

# 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.**

A woman with long dark hair, wearing a dark blazer, is sitting at a wooden table in a meeting. She is smiling and looking towards a man whose back is to the camera. On the table is a silver Dell laptop, a coffee cup, and some papers. The background shows a brick wall and a window with bare branches outside.

**Asking is the art of  
teaching the pleasure of  
GIVING.**



# Forbidden Phrases: Excuses You Must Eliminate

1. ❌ "Sorry to bother you..."  
✅ **"You're the first to know that..."**
2. ❌ "I have this little project..."  
✅ **"You came to mind today because..."**
3. ❌ "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. ❌ "I don't want to bother you..."  
✅ **"What's your take on...?"** (Invites conversation instead of apologizing)
5. ❌ "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**



A large group of zombies from the TV show 'The Walking Dead' are walking in a crowd. The central figure is a man with a bloody, open wound on his forehead and a distressed expression. He is wearing a dark, tattered jacket. To his left is a woman with long blonde hair, also looking distressed. Other zombies are visible in the background, some with visible injuries. The scene is set outdoors with a building and trees in the background.

**This is your audience if you don't  
connect first.  
We scroll like zombies. We nod  
without listening.  
We're overloaded, distracted, and  
half-awake.**

# **C.H.A.R.L.A. Method**

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

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

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

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

**C**onnect before you convince

**H**ot questions, not cold pitches

**A**dd value before you ask

**R**elatable storytelling

**L**aunch your ask with elegance

**A**ppreciate like they already said yes

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

**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**



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

**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?”



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

**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

**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.”



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

## **Relatable Storytelling**

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

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

**Appreciate like they  
already said yes**

Gratitude is magnetic. End  
every conversation with  
heartfelt thanks.

# 4 ways to show appreciation

## 💬 1. “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.

## 🎁 3. “I already feel grateful for the possibility of what we might create together.”

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

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

**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.*

🔑 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?”**

🌟 *Summarizes alignment and invites action with clarity*



## Asking is about giving alternatives

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

- C**onnect before you convince
- H**ot questions, not cold pitches
- A**dd value before you ask
- R**elatable storytelling
- L**aunch your ask with elegance
- A**ppreciate 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.





**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 best-  
selling 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 sales.

Former corporate communications exec and **fundraiser at ESADE Foundation.**



ASK WITH THAT

LOVELY MOUTH OF YOUR

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