

changing your life

How To Build Your Contact List

This is a creative exercise, aka “Brain Dump”. Writing a name on this list does not commit you to contacting them. Use this as a method to write down as many names as possible so we can broaden our vision!

1. Immediate Circle of Influence (Hot Market)
 - a. Best girlfriends/buddies
 - b. Immediate family members
 - c. Aunts/uncles, cousins
 - d. Coworkers
 - e. Neighbors
 - f. Friends from church

2. People you see occasionally, but not that close to (Warm Market)
 - a. Parents of my kids’ friends
 - b. Teachers (school, church)
 - c. Coaches
 - d. Parents of kids in sports
 - e. People at the gym
 - f. Hairdresser, Nail Tech, Massage Therapist, Doctors, Nurses
 - g. Realtors, Accountants

3. Who do you know that:
 - a. Shops online
 - b. Works out, loves fitness
 - c. Struggles with weight loss, always on a diet
 - d. loves essential oils
 - e. is into nutrition/supplements
 - f. is pregnant/has a big family
 - g. has health issues: asthma, eczema, arthritis, cholesterol, high blood pressure, diabetes, migraines, allergies
 - h. has or had a home based business
 - i. has a large circle of influence
 - j. hates to shop
 - k. into “green”

Resources:

- a. Facebook
- b. Directories: school, church, HOA, neighborhood, sports roster
- c. Contact list in phone
- d. Close friends (help you brainstorm)
- e. Business cards
- f. Networking Groups, clubs, organizations
- g. Who’s client are YOU? Who do YOU give biz to?

Questions:

1. *How many names should be on my contact list?*
Initially, 30 - 50 names. Then work your way up to 75, 100, and then 200 names.
2. *But what if I don’t know that many people?*
You really do. You just may not be best friends with a ton of people. Remember the goal here is to just create the list and see how many names can you add to your list.
3. *But I would not know what to say to them?*
We will cover that in our Approaches Training. Right now, the only activity at hand is creating our Contact Notebook.