The counterintuitive online formula to discover exactly what your customers want to buy... create a mass of raving fans... and take any business to the next level

RYAN LEVESQUE
NOTE ABOUT THIS BOOK SAMPLE

The following represents a few selected samples From my new book, Ask. I hope you enjoy these excerpted sections from the book.

Ryan Levesque
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INTRODUCTION

HOW TO USE THIS BOOK

If you ask 1,000 entrepreneurs, business owners, or aspiring business owners to complete the sentence: “I wish I had more ____________.” Ninety-four percent will say one of two things: The most common response is *time*. The second most common response? Well, that’s something we’ll get to in just a moment.

But first, when it comes to *time*, if your life is anything like mine, between work, family, and the ever-changing online landscape, there are times when it feels like there just aren’t enough hours in the day…

As a dad, husband, and CEO—because my time is so limited—I’m increasingly picky about which business books I read. And if you’re anything like me, I suspect you might be particular about what you read as well. At the same time, I know that all it takes is just *one* pivotal idea for a book or resource to change my life forever.

I believe *Ask* is one of those resources truly worth the investment of your time.

And not only that…

When you apply what you’re about to discover, the contents of this book can deliver the second most common thing entrepreneurs, business owners, and aspiring business owners say when asked to complete the “I wish I had more…” sentence.

That thing?

*Money*.  

Ask | By Ryan Levesque
The reason I say that is because, as you’re about to discover, the *Ask Formula* is responsible for generating over $100 million in sales online—revolutionizing industries ranging from business funding to dog training.

And in addition to the financial impact this formula is having in industry after industry, businesses *using* this formula are seeing their previously uninspired customers transform into *raving fans* and repeat buyers right before their eyes.

And most importantly, by the time you’re finished with this book, the *Ask Formula* is something *you* will be able to use in *your* business.

But before we dive in, because I want you to get the most out of this book in the least amount of time, let me explain how *Ask* is organized:

**This book is broken down into two main parts:**

Part One of the book is the “behind the scenes” background story that tells you a little about who I am and how the *Ask Formula* came about. As I share with you some of the twists and turns of my (slightly-unusual) journey to where the *Ask Formula* finally came together, my hope is that it provides you with three things:

First, context for what the *Ask Formula* is; second, a recognition of opportunities where the *Ask Formula* can be used; third, and perhaps most importantly, inspiration to hang in there when things are tough.

Every successful entrepreneur’s story is filled with near-failure. My story is no different, and if you’re like most people, I think you’ll be surprised to hear how it almost took me dying for the *Ask Formula* to come into existence.

Part Two of the book is the “methodology” section, which shows you what the *Ask Formula* is, and how to apply it in your business in step-by-step detail.
If you’re the type of person who wants to skip the background and “cut to the chase” you can go straight to the methodology section and it’s all laid out for you. Of course, after reading it, if you want to go back and find out how I came up with the formula, it may make even more sense. The choice is yours as to where to begin.

That said, wherever you start (with the story or methodology) this book is intentionally designed to be interactive.

What I mean by that is, by necessity, there is a blurring of offline and online worlds today. The days of a written book (or even ebook) being nothing but a “book” are long gone. More often than not, concepts are timeless, but with rapid changes in technology the application of those concepts can change rapidly.

It is my goal to help you understand the timeless concepts and strategies in Ask and give you access to the most up-to-date application of those concepts at the same time.

For this reason, you will find “sign posts” along the way in this book that will lead you to a bonus section of the Ask Formula website, exclusively available to you as a reader, which is designed to go hand in hand with this book.

This free bonus section includes critical updates, illustrations, and live examples I’ll be referencing throughout the text to help show you how to apply the Ask Formula in your business and get results fast.

By the way, if you’re curious to get a sneak peek of some of the goodies in this free bonus section right now, you can take a quick look now by visiting: http://www.AskFormula.com/bonuses. (Just please do me a favor, and don’t share that link. It’s for verified readers only.)
With that being said, at the same time I want to point out something that’s super important. I want you to understand the *Ask Formula* is here in its *entirety*. I’ve held nothing back. It is all there for you to use and customize for your business. I’ve given you everything I can in the confines of one book to use the *Ask Formula* successfully.

