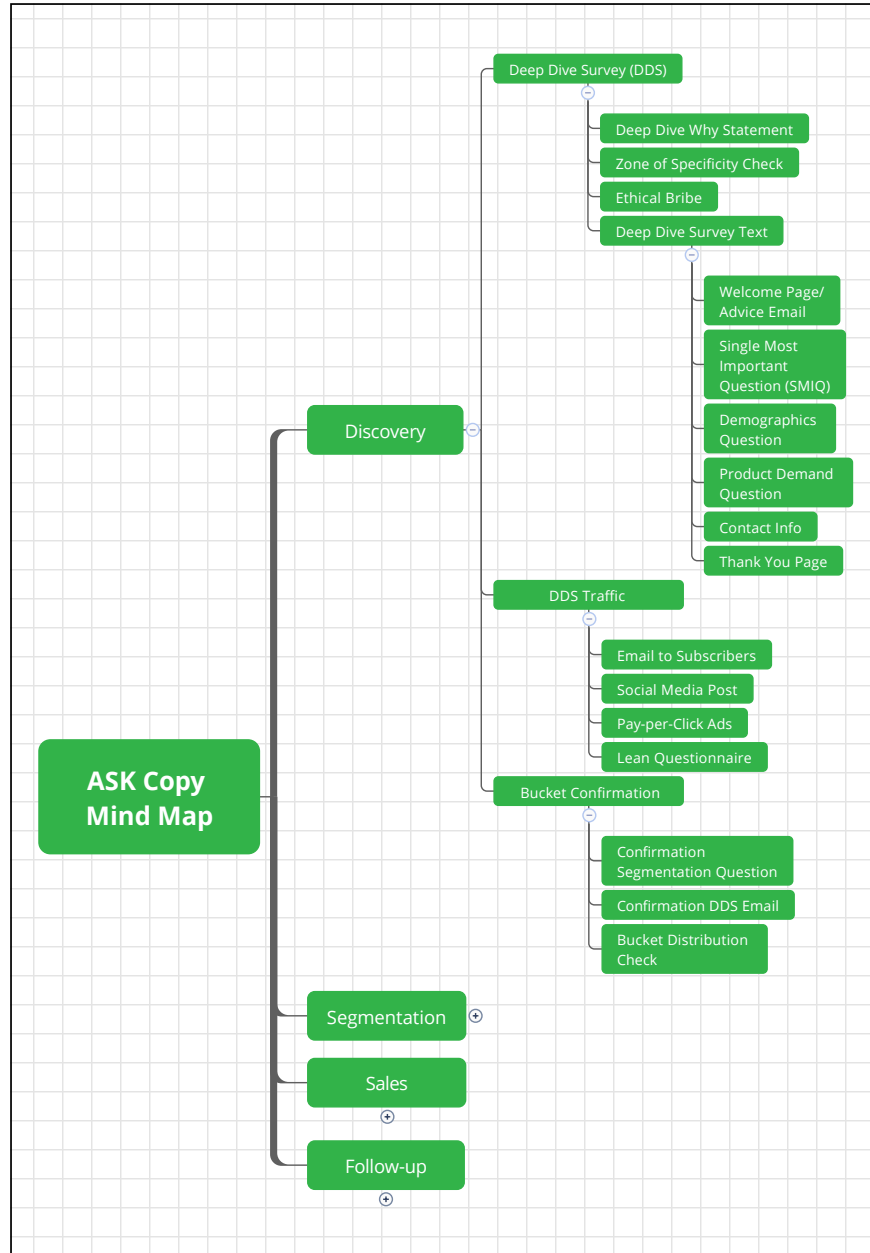
# TABLE OF CONTENTS

WELCOME!.....	2
TABLE OF CONTENTS.....	3
<b>MIND MAPS .....</b>	<b>5</b>
MIND MAP #1: DISCOVERY .....	5
MIND MAP #2: SEGMENTATION .....	6
MIND MAP #3 SALES .....	7
MIND MAP #4: FOLLOW-UP.....	8
<b>MIND MAP KEYS.....</b>	<b>9</b>
MIND MAP #1: DISCOVERY .....	9
<i>Deep Dive Survey (DDS)</i> .....	9
Deep Dive Why Statement.....	9
Zone of Specificity Check .....	9
Ethical Bribe.....	9
Deep Dive Survey Text .....	9
<i>DDS Traffic</i> .....	10
<i>Bucket Confirmation</i> .....	10
MIND MAP #2: SEGMENTATION .....	11
DESIGN .....	11
Language Extraction .....	11
Segmentation Quiz .....	11
<i>Traffic</i> .....	11
MIND MAP #3: SALES .....	13
<i>Landing Pages</i> .....	13
Sales Landing Page [3-5] .....	13
Thank You Page [3-5].....	13
Up-sell [3-5] .....	13
Up-sell Thanks [3-5] .....	13
<i>Webinar</i> .....	13
Webinar Script .....	13
Opt-in landing page .....	13
Sales landing page .....	13
Reminder emails .....	13
MIND MAP #4: FOLLOW-UP.....	14
<i>Acceleration</i> .....	14
4-Day Feedback Loop (4DFL) .....	14
Feedback Loop .....	14
Consumption .....	15
<i>Optimization</i> .....	15
<i>Scaling</i> .....	15

<b>FREQUENTLY ASKED QUESTIONS (FAQ)</b> .....	<b>16</b>
<b>ABOUT JACK PRICE</b> .....	<b>17</b>
GETTING HELP .....	17
NEXT STEPS .....	17
<b>ACKNOWLEDGMENT</b> .....	<b>17</b>
<b>COPYRIGHT NOTICE</b> .....	<b>17</b>

