

Create Your Network!

Make a list of everyone you know.

One of the tools we have provided for you is called a Memory Jogger. This simple tool will help you identify 100 to 2,000 people who you already know. You will be amazed how many people you know if you use this tool and make a serious effort to create this list.

To help you in creating your list, use the Memory Jogger, your computer database, address books, Christmas lists, etc. Work with your spouse or a family member as you go through the Memory Jogger and brainstorm to remember as many people as possible.

Key Point: As you make your list, write down every single name that comes to mind the first time through. Here's why: Everyone you have ever met is either a candidate for this product or the business opportunity, or they know someone who is.

To trigger the process, just **give your mind this simple command...** "Remind me of every person I have met in my lifetime with no exceptions and no judgments," and see what happens. Keep your list close by at all times. As you get more and more excited, more and more people will come to mind that you have not yet entered onto the list.

This can be a time-consuming process, but it is one of the most critical steps you can take to get your business off to a fast start. Make it fun and keep reminding yourself "why" you're doing it!

MAKE A FUN GAME OUT IT! If someone bet you \$10,000 that in the next 48 hours you could not write down a list of 300 names of someone you know or have known — could you do it?

After you have made your Master Network List, go through it and identify 25 people you would love to have on your team! Remember this key principle: No Guessing!

At this point, it's only a name on a page, it would be a mistake to prejudge their interest level. Who you will and will not contact changes with your level of belief in the business. Who will and will not join you in the business is "predictably unpredictable."

All you can do is give the process a chance to work.

Memory Jogger

Use this **Memory Jogger** to help you compile your list. Shoot for 300 or more but come up with a minimum of 100 people you know. Get into flow, and **write down every name that comes to mind as quickly as you can.**

Who Do I Know Who...

- I like being around
- Seems to win at everything they do
- Loves life
- Loves adventure
- Does not like the status quo
- 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 on your Christmas card list
- Is active in the church
- You respect
- Shows concern for other people
- Others always seem to like
- Does personal counseling
- Is a professional
- Is active in clubs
- In active in civic affairs
- Is in a teaching position
- Deals with the public (e.g., firefighter, postal delivery, city officials, etc.)
- Is in a management, supervisory, consultant, or trainer capacity
- 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
- Feels underemployed
- Is looking for a financial safety net
- Wants more time with family
- Owns their own business
- Holds a very responsible position
- 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
- Has failed in business but still has strong desire
- Is going to college, business or trade school etc., or has just graduated
- Was recently married
- Divorced, “starting over”
- Knows everyone in town
- Exudes credibility
- Is elected to office
- Works with you now
- You see at the gym
- Is into sports, fitness, and health
- Is highly competitive
- Is an old friend
- Appraised your home
- Takes care of your car
- You take your cleaning to
- Is your accountant
- Does your hair
- Runs the spa
- You see at the coffee shop
- Did your home repairs
- Is health conscious
- Is concerned about their weight
- Has joint problems
- Has high cholesterol
- Needs greater energy
- Participates in competitive sport
- Studies martial arts

My relatives...

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

Is Our...

- Mail delivery person
- Paper delivery person (adults)
- Dentist
- Minister
- Florist
- Insurance agent
- Accountant
- Physician
- Financial advisor
- Lawyer

- Pharmacist
- Veterinarian
- Optometrist

Sells...

- Houses
- Car/tires
- TV/stereos
- Clothes
- Furniture
- Motorcycles
- Boats
- Shoes
- Carpets
- Bicycles
- Campers
- Sports equipment
- Wedding rings
- Vacuum cleaners
- Lawnmowers
- Business cards
- Air conditioners
- Glasses/contacts
- Luggage
- Kitchen appliances
- Tupperware
- Computers

Do I know someone who...

- Is a medical professional
- Is resourceful
- Works in a medical profession
- Lives next door/across the street
- Is your barber/hairdresser
- Teaches your children at school
- Is the finance director at school
- Is president of the PTA
- Was your spouse’s college fraternity brother/sister
- Is your spouse’s old high school teacher/principal
- Is your child’s kindergarten teacher
- Was your best man/maid of honor/bridesmaid/usher
- Was the photographer at your wedding
- Is the purchasing agent where you work
- Is your babysitter’s parents
- Goes hunting/fishing with you
- Was your military buddy
- Is the architect who drew your plans
- Goes golfing with you
- Is a person you met camping
- Is the manager of a store
- Repaired your TV
- Worked in a former job with you

- Went with you to the races
- Is a person in your car pool
- Installed your telephone
- Owns a restaurant
- Built your home
- Teaches ceramics
- Painted your house
- Owns a pet shop
- Installed your refrigerator
- Owns an apartment building
- Is in Rotary/Lions/Kiwanis/Jaycees
- Plays bridge with you
- Is in your garden club or book club
- Is a member of your church
- Is a deacon in your church
- Owns a drapery business
- Manages a tanning salon
- Works in a nail salon
- Prepares your income tax
- Hung your wallpaper
- Owns a restaurant
- Owns a gym

Do I know someone who is a(n)...

- Nurse
- Golf pro
- Student
- Fashion model
- Security guard
- Sheriff
- Fire chief
- Secretary
- Welder
- Crane operator
- Candy salesman
- Police detective
- Music teacher
- Art instructor
- Forester
- Seamstress
- Carpenter
- Pilot
- Flight attendant
- Motor home dealer
- Bank teller
- Garage mechanic
- Editor
- Lab technician
- Restaurant owner
- Graphic artist
- Social worker
- Lifeguard
- Race car driver
- Paper mill worker
- Brick mason
- Printer
- Office manager

- Bakery owner
- Dietician
- Mechanic
- Anesthetist
- Surgeon
- Librarian
- Mortician
- Missionary
- Real estate agent
- Journalist
- Columnist
- Airline ticket agent
- Computer expert
- Air traffic controller
- Interior designer
- Swimming teacher
- Store owner
- Insurance adjuster
- Rent-a-car rep
- TV announcer
- TV producer
- Dance instructor
- Engineer
- Lithographer
- Waitress
- Furniture dealer
- Disc Jockey
- Actor/actress
- Horse trader
- Statistician
- Antique dealer
- Building contractor
- Chiropractor
- Podiatrist
- Psychologist
- Auctioneer
- Electrician
- Dental hygienist
- Physical therapist
- Hotel owner
- Hotel manager
- Highway patrol
- Judge
- Teacher
- Pro athlete
- Sales trainer
- Consultant
- Corporate trainer
- Horse trainer
- Athlete

Other:
