

The Ask-Sequencing Card

Big yeses are built from chains of small yeses. Design the ladder before you climb it. Under each rung, the one sentence you want in the decision-maker's head — your pre-suasive frame.

Your long-term win (from F7)

One sentence: decision-maker + mechanism + amount + deadline. (Rung 6 — the final yes — sits at the top of this ladder.)

The five rungs (small 'big)

1	<p>The ask</p> <p><i>What's the smallest yes that moves us one rung up and is almost certain to be granted?</i></p> <p><i>Pre-suasive frame: what sits in the listener's head one minute before the ask?</i></p>	<p>Winnable on merits</p> <p>Earns next rung</p> <p>Frame established</p>
2	<p>The ask</p> <p><i>What's the smallest yes that moves us one rung up and is almost certain to be granted?</i></p> <p><i>Pre-suasive frame: what sits in the listener's head one minute before the ask?</i></p>	<p>Winnable on merits</p> <p>Earns next rung</p> <p>Frame established</p>
3	<p>The ask</p> <p><i>What's the smallest yes that moves us one rung up and is almost certain to be granted?</i></p> <p><i>Pre-suasive frame: what sits in the listener's head one minute before the ask?</i></p>	<p>Winnable on merits</p> <p>Earns next rung</p> <p>Frame established</p>
4	<p>The ask</p> <p><i>What's the smallest yes that moves us one rung up and is almost certain to be granted?</i></p> <p><i>Pre-suasive frame: what sits in the listener's head one minute before the ask?</i></p>	<p>Winnable on merits</p> <p>Earns next rung</p> <p>Frame established</p>
5	<p>The ask</p> <p><i>What's the smallest yes that moves us one rung up and is almost certain to be granted?</i></p> <p><i>Pre-suasive frame: what sits in the listener's head one minute before the ask?</i></p>	<p>Winnable on merits</p> <p>Earns next rung</p> <p>Frame established</p>

What pre-suasion is NOT

Not flattery. Not a gimmick. Not a substitute for substance.

A frame works because it is true and because it is relevant — if you can't connect it to your ask in one sentence, it's small talk.