

How to Ask for Money™

Publications

10 Biggest Fears Professional Women Have Around Asking for Money... and How to Conquer Them!



By

Barbara Bellissimo

How to Ask for Money

Barbara Bellissimo
How to Ask for Money
13463 Old Oak Way
Saratoga, CA 95070
www.howtoaskformoney.com

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How to Ask for Money

10 Biggest Fears Professional Women Have Around Asking for Money...and How to Conquer Them

Are you a woman struggling with

- ❖ Running out of money for your startup?
- ❖ Cutting salaries (again) at your nonprofit?
- ❖ Defining the right price for your consulting services?



Asking for money is not just about the words you use. You can download tons of sales or fundraising scripts off the Internet, and you still might not be successful. Over the ten years that I have been mentoring and coaching women leaders, I've discovered that many let fear sabotage their efforts, often before they even get to the ask.

This workbook lays out the 10 biggest fears that women have around asking for money, and delivers strategies and resources to empower you to conquer those fears.

Don't let fear diminish your power to ask for the funding you deserve!

How to Ask for Money

The 10 Biggest Fears

<u>Big Fear</u>	<u>Page</u>
I Don't Know Who to Ask	5
I Can't Ask People I Know	6
I Don't Know How Much to Ask For/I Can't Ask for a Specific Amount	7
I'm Not Very Convincing	8
I Don't Deserve This Much Money	9
I Will Not Bring the Right/Enough Materials With Me	10
I Will Sound Like I'm Begging	11
I Will Feel Like a Sleazy Salesperson	12
What If They Say No?	13
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How to Ask for Money

Ready to Open the Funding Gates?

This report gives you an idea of what many professional women are up against when it comes to asking for money. Knowing what your fears are, and possible strategies for conquering them, is important. However, most women require (and deserve!) additional support in transforming their thinking and behaviors to truly conquer those fears.

It is difficult to get others to invest in you, until you are ready to invest in yourself.

An easy way to do that is to stay connected to the How To Ask For Money community. First, visit my web site at www.howtoaskformoney.com.

While there, you can find out more about ways we can work more in depth--virtual learning, private mentoring, or live events. If you're serious about investing in yourself so that others will invest in you, then apply for a free, 20-minute strategy session at www.snipurl.com/talktobarbara.

You can also become a fan of How To Ask For Money on Facebook (www.facebook.com), or follow us on Twitter (www.twitter.com/how2ask4money).

How to Ask for Money

About Barbara Bellissimo



Barbara Bellissimo is the founder of How to Ask for Money, a mentoring and consulting company that empowers women to get the funding they deserve. A freakishly good motivator, Barbara specializes in teaching women to overcome their fears and old beliefs about asking for the resources they need to be successful.

Over the last twelve years, Barbara has raised over \$26M for private companies and nonprofit organizations. Her company provides expert mentoring, as well as skill-building and confidence-boosting strategies to women wanting grow companies, raise more money for nonprofit organizations, or secure the resources to start businesses of their own. Her clients include leading entrepreneurs, fundraising professionals, and small business executives.

Barbara is the author of the Amazon bestseller, *Become Your Own Great and Powerful: A Woman's Guide to Leading Your Real, Big Life*. She has also provided expert commentary to *Forbes*, National Public Radio, KPIX television, KGO television, *The New York Times*, *San Francisco Chronicle*, and many other media outlets.

Barbara's uncanny ability to help her clients quickly create meaningful transformation has made her the go-to resource for women who need to effectively ask for money...right now. She truly delivers for her clients with empathy and a great sense of humor. Barbara is an avid social networker and trend watcher, focusing on women's equality and empowerment.

Barbara holds a BS in Economics from The Wharton School at the University of Pennsylvania, and has completed graduate coursework in Counseling Psychology at Capella University. She lives in Northern California with her family.

How to Ask for Money

What People Are Saying

I needed intelligence and wisdom. Barbara has both in good supply and balance.

Margie Layman

Project Manager, Caterpillar

Barbara stands confidently in her own power, and inspires and provokes us to do the same.

Kay Malone

Director of Gift Planning, World Wildlife Fund

When you work with Barbara, you're free to try new things, empowered to think on your own and take control of whatever you're trying to achieve.

Kelly Arrillaga

Vice President, Wells Fargo Bank

Barbara must be the Best of the Best—I went from floundering and unproductive to on-target and in-demand!

Suzanne Cloutier

Owner and Principal of Staffing Consultancy

Barbara is a sparkling member of the human race.

Susan Klein

Award-winning author and communications consultant

www.susanklein.net

Our success reflects Barbara's help making a realistic plan as we began, and the excellent training she provided on identifying and approaching donors. Barbara is highly skilled, experienced, a delight to work with - and I highly recommend her.

Dr. Jane Dreeben

Member, BravEncore

www.bravencore.com

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1.408.741.1687
www.howtoaskformoney.com