**HOW TO ASK FOR WHAT YOU WANT AND GET IT**

**A Short but Worthy List of Unconventional Resources about Asking**

**BOOKS**

[**The Art of Asking or How I Learned to Stop Worrying and Ask People to Help by Amanda Palmer**](http://www.amazon.com/gp/product/B00IRISKD6/ref%3Ddp-kindle-redirect?ie=UTF8&btkr=1)

The story of a punk-rock, cabaret singer who has learned more about asking than most people I know. This refreshing book is entertaining to read though she is a bit outrageous. I was in awe that this young woman who comes to fundraising from a very different place has put into perspective everything we in the fundraising profession should understand about asking.

[**Into the Magic Shop, A Neurosurgeon’s Quest to Discover the Mysteries of the Brain and the Secrets of the Heart by James R. Doty**](http://www.amazon.com/Into-Magic-Shop-Neurosurgeons-Mysteries-ebook/dp/B00YBBKMHA)

In this memoire of Dr. Doty’s writes of his life and how he came to appreciate the power and importance opening his heart. Dr. Doty is a professor of Neurosurgery and the founder and director of the Center for Compassion and Altruism Research and Education at Stanford University.

[**Daring Greatly, How the Courage to be Vulnerable Transforms the way We Live, Love, Parent and Lead by Brené Brown.**](http://www.amazon.com/gp/product/B007P7HRS4/ref%3Ddp-kindle-redirect?ie=UTF8&btkr=1)

Social scientist and storyteller, Brené Brown has written yet another powerful book about the importance of showing up as who are you. She writes about the willingness to be vulnerable which, I believe, is at the heart of asking.

**TED TALKS**

If you aren’t inclined or can’t find the time to read a book, I encourage you to watch TED talks. I love to watch a wide range of these talks on all sorts of topics. But to keep you from being overwhelmed, I just list two here from the authors above.

Amanda Palmer, [The Art of Asking](https://www.ted.com/talks/amanda_palmer_the_art_of_asking?language=en)

Brené Brown, [The Power of Vulnerability](https://www.ted.com/talks/brene_brown_on_vulnerability?language=en)

**WEBSITES**

<CapitalCampaignMasters.com> is specifically about capital campaign fundraising. You’ll find a very useful blog and links to free webinars and on-line campaign courses.

[AskingMatters.com](askingmatters.com) gives you a free assessment that identifies your personal asking style. This site is a wonderful resource on asking.