

Memory Jogger

Your List: The Lifeline to Build Your Business

Make a list of everyone you know. Use this tool to help you identify as many people as you can in your inner circle and beyond. Write down every single name that comes to mind. Don't pre-judge. This should be a fun process, so sit down and start writing! Don't overthink it.

Helpful Hint:

Everyone you have ever met is either a candidate for our product or the business opportunity, or they know someone who is.

Your **Action Plan** will be to **connect** with these individuals, **invite** them to learn more about our products and business & to **follow up** with them to help them reach a decision.

Do I know someone who(m)...

- Loves health or wellness
- Enjoys social media or has a large following
- I like being around
- Seems to win at everything they do
- Loves life
- Loves adventure
- Always gives 100%
- Has a strong belief in themselves
- Is not afraid to try new things
- Loves people
- Is a good communicator
- Has a strong sense of family
- Is smart but coachable
- Is active in church/ community
- I respect
- Shows concern for other people
- Others always seem to like
- Does personal counseling
- Is a professional
- Is active in clubs
- Is active in civic affairs
- Is in a teaching position
- Is looking for more out of life
- Is ambitious and "on the go"
- Is considered a leader
- Attracts leaders
- Has children just starting junior high, high school, or college
- Is looking for a financial safety net
- Wants more time with family
- Owns their own business

- Is under job-related stress
- Wants to have freedom
- Is considering a new profession
- Is looking for a job
- Is changing jobs
- Is unable to advance in their present job
- Is not fulfilling their talents
- Is not fulfilled
- Is an experienced salesperson
- Is entrepreneurial
- Is going to college, business, or trade school, etc., or has just graduated
- Was recently married
- Is divorced, "starting over"
- Knows everyone in town
- Exudes credibility
- Works with me now
- I see at the gym
- Is into sports, fitness, and health
- Is highly competitive
- Is an old friend
- Is health conscious
- Is concerned about their weight
- Has joint problems
- Has high cholesterol
- Needs greater energy
- Participates in a competitive sport
- Studies martial arts
- Is in a sales role
- Is resourceful
- Owns a beauty service
- Owns a wellness business
- Is a fitness coach
- Lives next door/across the street
- Is a hairdresser
- Teaches children at school
- Does door-to-door sales
- Is the finance director at school

- Was my spouse's college fraternity brother/sister
- Is my spouse's old high school teacher/principal

- Is my child's kindergarten teacher

My Relatives...

- Parents
- Grandparents
- Sisters
- Brothers
- Aunts
- Uncles
- Children
- Step-relations
- Cousins

Related Professions...



Teachers



Nurses



People working part-time



Remote workers



Fitness instructors & personal trainers



Nutritionists & dieticians

Ask for referrals and

Find leads

Third-Party Referrals:

Influencers &
Related Industry:

Online Marketing:

Lead Exchange:
(Exchange referrals with
health clubs, etc.)

Trade Shows:

There are multiple ways to build your list. Do what works best for you. Some people like making a list on their phone, while others have a planner where they build their list. Or you can print this document and start writing your list out right now.

ACTION PLAN

Connect (C), Invite (I), Follow up (F)

Name	Contact	Date	C	I	F	Referrals
1. John Doe	415-555-4555	9/12/20	✓			
2.						
3.						
4.						
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14.						

Networking Tips

Get beyond your warm market:

Ask for Referrals: _____

Recruit Influencers: _____

Ways you can connect in your community to create more opportunities:

Make a Difference: _____

Provide a Volunteer Service: _____

Join Organizations/Clubs of
Interest and Hobbies: _____

Keep your List with you and continue to add names to build your List

This way, your List never ends!

ACTION PLAN

Name	Contact	Date	C	I	F	Referrals
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ACTION PLAN

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