

# Memory Jogger

## Your List: The Lifeline to Building 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've ever met is either a candidate for our products or the business opportunity, or knows someone who is.

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

### Do I know someone who...?

- Loves health or wellness
- Enjoys social media or have a large following
- I like being around
- Seems to win at everything he or she does
- Loves life
- Loves adventure
- Always gives 100%
- Has a strong belief in him- or herself
- Isn't 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 counselling
- 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, university, or college
- Is looking for a financial safety net
- Wants more time with family
- Owns a 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 his or her present job
- Is underusing his or her talents
- Isn't feeling fulfilled
- Is an experienced salesperson
- Is entrepreneurial
- Is going to university, college, business or trade school, etc. or has just graduated
- Was recently married
- Is divorced/"starting over"
- Knows everyone in town
- Exudes credibility
- Is from the office/work
- I see at the gym
- Is into sports, fitness, and health
- Is highly competitive
- Is an old friend
- Is health conscious
- Is concerned about his or her 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 hair stylist
- Is a schoolteacher
- Does door-to-door sales

- Is the finance director at school
- Was my spouse's university/college roommate
- Was 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 and personal trainers



Nutritionists and dieticians

Ask for Referrals and

## Find Leads

Third-Party Referrals:

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Influencers and  
Related Industry:

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Online Marketing:

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

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Trade Shows:

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There are multiple ways to build your list. Do what works best for you. Some people like making a list on the phone, while others have a planner where they build their lists. 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	905-555-4555	29/12/20	✓			
2.						
3.						
4.						
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15.						

## 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

Name	Contact	Date	C	I	F	Referrals
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**ACTION PLAN**

Name	Contact	Date	C	I	F	Referrals
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								ACTION PLAN			
Name	Contact	Date	C	I	F	Referrals					
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