



# Memory Jogger

Everyone age 30 and older knows between 250 and 500 people by first name. All you need to do is 'jog' your memory and invest the time to create the list. The reasons you need to create a list for your new Network Marketing Home Business are:

- These are people know you.
- They trust you. (assuming your reputation is good)
- Approaching them is easier.
- Less expensive (you don't have to advertise or purchase their name)
- Good source of new customers and business partners

## **Use the 'Who Is,' 'Who Are,' 'Who Were,' memory joggers:**

Who is my: Doctor, Nurse, Dentist, Dental Hygienist, Lawyer, Realtor, Insurance Salesperson, Stock Broker, CPA, Pastor, Landscaper, Mail Delivery Person, Car Salesperson, Boat Salesperson, RV Salesperson, Tailor, Dry Cleaner, Day Care Operator, Baker, Butcher, Grocery Store Clerk, House Keeper, Landlord, Etc...

Who Are: My closest friends, my neighbors, on my Christmas card list, in my personal phone book, the people I know at church, my co-workers, the people I know at the: Gym, Chamber of Commerce, Rotary Club, Lions Club, Toastmasters, the people I play golf, cards, bowl or shoot pool with, Etc...

Who Were: My neighbors, the people I worked with, Military buddies, my classmates in college, high school (year book reviews work great), the most popular, athletes, techies, actors, teachers, etc...

## **Creating Your List 'Categories.'**

As you are creating your list consider those with the attributes most likely to put them into categories like the following:

- Achievers: Those people who do well at anything they do.
- Business Owners: Those who own a conventional or franchise business
- Professionals: Doctors, Lawyers, CPA's, etc...
- Best Communicators: Who possesses excellent communication skills?
- Teachers: Anyone with a teaching back round.
- Sales Professionals: People you know who are highly successful in any type of sales. Stock Brokers, Insurance agents, Realtors, and 'Head Hunters'

## **The Potential Prospects In The Above 6 Categories Will 'Drive' Your Business And Create The Most Sales Volume!**

The people in those 6 categories are the people you need to contact FIRST. They are the one's with the characteristics most likely to achieve success in our business. However, that does NOT mean the person who cleans your home, does your nails, works in a steel mill etc...won't be your next super star leader. In fact it is difficult to tell who will become great in this business and who will not. Often times people we THINK will take off like a rocket turn out to be last years fireworks duds.

The people in those 6 categories simply already possess many of the skills necessary for success and they will also have an unusually large circle of influence. They are MOST likely to be the ones to 'Drive' your business but there are no guarantees. Aunt Martha may have some deep seated core desires that no one even knows about but she has never been exposed to an opportunity that could help her achieve them. And, when you show Aunt Martha you Network Marketing Home Business opportunity she goes: "Ah HA! This is what I have been searching for!" And, bam she is off to the races! She becomes your finest leader. You never know.

**NEVER omit (prejudge) anyone, it will COST you money.**

You simply can't tell who is going to be the next person you bring into your business who will (after good training and coaching) create a huge organization that produces millions of dollars in sales creating incredible income for them and you. So, NEVER pre-judge someone. Give everyone the opportunity to either qualify or disqualify themselves. Let them choose whether they are 'In' or 'Out.'