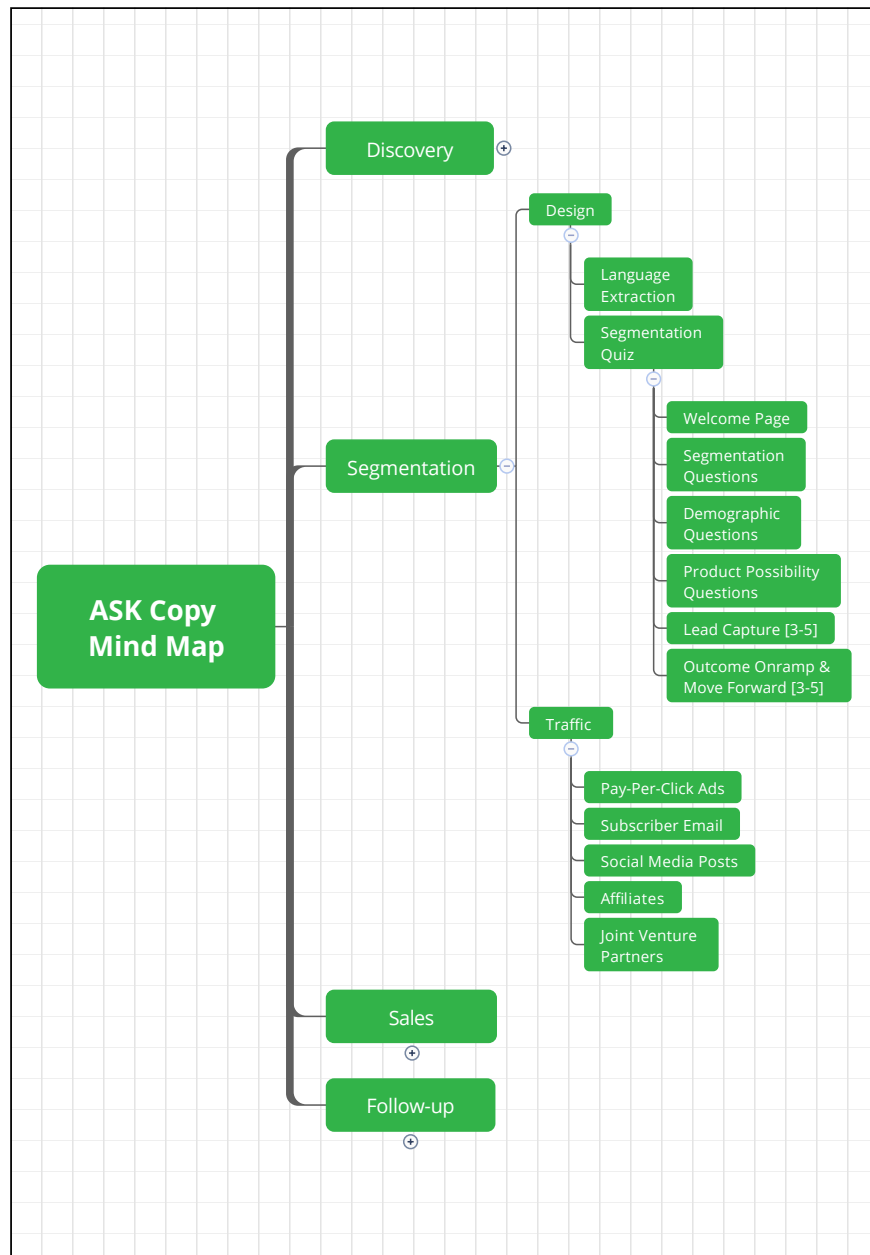
# MIND MAPS

## Mind Map #1: Discovery



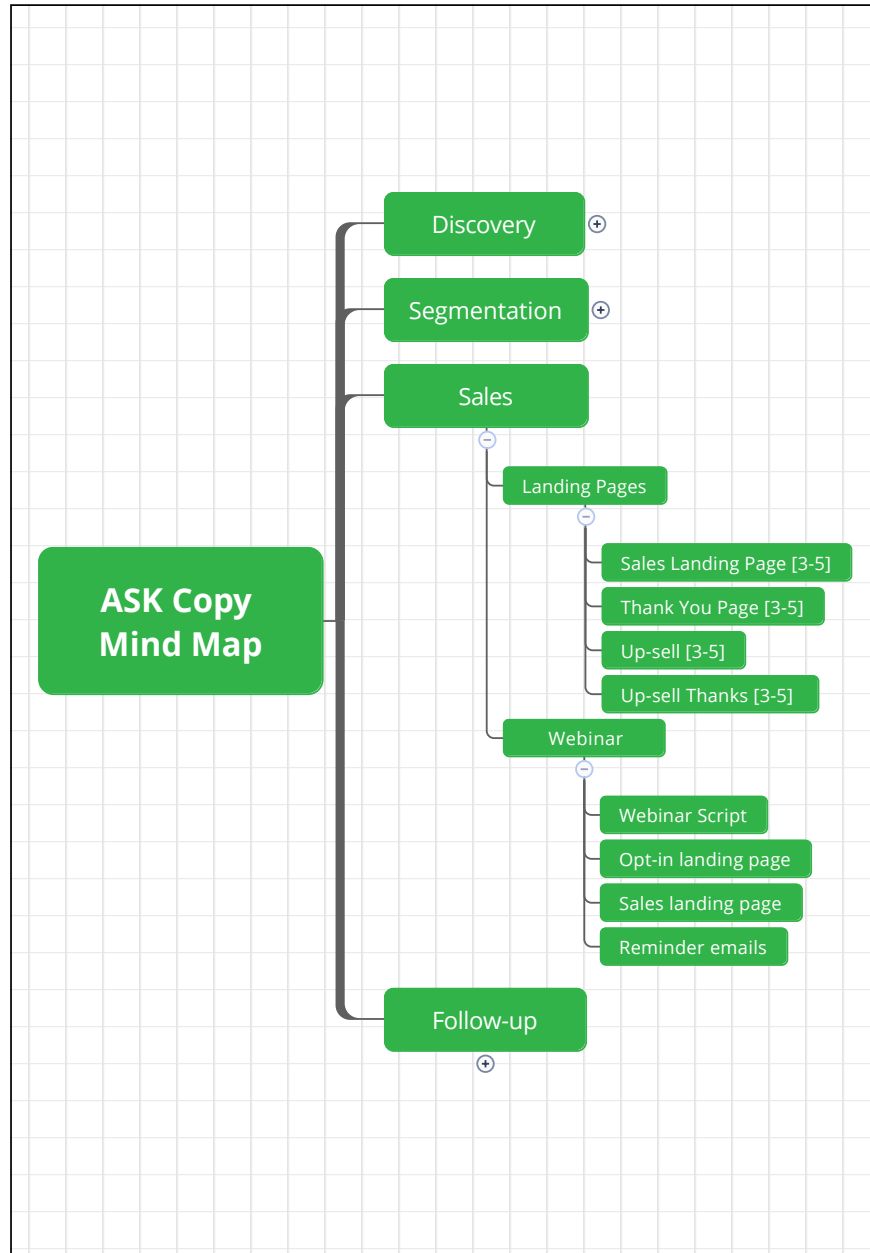
See MIND MAP #1 KEY on page 9

## Mind Map #2: Segmentation



See MIND MAP #2 KEY on page 11

## Mind Map #3 Sales



See MIND MAP #3 KEY on page 13

## Mind Map #4: Follow-up



See MIND MAP #4 KEY on page 14



# MIND MAP KEYS

## Mind Map #1: Discovery

### Deep Dive Survey (DDS)

This is your unique opportunity to find out what your market wants to buy and how they want to be sold.

### Deep Dive Why Statement

Before spending time and resources to run a DDS, get clear on what you want to find out about your market.

### Zone of Specificity Check

If your DDS is too specific or too broad, your results may not be useful.

### Ethical Bribe

Also known as a lead magnet, the ethical bribe can increase traffic to your DDS and encourage quiz-takers to complete the survey.

### Deep Dive Survey Text

Make sure your survey text is succinct, crystal clear, and easy to read.