So there you have it. The choice is yours. Start at the beginning or in the middle, whichever you prefer.

But whatever you decide, the important thing is to *start*. My team and I are committed to helping you understand the *Ask Formula* and give you everything you need and *more* to take your business to the next level.

So without further delay, let’s get started. Are you ready?

*Ryan Levesque*
PART I

ASK: THE STORY
So what exactly is the *Ask Formula*?

Simply put, the *Ask Formula* is a system to ask intentionally designed questions to help you figure out exactly what your customer wants — and the exact language to use to communicate with them. Then, with that information, it tells you how to personalize the messaging you use and products you introduce based on the answers to the questions you ask.

In other words, it's a way of discovering what your customer wants to buy by guiding them through a series of (somewhat counterintuitive) questions and customizing a solution for them so they are more likely to purchase from you.

**The payoff is huge in two ways:**

1. You get back priceless information to help you know what they want to buy, when they're ready to buy it, and they'll become a happy customer who'll come back to buy, time and time again.

2. You find out why they *didn't* buy, providing opportunities to revise your campaign, fix your product or promotion, and reengage them so they'll eventually become that happy customer who returns to buy again and again.

Simple on the surface, but like most things in life — the devil is in the details.
I'll go into massive detail on the *Ask Formula* in the methodology section, but in plain English, the way to apply the *Ask Formula* online is by using *a unique combination of surveys in a very specific sequence*.

For years — and to some extent, even to this day — for many people the word "survey" only conjured up images of irritating phone calls from telemarketers interrupting your dinner asking for your opinions, and that was it. No follow-up with results; no benefit to you the survey taker. They were designed by the marketer only to help the marketer.

But the new definition of "survey" is all about engagement and empowerment for both the marketer and customer. It's not just one-sided any more. That's why it's so powerful and why people actually like them and are willing to do them.

The *Ask Formula* is a series of surveys (or questions) designed to determine what a customer wants along with customized sales language based on those answers to get that customer to buy. Think of it like a funnel. A funnel is a tube or pipe that is wide at the top and narrow at the bottom, used for guiding liquid or powder into a small opening.

A survey (or question) funnel operates the same way. You start by asking big wide questions at first, and then those questions narrow, and narrow more, as you ask your customers simple, more precise questions about what they want — until you have enough information to speak to their specific wants, needs, desires, and situation.

After intensive testing and refining, I've come up with four basic survey types that comprise the *Ask Formula* that I'll tell you about a little later. These are the core surveys that can be used for any online business with proven, and usually dramatic, results. They
help you do four things: define your market, engage your market, refine your marketing, and redeem your marketing efforts.

Over the past eight years, I've devoted practically my entire professional life to asking people questions and creating streams of revenue from those answers. During that time, I've met a number of people who have said they've tried using surveys and haven't found them all that helpful. They just weren't making them money.

After probing a bit, I'm not surprised to find that they're asking the wrong questions, the wrong way. Again, the devil is in the details.

I hate to say it, but when it comes to using surveys in ways that actually make money, most businesses just don't have a clue. Even the biggest businesses — the kind of companies you'd never expect to struggle with anything — seem to get surveys wrong.

It isn't their fault. When it comes to asking questions, whether they're a big corporation or a one-person boutique, business owners are prone to making the same costly mistake: *They try to just ask customers what they want.*

"What would you like to purchase on this site?"

"What kind of product do you want?"

"How can we help you?"

Sound familiar? Instinctively, *we ask people what they want.* We think if we just ask them, they'll tell us, and we can sit back and watch the dollars pour in.

If only it were that simple.

There's a famous quote by Henry Ford, who developed and manufactured the world's very first mass-market automobile. "If I had asked people what they wanted, they would have said faster horses."
Now, the reason why this quote rings true for so many people is because it is true. People have been polling their potential customers for millennia, asking questions and trying to convert what they find into dollars. However, when questions are asked in this straightforward way... well, it usually ends in disappointment for the business owner.

Because (here's the big secret): People don't know what they want.

Really.

In fact, to illustrate this point, think about the last time you and a group of friends were hanging out and thinking about where to go out to eat. You're all sitting around and someone says, "Hey, anybody hungry? What do you all feel like doing for dinner?"

