



# Step 3: LIST



*Don't prejudge anyone—  
think outside the box.*



## Step 3: LIST

Nothing happens in your Shaklee business until you set appointments to share the products and opportunity with those you know and will meet. That is why identifying the people you will talk to is so important and is regarded as an income-producing activity (IPA). This is called your Prospect List, and you want to include the people you will **invite** to hear about Shaklee—the whole story. From this list you will find people who want the products and others who will become partners in your business.

### ACTION STEPS

#### Create Your Prospect List

Your initial goal is to have 100 people on your list, though you won't want to limit yourself to that number. Experts say the average person knows over 1,000 people by the time they are 30. So put your thinking cap on.

Use this tickler list to help you build your Prospect List:

- Family
- Friends
- Neighbors, current and previous ones
- Current business associates
- Past business associates
- Friends from your place of worship
- Friends from your kids' activities (sports, clubs, booster organizations)
- Your kids' teachers (don't forget tutors, youth directors, and counselors)
- Friends from the gym or athletic club
- Your hair stylist or barber
- Your manicurist
- Your massage therapist
- Your doctors
- Your doctors' receptionists
- Your doctors' nurses
- Your dentists
- Your dentists' receptionists
- Your dentists' hygienists
- Your chiropractors and staff
- Your clergyman and staff



- Your housekeeper
- Your gardener and/or landscaper
- Your postman
- Sales clerks at your favorite stores
- Friends from charities you contribute to
- People you went to school with
- Your spouse's/significant other's business associates
- Servers at your favorite restaurants
- Favorite check-out people at your grocery stores
- The members of your children's PTA
- People that you have had in your home to repair or fix: plumbers, painters, handymen, carpet installers or cleaners, electricians, contractors, roofers
- Your mechanic, dry cleaner, caterer, seamstress, shoe repairman, veterinarian
- Your firemen, policemen, librarians
- Anyone you know who wants a healthier, better life

Be sure to check your phone list, your Facebook® friend list (or those from other social networking sites), your holiday card list, your club and activities lists, as well as those for your children. Each week continue to add names to that list. Remember: People you INVITE come from your family, friends, acquaintances, people you meet and see regularly, and others that you meet fortuitously or by design. Your PROSPECT LIST never ends!

### Other Great LIST Ideas

See the *LIST* course on Shaklee University with Master Coordinator Kathi Minsky for great ideas about how to develop your Prospect List.

*“Don't edit your list.*

*Limiting your list may limit your success.”*

— Master Coordinator Kathi Minsky

- Create your list of 100 names on pages 28–29. Copy page 30 and keep adding names to your list as you think of or meet new people.
- Fill in contact information for your prospects either in your online contact system or by copying page 31.

***“No road is long with good company.”***

*— Turkish Proverb*





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### My Prospect List

1.	26.
2.	27.
3.	28.
4.	29.
5.	30.
6.	31.
7.	32.
8.	33.
9.	34.
10.	35.
11.	36.
12.	37.
13.	38.
14.	39.
15.	40.
16.	41.
17.	42.
18.	43.
19.	44.
20.	45.
21.	46.
22.	47.
23.	48.
24.	49.
25.	50.



**My Prospect List**

51.	76.
52.	77.
53.	78.
54.	79.
55.	80.
56.	81.
57.	82.
58.	83.
59.	84.
60.	85.
61.	86.
62.	87.
63.	88.
64.	89.
65.	90.
66.	91.
67.	92.
68.	93.
69.	94.
70.	95.
71.	96.
72.	97.
73.	98.
74.	99.
75.	100.





**My Prospect List**—Copy this sheet and indicate contact information as needed.

Name	Phone Number	E-mail Address	Mailing Address	Appointment Date
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			
	Comments:			