**Welcome Page:** Use this page to orient cold prospects or reconnect with warm prospects.

**Single Most Important Question (SMIQ):** This open-end question gives prospects an opportunity to deepen your insights into the market you serve.

**Demographics Question:** Warm up the quiz taker with a question or two they can answer easily.

**Product Demand Question:** Find out the level of interest in products and services you're thinking of offering.

**Contact Info Question:** Getting email addresses of qualified prospects is a critical hurdle in your funnel.

**Thank You Page:** Your opportunity to deepen your new relationship or even offer another product.

## DDS Traffic

For fast results, drive traffic to your DDS

**Email to Subscribers:** The best source of traffic is your email marketing list.

**Social Media Post:** If you have an engaged following on social media, a DDS is a great way to get information and add new subscribers.

**Pay-per-Click Ads:** Test the effectiveness of Facebook Ads, LinkedIn Ads, and rebranded Adwords platforms: Google Ads, Google Marketing Platform, and Google Ad Manager

**Lean Questionnaire:** As an alternative, create a set of questions for phone interviews.

## Bucket Confirmation

After you identify your buckets, run a confirmation.

**Confirmation Segmentation Question:** The confirmation can be as simple as a one-question survey.

**Confirmation Survey Email:** Explain the purpose of the survey to your subscribers to encourage participation.

**Bucket Distribution Check:** The goal is to get as close as possible to even distribution, with no single bucket containing 50% or more of the self-segmentation responses.

## Mind Map #2: Segmentation

### Design

Segmentation can happen based on a single question, but a better practice is to collect market data at the same time.

### Language Extraction

As a first step, analyze the DDS responses to capture the specific language used inside your market, so you can echo it back in your content.