What's the most common response?

"I don't know. What do you want?"

Sometimes that conversation goes around in circles — endlessly

Why? Because, at the end of the day, people don't know what they want.

However, if you're hanging out with that same group of friends and you can ask a different sort of question:

"Well, is there anything you don't feel like eating for dinner tonight?"

Interestingly, people are much better at answering that type of question.

Your friends might say, "I don't feel like pizza because I'm trying to eat gluten free." Or "I don't want to do sushi because I'm allergic to shellfish."

People are really good at telling you what it is they don't want.

Similarly, you can also ask each of your friends one by one, "What did you have for dinner last night?"

And people are also very good at answering that question as well.
The reason is because people essentially are only good at answering *two* basic types of questions when they don't know what they want: What it is they *don't* want and what they've done in the *past*.

(This is true in both online and offline, by the way.)

Vague, general asking is one of the biggest mistakes people make when trying to find out what people want. It's because people just don't know how to answer. They honestly *don't know* what will make their life better; they just know they want it.

If we go back to the Henry Ford quote, instead of asking people what they wanted, what if Ford had asked, "What it is that you *don't* like about horses?"

Chances are, he would have gotten back all sorts of useful information. People may have said things like, "I don't like the fact that my horse is slow or needs to be fed." Or "I don't like the fact that only one person can ride my horse at a time."

The point is, there are certainly things about horses that people didn't like, but they didn't know the solution was something outside of what they could imagine.

That's actually where the exciting part comes in. As entrepreneurs and marketers, our role is to figure out that solution. But to create something that people will actually buy, what you need is the raw material to extract from the market to determine what that solution is — even when your customers can't quite articulate it.

That's why, to get the type of results in market after market like you're about to see, it requires using surveys in a somewhat different, unexpected way.

Because the right way to use surveys is counterintuitive.
CHAPTER 3

THE DISCOVERY

So how did I figure this all out? Well, quite frankly, it was a combination of intense study, hard work, and attending the entrepreneurial "school of hard knocks".

Strangely, I come from a corporate and academic background, actually in neuroscience from Brown University. And I speak nearly fluent Chinese (that story's to come). And although I thought the corporate world would always be for me, I had this deep longing to be an entrepreneur. Even as a kid, I created businesses, starting when I was 13.

In my mid-twenties, once I became a full-time entrepreneur (the "no turning back" kind), I set out to make my mark.

After failing in more than a few early attempts in the online marketing world, out of sheer frustration, I finally decided to ask people what they needed help with and why they didn't buy. Their answers surprised me, but they told me what I needed to hear.

One of the biggest things I discovered was that I had been taking a "one size fits all" approach to my marketing. Their responses told me I needed to speak to different
segments of the market differently. Quite frankly, I asked out of necessity because I was
desperate and didn't know how to succeed otherwise. But the result of my asking
questions of the market became the foundation for a formula that I've personally used to
successfully enter and dominate 17 different markets (and counting), that my customers
and clients have used in hundreds of different markets, and that, when strategically and
appropriately applied, can revolutionize practically any business — including yours.

It was after testing, testing, and more testing with my own businesses that I
realized I had stumbled on a particular approach that anybody could replicate, if they
were simply armed with the right information.

The Ask Formula I discovered was stunningly simple: the secret to spectacular
sales was all about asking the right questions, in the right way, at the right time.

As I said, the discovery of how to ask the right questions, make money in the
process, and have satisfied customers coming back for more is an area that's more
nuanced and more mysterious than it might first seem. But after years of testing, sifting,
and reviewing what works and what doesn't, I now have a proven formula that has
worked in multiple businesses and made markets responsive that were previously
considered dead.

The reason why I'm telling you all this is because I want to give you the
confidence that the formula you're about to discover has been tested, battle-tested, and
stress-tested in market after market. It has been used by companies both large and small,
so you have the confidence that this is something you can apply in your business.

Are you skeptical? Great. I consider myself a chief among skeptics.
So before I explain all the details and the methodology of the *Ask Formula*, I'd like to tell you a little bit about myself and the unlikely story of how the *Ask Formula* came together to create what's becoming a *movement* online — with a financial impact beyond my wildest imagination.

