

Identifying Qualified Leads and Picking Your Dream Team

Looking for the right people to join you as customers/business partners will really help you grow your business and create a community you enjoy being a part of. Does it seem kind of crazy to care about the type of customers you bring on?

Well, your customers and members will be the first people you approach about becoming business partners. They'll also likely connect you to other referrals and will help you build your network. The customers you bring on will become the business partners you have. If you could surround yourself with friends and acquaintances you enjoy being around, why wouldn't you? The best way to start identifying qualified leads is by looking at your list!

Values

Identify several values in yourself and your team that are important to you.

Behaviours

Think about what behaviours you admire in others or are proud you've developed.

Skills

What skills will be most valuable to have on your team?

Now you're ready to pick out your dream team! Look at your list and identify the people who have the values, behaviours, and skills you're looking for.

Name:

Why This Person:
