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Sommario/riassunto	Many people hesitate to ask for money because they are searching for the perfect words to use. From Laura Fredricks (the author of bestselling book The ASK) comes Winning Words for Raising Money, a new resource for anyone who is tasked with the nerve-wracking job of asking for money for themselves, their nonprofit or business. Winning Words focuses like a laser on the one crucial element that can make or break a carefully planned approach - finding the right words and saying them at the right time. Winning Words will help you feel positive, charged up, enthusiastic, and empowered to find yo