

SCORE SMALL BUSINESS BOOK RECOMMENDATION

Recommended by
SCORE Mentor: Steve Imke

Book Title: "Ask: The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level"

Author: Ryan Levesque

Steve says:
"I have recommended Ryan Levesque's book to scores of clients. His "Ask" methodology provides a concrete and easy to follow process to learn what your customer really wants and how to customize your content to deliver targeted information to them. This is a fundamental concept all small businesses need to understand to succeed today."