As I take you along my journey with its windy paths and pitfalls, even where I failed — and nearly lost it all — I think you'll come to understand better what the *Ask Formula* is, why it's so useful, and the dramatic impact it can make in your business.
PART II

ASK: THE METHODOLOGY
Chapter 11

The Four Big Questions

Now that we’ve covered the story of how the Ask Formula was developed, it’s time to cover what you probably were hoping to get from this book: The entire formula itself, explained in step-by-step detail.

My goal in this Part Two of the book is to give you enough detail and guidance that you can apply yourself in your own business.

To kick things off, there are two major concepts we need to introduce and differentiate. The first is the Ask Formula itself. The second is my Survey Funnel System. The best way to think of these two elements is like this:

If the Ask Formula is the overriding conceptual framework, then the Survey Funnel System is the step-by-step, nuts-and-bolts blueprint to apply that formula in your business online.

The reason why it’s called the Survey Funnel System is because it’s a system that uses a combination of four specific surveys at four very specific points in your online sales funnel.

In case you’re not familiar with the term “Sales Funnel,” for our purposes, a Sales Funnel is simply the series of steps you want people to take to go from being a potential customer to becoming an actual customer in your business online.
For example, a typical online sales funnel might involve a prospect clicking on an online advertisement promoting your business, which leads… to a landing page on your website where they’re asked to enter their name and email in exchange for a free report or coupon, which leads… to a webpage with sales copy selling your product, followed by a checkout page to enter their payment information, which leads… finally to a “thank you” page confirming their order.

The Survey Funnel System you’re about to discover operates a little differently. And the pillars of the system are the four primary surveys that comprise it, which are:

1. The “Deep Dive” Survey
2. The “Micro-Commitment Bucket” Survey
3. The "Do You Hate Me" Survey
4. The "Pivot" Survey

These four surveys — and the four big questions they represent — are foundational to the Ask Formula because they are the key to finding out exactly what your customers want to buy. If you don’t know exactly what they want, there might be a mismatch between how you’re positioning your product and what the market really wants, or even worse you might be offering the wrong products or services altogether — both of which ultimately leads to losing sales.

Here are the four main surveys in the Survey Funnel System:

1. **The Deep Dive Survey**

   Without this survey all the others fail. The Deep Dive Survey sets the foundation for everything else. This survey collects the open-ended data you’ll need to understand
your market in a deep way, along with the consumer language your market naturally uses. You can conduct this survey whether you have a list of existing customers or not. This is a survey you conduct once, before you build out your online sales funnel.

If you have a list of customers (or prospective customers) you can reach by email, you simply send an open-ended survey via email, ask them what their single greatest challenge is, followed by several additional questions, and use this information to really figure out who your customer is on a deep level.

Based on the results, you'll use this information to identify your biggest categories or “buckets” of customers as well as the natural consumer language to use when communicating to each of those buckets in your marketing. There are some important nuances to this process so, to ensure you’re focusing in on the right data and ignoring the noise in your market, we’ll cover this process in detail in the coming chapters.

For the Deep Dive Survey you can either use an online survey tool like Survey Gizmo, which costs around $20 per month for their basic plan, or a tool like Google Forms, which at the time of this writing is 100% free.

2. The Micro-Commitment Bucket Survey

The results of your Deep Dive Survey are used to design your Micro-Commitment Bucket Survey, which becomes a permanent part of your online sales funnel. This survey is called what it is because:

a.) You’re using it to ask people a series of small, non-threatening, multiple-choice questions prior to asking more pointed and private questions like “What’s your Name and Email?” (Hence, the “Micro-Commitment” part.)
b.) You’re using the answers to those questions to put people into different “buckets” so you can customize your marketing, sales messaging, and the products you introduce to each customer based on what “bucket” they fall into (hence, the “Bucket” part).

Why put people through a simple survey before asking people for their name and email? The reason is simple: People are generally hesitant to give out their name and email when visiting a new website, and that’s understandable. When you start by asking a few simple multiple-choice questions that are far less threatening and personal, it builds “action-taking momentum” toward that final step of entering their name and email.