### Segmentation Quiz

**Welcome Page:** Use this page to orient quiz takers and promise an ethical bribe as an incentive to complete the quiz.

**Segmentation Question:** Eventually you may want a self-discovery quiz, but for a first iteration, a simple segmentation quiz is easier and quicker.

**Demographics Question:** Warm up the quiz taker with a question or two they can answer easily.

**Product Possibility Question:** Find out the level of interest in products and services you're thinking of offering.

**Lead Capture [3-5]:** Simply ask for an email address so you can deliver the ethical bribe.

**Outcome Onramp & Move Forward [3-5]:** On this screen, fulfill any promises you have made and display a link to a sales page. Optionally, you can place the sales copy on the outcome page.

### Traffic

To test your funnel, drive cold traffic to your segmentation quiz. If you can get cold traffic to convert, all other sources will convert even better.

**Pay-Per-Click Ads:** Test the effectiveness of Facebook Ads, LinkedIn Ads, and rebranded Adwords platforms: Google Ads, Google Marketing Platform, and Google Ad Manager;

**Email to Subscribers:** Once your funnel is converting, invite your email marketing list to take the quiz.

**Social Media Posts:** If you have an engaged following on social media, invite them to take the quiz.

**Affiliates:** Invite your affiliates to send traffic to the quiz.

**Joint Venture Partners:** Partner with organizations to invite their members to take the quiz.

## Mind Map #3: Sales

### Landing Pages

The purpose of the quiz is to send segmented traffic to sales landing pages.

#### Sales Landing Page [3-5]

Write separate landing pages, each customized for a different bucket. **Note:** This subject is so critical that I developed a separate Landing Page Mind Map and offer it free of charge at [pricewrite.com](http://pricewrite.com)

#### Thank You Page [3-5]

Write a page with information customized for each bucket.

#### Up-sell [3-5]

Every bucket should have at least one up-sell and, optionally, a down-sell or second up-sell.

#### Up-sell Thanks [3-5]

Each up-sell and down-sell for each buckets needs a dedicated thank you page.

### Webinar

You may decide to create a webinar (or webinar series) either to promote your launch or to sell directly.

#### Webinar Script

Depending on the host, you can write a webinar script or just an outline.

#### Opt-in landing page

Customize the language to encourage sign-ups.

#### Sales landing page

You can either present your full session in the webinar or direct participants to sales landing page.

#### Reminder emails

Write multiple emails to encourage people to show up for the webinar:  
Reminder email day before | Reminder email today | Reminder email in one hour | Reminder email starts now

## Mind Map #4: Follow-up

### Acceleration

The purpose of the acceleration sequence is to give prospects multiple opportunities to buy your offer.

#### 4-Day Feedback Loop (4DFL)

This sequence provides additional information about the offer in formats designed to appeal to different types of buyers.

**4DFL email 1:** Fact-oriented buyers will want to know more about features, advantages, and benefits (FAB). Or if you used a webinar format, this email distributes the webinar recording and encourages prospects to watch it.

**4DFL email 2 FAQ:** In this email, dig deeper into the details of your offer.

**4DFL email 3 Testimonials:** Socially oriented prospects will find the words of others reassuring and motivating.

**4DFL email 4 Urgency:** Give readers reasons to act now.

#### Feedback Loop

Also known as the “Do You Hate Me?” (DYHM) sequence, this series gives prospects more opportunities to buy and, as a last resort, to find out why they didn’t buy.

**Email 1 DYHM:** Ask quiz takers for feedback on why they didn’t buy. Use the tongue-in-cheek “Do you hate me?” or milder language. Include a link to a feedback survey.

**DYHM Survey:** This is a single open-end question requesting non-buyer feedback.

**Email 2 Re-Open Offers:** This email announces that you are re-opening the shopping cart due to feedback received in the DYHM Survey.

