



Week 3: Ask Clearly and Act Boldly

The Big Idea

You've done the inner work. You've mapped your relationships, invested in the people around you, and committed to showing up as someone worth connecting. Now comes the part that stops most people cold: actually asking.

Beaudine dedicates significant attention to this because it's where the rubber meets the road — and where most well-intentioned networkers quietly stall out. They build the relationships. They show up consistently. They become genuinely trusted. And then they stay silent about what they actually need, hoping somehow that the right opportunity will find them anyway. It usually doesn't. Not because the people around them don't want to help, but because nobody can champion a goal they don't know exists.

This week is about closing that gap. It's about getting honest with yourself about what you're actually going after, finding the words to express it clearly, and having the courage to let the people who already believe in you actually do something with that belief.

What We'll Explore

Specificity is a gift to the people who want to help you. When someone asks how they can support your business and you say "just send anyone my way," you've just made their job nearly impossible. The human brain doesn't sort through its entire contact list looking for vague matches. But if you say "I'm looking to get in front of operations managers at mid-sized manufacturing companies in Lee County," something clicks. A face comes to mind. A name surfaces. Specificity doesn't limit your opportunities — it unlocks them. It gives the people in your corner something concrete to work with, and it signals that you've done the thinking required to make their help actually land.

Vague goals produce vague results. This isn't just a networking principle — it's a clarity problem that shows up across every area of business. If you don't know exactly what you're looking for, you can't ask for it, you can't recognize it when it appears, and you certainly can't measure whether you're moving toward it. Beaudine pushes readers to get ruthlessly specific: not "I want to grow my business" but "I want to add three new clients in the financial services space by the end of Q3." The clearer the target, the more useful every conversation becomes.

Asking is not imposing — it's inviting participation. One of the biggest psychological barriers to asking boldly is the fear of being a burden. We don't want to seem needy, transactional, or presumptuous. But Beaudine reframes this entirely: when you ask someone in your inner circle for help, you're not imposing on them — you're giving them the opportunity to show up for someone they care about. Most people genuinely want to help the people they trust. The ask isn't an inconvenience. It's an invitation. Staying silent, ironically, is the thing that actually weakens the relationship, because it signals that you don't trust them enough to let them in.

Courage is part of the equation. There are asks most of us have been sitting on for months, sometimes years. The introduction we haven't requested. The referral we haven't asked for directly. The opportunity we've been circling without ever reaching for. Beaudine is clear that boldness isn't recklessness — it's the natural extension of the trust you've built. When you've been consistent, generous, and genuinely invested in your relationships, asking boldly isn't presumptuous. It's appropriate. You've earned the right to ask, and the people who know you best are often just waiting to be pointed in the right direction.

Discussion Questions

1. How clearly can you articulate what you're currently looking for in your business — not in general terms, but specifically enough that someone could act on it today? If you struggled to answer that, what does that tell you?
2. Do the people in your network actually know how to help you right now? Not in theory, but in practice — if your three closest professional relationships were asked what you need most, would they know the answer?
3. What is one bold ask you've been avoiding — an introduction, an opportunity, a conversation — and what's the real reason you haven't made it yet? Fear of rejection, fear of seeming pushy, or something else?
4. Look at how you typically present yourself in this room each week. Is your ask specific enough to generate a real referral, or are you describing your business in such broad strokes that it's hard for anyone to know exactly who to send your way?
5. If you committed to making one clear, specific ask to someone in your network this week, what would it be — and who would you ask?

Exercise: Write the Ask

Before the session ends, every member writes down one specific ask they will communicate to their network this week. The goal is to be precise enough that the person receiving it could take immediate action without needing to ask a single follow-up question.

The difference looks something like this: "I'm looking for referrals" becomes "I'm looking to be introduced to three HR directors at companies with 50 or more employees in Charlotte County." "I want to grow my client base" becomes "I'm trying to get in front of two or three residential real estate agents who work primarily in the Cape Coral market."

Once you've written your ask, share it with the group. Let everyone in the room hear it — because the person who can make that introduction might already be sitting next to you.

At the end of the week, follow up with yourself honestly. Did you communicate the ask? Did it produce a different response than your usual approach? What would you refine? Bring that back to the group, because the debrief is where the real learning happens.

Closing Reflection for the Series

Over these three weeks, *The Power of Who* has challenged us to stop chasing and start cultivating — to look at the relationships already around us with fresh eyes, to show up as people worth connecting, and to ask clearly and boldly for what we actually need.

The takeaway isn't a new networking strategy. It's a fundamentally different orientation toward the people in your life. When you lead with trust, invest without keeping score, and communicate with clarity and courage, you stop feeling like you're grinding for opportunities and start realizing they were closer than you thought all along.

The question was never really "who do you know?" It was always "how well do you know them — and do they know what you need?"