Secondly, the answers to the multiple-choice questions are data you will capture when your prospects provide their name and email, and opt-in to your email list. You’ll be able to later use this information to not only customize your marketing messaging, but the offers you might introduce to that prospect as well. This is a win-win both for you and the prospective customer.

For example, if you’re in a health market, simply knowing whether someone is a man or a woman can help you introduce more targeted offers to each segment. And when you combine that with age information, which you might also capture, you can really get specific.

For instance, you might introduce a “Low T” solution to men in their 40s and 50s only and perhaps a “Menopause” related solution to women in their 40s and 50s. If you were to expose your entire database to these offers, you might alienate your audience, and prospective customers would likely unsubscribe from your email list in high numbers.
over time. But by being hyper-targeted like this — you ensure that only prospects who are a good potential fit are exposed to your offers.

As you’ll discover in the coming chapters, this is just one of the many win-win benefits, for both you and your customer, of asking for and acquiring this data.

When using the most basic application of this survey, oftentimes the penultimate question — the one immediately preceding the email opt-in form — is what I call the “segmentation question,” a single question that determines which “bucket” that particular prospect will be added to.

There is a temptation to skip the open-ended Deep Dive Survey, and jump right into creating your Micro-Commitment Bucket Survey. This is one of, if not the, biggest mistakes I see people make when implementing the Survey Funnel System in their business. The reason? When we’re deeply involved in our market, we think we know what problems our customers run into — and subsequently, what buckets are most worth focusing on.

One of the biggest reasons why the Ask Formula has been so successful in the 17 different markets in which I’ve personally implemented it has been because of the process. Whenever I enter a new market, I try to adopt a naïve, beginner’s mind — and let the data drive what to do, rather than rush to judgment. The results of your Deep Dive Survey will tell you what “buckets” to focus on, and therefore what multiple choice options to present in your “segmentation question.”

In the coming chapters, we’ll cover what questions to ask, how to phrase those questions, and how to position your Micro-Commitment Bucket Survey so that prospective customers are highly motivated to answer your questions.
For the Micro-Commitment Bucket Survey, you can either use the same software my team and I use in our own implementations and for private clients at

http://www.SurveyFunnelSoftware.com, you can use another third-party solution, or you can have your own solution coded by a developer on your team or a contractor through a site like oDesk.com or Elance.com.

3. The "Do You Hate Me" Survey

This is a survey you send by email to everyone who has entered into your email follow-up system, but who has not bought from you after you’ve presented them with the absolute best deal, price, or promotion you can offer. This survey goes out to non-buyers by email to figure out why they haven’t bought from you.

The strong title of this survey, which gets its name from the email subject I often use when emailing this survey, is designed to get people’s attention. However, with such a strong title, you should always make the content of this email light-hearted and a bit funny. It should ask something like, “What's the single biggest reason why you've decided not to work with me or purchase the XYZ product? Was it something I said? Something I didn’t say? OR do you just hate me? :-) Click on this link to let me know.”

THIS survey tells you what hot buttons and objections you haven’t done a good job of addressing in your sales messaging. It tells you what you've missed. It gives you invaluable data to tweak, iterate, and fine-tune your sales funnel over time.

Let me illustrate this from my own experience. I have a paid online mastermind group called the Next Level Group Mastermind. It’s a community for business owners who are looking to take their business to the Next Level. Many members of the group
have built out successful Survey Funnels and shared their results. The group also
happens to attract some of the biggest names and leaders in online direct response
marketing. It’s a great place to share and get feedback from top marketers around the
world, both in terms of your Survey Funnel, as well as virtually all aspects of your online
business.

As a member of the group, you can ask questions like “What do you think about
the results of my survey? What changes would you make to the copy on my landing
page? Who do you recommend for this or that? How do I get this or that done?” When
you join this mastermind group, you also get access to a monthly mastermind call with
me personally, as well as weekly calls where I bring in experts to teach advanced
marketing topics.

Wondering why I wasn’t getting more people joining this group, I decided to run
one of my “Do You Hate Me” surveys to my existing customer list, targeting those who
were not members. I asked them honestly, "Why haven't you joined my mastermind
group yet?"