**Email 3 New FAQ:** Provide more details about your offer and respond to any comments you received in the DYHM Survey.

**Email 4 Pivot Survey:** Each follow-up email includes a CTA to purchase the offer. If the quiz taker reaches this point, direct them to a survey to vote on other areas of interest for future content.

**Pivot Survey:** Suggest additional content you plan to develop and ask them to vote for the ones that interest them.

## Consumption

Create an email series designed to reduce refunds and encourage up-sell, add-on, and cross-sell purchases.

**Welcome email:** Greet new purchasers and let them know what to expect.

**Consumption emails [4]:** Send a series of emails that encourage the buyer to use the product or service they bought.

**Up-sell:** Offer a new up-sell, add-on, or cross-sell or repeat the original one-click up-sell.

**4-Day Feedback Loop (4DFL):** Create a 4DFL for the up-sells as in the Acceleration sequence above.

**“Do You Hate Me?” (DYHM):** Optionally, include a DYHM sequence for the up-sells

## Optimization

These final two sections are the shortest parts of the mind map but require time and skill. In the optimization phase, analyze the weak points in the funnel and run A-B tests to tweak the copy. You can decide for yourself when you’ve reached a satisfactory level of funnel performance.

## Scaling

Once your funnel reaches a good level of profitability, look for more ways to drive traffic to the funnel. Optionally, design new funnels for new products and services in the same market or new markets.

## FREQUENTLY ASKED QUESTIONS (FAQ)

### **How do I know if a ASK funnel is right for my business.**

Think of your business as a “three-legged stool”: a good-size **marketing list**, a viable existing **offer**, and a strong **marketing message**. If your business has three strong legs, it is a perfect candidate for an ASK funnel.

### **What if my business is weak in one of the “legs” listed above?**

You can use ASK techniques creatively to build your list, test your offer, and hone your marketing message.

### **Do I need to include every step of the ASK funnel?**

If your business is a strong “three-legged stool” (see first question) then you owe it to yourself to maximize sales with a complete funnel. If you are testing a new offer or marketing message, you may want to test ideas using a funnel with fewer moving parts.

### **How long does it take to write copy for an ASK funnel?**

You should be able to create and implement a complete funnel in 6-12 weeks. If you need to create your offer and test your marketing message, you’ll need more time. But remember Ryan Levesque’s dictum: “You don’t have to get it perfect, you just have to get it going.”

### **How much should I budget for creating ASK funnel?**

First, calculate the potential value of the funnel to your business. How much new business will it help you bring in? Will the funnel enable you to reach new markets? Can you grab a bigger share of your market? When you understand the value, you can make a budget decision that’s right for you.

### **Should I do the work myself or hire professionals?**

It’s not an either/or question; you can do some of both. It all depends on your level of skill in each step of the process, the amount of time you can devote to the project, and how important the book is to you.

### **How much do you charge?**

That depends on what you need. I’ll be glad to discuss my services, time lines, and costs. To schedule a no-cost, no-obligation discovery call, visit my website at [pricewrite.com](http://pricewrite.com)



## ABOUT JACK PRICE

I'm a fulltime professional writer with over a decade of experience and a strong track record in ghostwriting, editing, and writing marketing copy for busy executives, experts, and authors who want influence, opportunities, and growth.

I live in central Virginia and serve clients worldwide.

### Getting Help

There's an entire cottage industry of professionals who can help you with various aspects of your ASK funnel.

Some are trained and experienced, but outside the ASK community, there are some who make big promises, take your money, and produce little. So do your homework.

### Next Steps

I'd love to find out more about your ASK project. When you're ready, visit [pricewrite.com](http://pricewrite.com) and schedule a time to talk.

#### Jack Price

*ASK Copywriting Specialist*

## Acknowledgment

Many thanks to Ryan Levesque and the ASK team for their world-class training and support.

## Copyright Notice

Copyright © 2018 by Jack Price

This material is intended for your personal use only. You may not duplicate or share it in any form without my written consent.