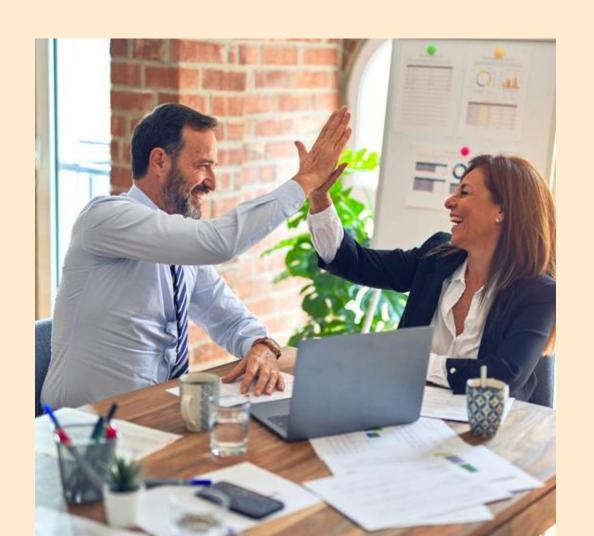
### The art of conversation

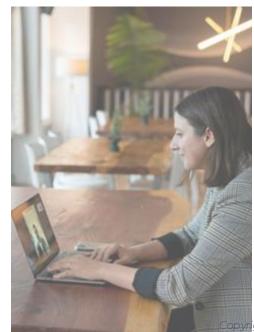
### Connect first; ask later





## Let's be honest

Let's face it — asking face-to-face can feel awkward... unless you know The Art of Conversation.





#### What fears pop up when you ask?

#### 1. Fear of rejection

They say no. And guess what — that's not the end of the world.

#### 2. Fear of being annoying

That's a little story you tell yourself to avoid taking action. Stop it. You're not a spammer — you're a spark starter.

#### 3. Fear of not living up to expectations

What if I'm not good enough? Do I even deserve this?" Answer: Yes, you do. Period.

#### 4. Fear of talking about money

Money is freedom, not a dirty word. Stop treating it like the villain — start using it as your superpower tool.

### SELLING AND FUNDRAISING ISN'T ABOUT PRESSURE, IT'S ABOUT CONNECTION

1. It's not about pushing, it's about helping, offering, GIVING.

2. It's not manipulation, it's about listening and delivering VALUE.

3. It's not begging, it's offering a real SOLUTION.

**Shift your MINDSET:** Selling and fundraising is an act of service, not something to be ashamed of.

#### **AUTHENTICITY:**

When you ask with authenticity, you build trust, create impact, and open doors to new opportunities.

These skills are essential to building strong relationships with clients and donors.

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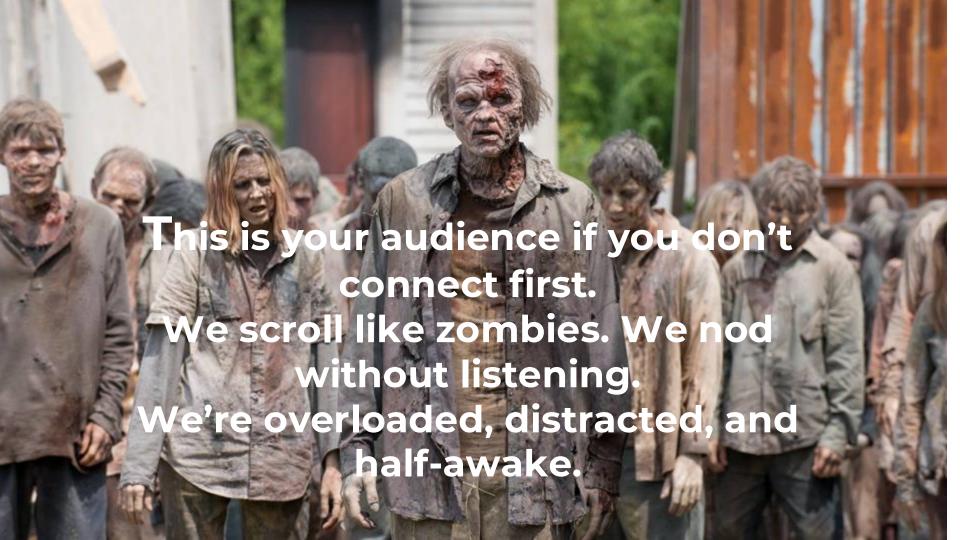
### Forbidden Phrases: Excuses You Must Eliminate

- 1. X "Sorry to bother you..."
- "You're the first to know that..."
- 2. X "I have this little project..."
- "You came to mind today because..."
- 3. X "Thanks for your time..." (Sounds like you're asking for a favor instead of offering value)
- "I'm confident this solution can help you..."
- 4. X "I don't want to bother you..."
- "What's your take on...?" (Invites conversation instead of apologizing)
- 5. X "I just wanted to quickly tell you..."
- "I'd love to share something that might interest you..."



