



Win User Loyalty with a Simple Ask

@vallabhchitnis

The Ben Franklin Effect

Asking users for help can make them like your product more.



1



**Ask for feedback
on a feature—
suggestions for
improvement.**

2



**Acknowledge
every response.
Show them you
are listening.**

3



**Make changes
based on their
ideas. Keep
them updated.**



**The Ben Franklin
Effect is a practical
tool for product
managers to grow
user loyalty.**