The feedback I got was very enlightening. People said things like, "Ryan, we
actually didn’t know you included a monthly mastermind call where you speak to the
group personally and do live hotseat-style case studies. We also didn’t realize that you
bring in marketing experts every single week to talk to the group."

So through this simple email survey, I learned that people weren't joining my
membership site because they just didn’t have enough information. They were missing
some pieces of the puzzle. I wasn’t doing a good job of communicating all the benefits
they would receive as a member.
I forwarded this feedback to my team and told them we needed to make the benefits of the mastermind group more prominent in our sales letter. I also followed up to my email list with an FAQ email detailing what we offered in the mastermind group. Bingo. We received a flood of new members. Once again, it proved to me that this kind of surveying, simply asking, gives you the ability to dial in your marketing.

For the “Do You Hate Me” Survey, you can either use a tool like SurveyGizmo, the Survey Funnel software I use, or a simple Google Form.

4. The Pivot Survey

This is the final survey in the sequence. This survey is used after you've done your best job selling your product and the customer simply isn’t buying anything you’re selling, even after all the surveys, all the emails, and all the dialed-in marketing.

In this email/survey you say something like, “Hey listen, I know you’re not really interested in what we’ve been talking about, so which of the following options would you like me to talk about next? Would you like to know about Topic A? Or perhaps Topic B? Or maybe even Topic C?”

What you're really asking is “What do you want me to try to sell you next? You didn't buy this program, but what might you be interested in instead?” This survey is a fantastic tool to employ when you have changed the offer, sent email after email, and just can’t get any movement from your prospect. Usually, if your prospect responds to your Pivot Survey email, they eventually will buy and you will, without a doubt, increase your conversions.
The Pivot Survey is generally a series of links embedded directly into an email. Typically, you’ll use your email follow-up system — either through automation links or by setting up different email opt-in forms — to move or add people to different email lists, depending on which option they express interest in. We’ll cover this in more detail in the coming chapters.

At a very high level, these are the four pillars of the Ask Formula put into practice. The devil is in the details, of course, as well as all the pieces that fit in between each of the four surveys, which we’ll be covering in the ensuing pages. But these four surveys collectively form the foundation because, together, they take all the guesswork out of your marketing. And that is the whole point. How do you succeed in market after market with nearly 100% success? You take out all the guesswork.

Now we’re going to cover the entire Survey Funnel System in step-by-step detail — so you can take all the guesswork out of your marketing, and all the guesswork out of implementing this process in your business.

Let’s dive in…
In 2008, armed with nothing but a $450 laptop, an Ivy-League background in neuroscience, and an insatiable curiosity to understand why people buy... Ryan Levesque left a lucrative career on Wall Street and later in Shanghai, China, to launch his first online business. After struggling initially and going a year before making a dime, he eventually went on to build a multi-million dollar online publishing business selling information and software using what's now become the *Ask Formula* as taught in this book.

Since then, Ryan has used the *Ask Formula* to help build *multi-million dollar businesses in 17 different industries* ranging from golf instruction to business funding to satellite television, generating over $100 million in sales in the process. Today, he and his team offer training, consulting, and implementation services for entrepreneurs and businesses at all levels. Ryan resides in the Austin, Texas area with his wife Tylene and their two sons.
WHAT PEOPLE ARE SAYING

There is only one person I’ve ever worked with who is a better marketer that #1 New York Times best-selling author Jeff Walker, and that person is Ryan Levesque…

- Will Hamilton
  Founder #1 Tennis Training Website
  FuzzyYellowBalls.com

Ryan Levesque is definitely a marketing insider and someone you need to pay attention to…

- Perry Marshall
  Marketing Expert & Best-Selling Author:
  80/20 Sales & Marketing

The psychological forces Ryan covers in his marketing is stuff I’ve NEVER heard ANYONE talk about before...

- Howie Jacobson PhD
  Marketing Expert & Best-Selling Author:
  Google Adwords for Dummies

Ryan’s Survey Funnel strategy alone increased front-end conversion by 100%...

- Dean Strickler
  Co-Founder #1 Golf Instruction Website
  RevolutionGolf.com

If paid traffic is what you’re after, you’re wise to study Ryan Levesque. His stuff is built for scale...

- Ryan Deiss
  Marketing Expert & Founder
  DigitalMarketer.com