The art of asking starts with how you express yourself.

# Introducing the C.H.A.R.L.A. Method



Your six-step formula to turn conversations into connections (and donations)

CHARLA means 'chat' in Spanish. But in my world, it's also your magic formula.

Connect before you convince
Hot questions, not cold pitches
Add valur before you ask
Relatable storytelling
Launch your ask with elegance
Appreciate like they already said yes

### Connect Before You Convince

Start with empathy, not your pitch.

### 4 ways to connect powerfully without asking (yet!)

1. Smile like you mean it

2. Share one powerful figure

3. Tell a mini story

4. Do something delightfully unexpected



Hot questions, not cold pitches

Ask powerful questions like and listen attentively

### 4 powerful questions to spark deep, human connection

#### 1. Strategic

"What's a priority for you right now that doesn't get enough attention?"

#### 2. Emotional

"What would make you feel proud a year from now?"

#### 3. Collaborative

"If we joined forces, what impact could we create together?"

#### 4. Disruptive

"What's one thing nobody dares to ask you... but they should?"



Add value before you ask

Offer something meaningful before making your pitch.

### 4 simple and meaningful ways to add value that invite collaboration

1. Share an insight tailored to them "I saw this trend and thought of your — it could be a great opportunity for you."

2. Offer to connect them with someone "Would it help if I introduced you to someone who's tackled a similar challenge?"

#### 3. Give a useful resource

"I've created a checklist that might help your team get unstuck — happy to send it!"

#### 4. Invite their voice

"I'd love to hear your take on this — your experience would make this stronger."

#### **Relatable Storytelling**

Stories move hearts (and wallets). Tell why you do what you do.

### Appreciate like they already said yes

Gratitude is magnetic. End every conversation with heartfelt thanks.

#### 4 ways to show appreciation

I. "Thank you for your time — it means the world." Even if they haven't committed yet, you're honoring their attention and energy. That creates connection.

**2. "Just talking with you today gave me a boost of confidence — thank you for listening with such presence."** This turns a conversation into a gift exchange, not a transaction.



You're planting a seed of collaboration and appreciation *before* the "yes."

4. Follow up with a thank-you email that gives, not asks: "Thanks again for your openness today. Here's the article I mentioned — I thought it might spark something for you!"



### The art of being generous and kind

### Launch your ask with elegance

Make your ask clear, natural and bold. "Would you be open to a collaboration?".

### 3 elegant and confident ways to launch your ask

**?** 1. "Would you be open to exploring how we could make this happen together?"

♦ Invites collaboration and co-creation — not pressure.

7 2. "We'd love to count on your support — would you consider joining as a founding partner?"

Specific, aspirational, and gives them a clear role to step into.

3. "Based on everything we've talked about, I feel this is a great match. Would you be willing to take the next step with us?"

**\$\square\$** Summarizes alignment and invites action with clarity



### Asking is about giving alternatives

Connect before you convince
Hot questions, not cold pitches
Add valur before you ask
Relatable storytelling
Launch your ask with elegance
Appreciate like they already said yes



Now it's your turn: Who wants to try a conversation using C.H.A.R.L.A.?

## The real power of asking

Asking isn't scary. It's your superpower.

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#### Now go, ask-cologist! And Ask like you mean it!



#### The art of conversation



The real magic doesn't happen when you talk — it happens when you dare to ask with heart, clarity, and boldness. That's the art of conversation. That's your superpower.

#### Want to learn more about the art of asking?

https://silviabueso.com/the-art-of-asking-fanpmagazine/







I'm Silvia Bueso speaker, trainer, and bestselling author, creator of the renowned method "The Art of Asking."

My method teaches how to ask with confidence — to raise funds, sell with heart, connect, and reinvent yourself.

With over 25 years of experience, I've trained thousands of people and hundreds of organizations worldwide — helping them raise millions and significantly boost their income.

Recognized by Mujeres **Líderes América** for my leadership in fundraising and fundraiser at ESADE sales.

Former corporate communications exec and Foundation.



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