

158. Ryan Levesque Reveals A Sneak Peak Into His Upcoming Book In 2018 & His New Methodology – A Prequel To The Ask Method



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Announcing The “Respect Based Marketing” Approach (And How It Differs From The “Traditional Launch Model”) with Bastian Ernst – founder of Wild Audience



Are you an online marketer who's tired of being an unwelcome guest in people's inboxes (like most other online marketers out there)? If so, this information packed podcast episode with highly actionable content is just for you! Bastian Ernst has chosen the Productive Insights Podcast to introduce his 'respect based marketing' methodology to the world. We're honoured to have him on as a guest.

Listen to this episode to learn about how respect based marketing differs from the the typical 'launch model' and why it might be the best path for your business. Bastian Ernst left his safe home in Austria to seek his fortune in Silicon Valley. Inspired by my conversation with Andre Chaperon in episode 140, Bastian reached out to me and expressed his desire to introduce his methodology – Respect Based Marketing – to the world. In this episode, Bastian and I talk about how respect based marketing differs from the traditional 'launch model' and why it might just be the right thing for your business.



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Links Mentioned:

- WildAudience.com/podcast/ash – CODE: ASH
- WildAudience.com/love
- www.PremiumProductivity.com
- www.CallAshRoy.com
- www.Youtube.com/Prod

Related Episodes:

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- 006. Chris Garrett (Copyblogger) On How To Use Content Marketing To Win Online (Including A Simple 5-Day Plan To Get You Started In A Week!)
- 125. Dale Beaumont on How Brin and Artificial Intelligence can Take your Business to The Next
- 140. Andre Chaperon – Email Marketing Genius And Creator of Auto Responder Madness
- 043. Membership Economy with Robbie Kellman
- 145. Amy Porterfield and I Reveal (And Confront) Our Deepest Fears Around Creating Video Content
- 152. “Work Less Make More” – James Schramko Reveals Key Insights From His New Book
- 155. How to Use Professional Live Streams to Grow Your Business with Luria Petrucci – Part 1
- 156. The 3 Challenges When It Comes To Professional Live Streaming And How To Overcome Them Plus How to Use Facebook Bots to Grow Your Business with Luria Petrucci – Part 2
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Key Insights:

- 3:31 – Bastian’s story
- 6:15 – How did Bastian go about Respect based Marketing
- 9:00 – Evergreen vs Launches
- 10:32 – How Bastian built his Evergreen funnel
- 15:25 – Bots
- 18:13 – How do you mimic conversation with bots
- 20:22 – Return on investment
- 28.43 – Move Minds, Hearts, and Wallets to make people Move, Feel, Bond and Convert and Act
- 34:20 – Bastian’s Facebook Ad strategy
- 38:19 – Biggest challenges people face
- 42:01 – Action steps

Key Insights:

- Figure out your customer avatar
- Identify the belief system
- Work on lead magnets, email campaign, etc

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Yes, please! Send me more useful content.