

The Ask & Offer Exchange

January 2026 | Week 3 | Community Marketplace

Build Community Through Reciprocity

Purpose: The strongest communities are built on reciprocity—giving and receiving help freely. This exercise helps you identify what you need AND what you can offer to fellow builders.

The Rule: For every ASK, you must post an OFFER. This ensures the community stays balanced and everyone contributes value.

How It Works

1. **Post Your ASK** — What do you need help with right now?
 2. **Post Your OFFER** — What skills, knowledge, or connections can you share?
 3. **Browse Others' Posts** — Look for ways to help or be helped
 4. **Connect Directly** — DM members to follow up on asks/offers
 5. **Report Back** — Share success stories in the community
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Your ASK

What I Need Help With:

Category (check one):

- Advice/Guidance
- Introductions/Connections
- Feedback on Work
- Skill/Knowledge
- Accountability/Support
- Other: _____

****Specific Ask (be as detailed as possible):****

****Why This Matters to My Goals:****

****Ideal Helper Profile (who would be best positioned to help?):****

****Good ASK Examples:**** "I'm building a fractional CFO practice and need feedback on my pricing model. Looking for someone who's successfully priced fractional executive services." "I'm trying to break into the healthcare sector. Does anyone have connections to hospital administrators or health system executives?" "I'm launching a LinkedIn thought leadership campaign. Can someone review my first 3 post drafts and give honest feedback?" ****Bad ASK Examples:**** "I need help with my business." (Too vague) "Can someone find me clients?" (Too big, not actionable) "Looking for advice." (Not specific enough)

Your OFFER

What I Can Offer the Community:

Category (check all that apply):

- Professional Expertise
- Industry Connections
- Skill (design, writing, tech, etc.)
- Review/Feedback
- Introductions
- Other: _____

Specific Offer (what can you help with?):

Who This Would Help Most:

How to Take You Up On It (format, time commitment, etc.):

Good OFFER Examples: "I spent 15 years in supply chain management. Happy to review anyone's operations strategy or make introductions to manufacturing leaders." "I'm a Canva power user. I'll design 3 LinkedIn graphics for the first person who DMs me. Just send your content and brand colors." "I have connections to several nonprofit boards in the Midwest. If you're looking for board service, I'm happy to make warm intros." **Bad OFFER Examples:** "I can help with stuff." (Too vague) "I know things about business." (Not specific) "Ask me anything." (No clear value proposition)

💡 Pro Tips for Effective Asks & Offers:

- For ASKS:** - **Be specific** — The clearer your ask, the easier it is to help - **Make it actionable** — "Review my pitch deck" is better than "help me with my business" - **Set a timeframe** — "30-minute call" or "quick email feedback" helps people commit - **Follow up with gratitude** — Always thank helpers publicly and privately
- For OFFERS:** - **Play to your strengths** — Offer what you're genuinely good at - **Set boundaries** — "First 3 people" or "30 minutes max" prevents overwhelm - **Be generous but not a doormat** — It's okay to say no if requests get unreasonable - **Track impact** — Note when your offers lead to wins for others

Categories of Common Asks & Offers

Advice & Guidance

- Career transition strategy
- Pricing and packaging services
- Business model feedback
- Industry-specific insights

Introductions & Connections

- Potential clients or partners
- Industry experts or mentors
- Board opportunities
- Speaking engagements

Feedback & Review

- Website or portfolio review
- LinkedIn profile audit

- Pitch deck or proposal feedback
- Resume or bio editing

Skills & Services

- Design (logos, graphics, presentations)
- Writing (copy, content, editing)
- Technical (website, automation, tools)
- Financial (budgeting, pricing models)

Accountability & Support

- Weekly check-ins
 - Goal-setting partner
 - Brainstorming sessions
 - Moral support during transitions
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How to Respond to Asks & Offers

If You Can Help Someone:

1. **DM them directly** — Don't wait for them to reach out
2. **Be specific about what you can do** — "I can intro you to 3 people" vs. "I might know someone"
3. **Set expectations** — When, how, and what format
4. **Follow through** — Do what you say you'll do

If Someone Offers to Help You:

1. **Respond quickly** — Don't let offers go cold
2. **Be respectful of their time** — Come prepared, be concise

3. **Report back** — Let them know how their help made an impact

4. **Pay it forward** — Help them or someone else in return

Success Stories from Past Exchanges

"I posted an ASK for healthcare connections. A member introduced me to a hospital COO. That conversation led to my first \$50K fractional engagement." — **Michael R.**

"I offered to review LinkedIn profiles. Three members took me up on it. One of them later referred me to a client. Giving first works." — **Priya S.**

"I needed feedback on my pricing model. Four members jumped in with advice. I raised my rates by 30% and felt confident doing it." — **Tom L.**

Next Steps

1. **Complete your ASK and OFFER** (allow 20-30 minutes)
 2. **Post in The Hive community** discussion thread
 3. **Browse other members' posts** and look for ways to help
 4. **Reach out to at least 2 people** (one to help, one to ask for help)
 5. **Report back in Week 4** with your success stories
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