



**People are Your Resource**



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You are in starting a new business, and people are your true resource

According to USA today, the average 25 year old knows over 1,000 people . The key is your ability to get those contacts out of your head and commit them to paper .

Use a memory jogger (attached) to help you remember and recall people who you may have forgotten.

- Get your list out of your head and committed to paper
- **Don't prejudge anyone**, expose everyone.
- The ones you think will join won't, and the ones you think won't join possible will.

Make your list long and strong! when your list is weak, your posture is weak, when your list is strong your posture is strong.

- Start with your cell phone contacts and write.
- Add your friends from Social Media
- Facebook, Instagram, LinkedIn, etc.
- include contacts you know who live in other cities and countries
- Three-degrees of separation, think about the people you know or have met through your contacts..



## Qualify Your List of Resources

IT'S IMPOSSIBLE TO QUALIFY A LIST THAT IS NOT WRITTEN DOWN

Utilize the 1, 2, 3 method to grade your list;

- 1** = People that look up to you
- 2** = Your peers
- 3** = People that you look up to

## Identify the C.H.A.M.P.S. on your list

- C** hildren - dependent on their income
- H** omeowner - responsible for the mortgage  
apartment, townhome
- A** ge ( 25 years or older)
- M** arried | M eaningful Relationship
- P** rofessional – Gainfully employed | Self Employed -  
have income
- S** uccessful – A person of influence

**Before making any calls to any of your contacts understand the rules of engagement**

- 1.** Emotionally detach yourself from the outcome
- 2.** Be Natural, Be yourself.
- 3.** Be Excited, Be passionate
- 4.** Have a Strong Posture

# Memory Jogger

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1. Who is dissatisfied with their job?
2. Who is unhappy with their income?
3. Who is concerned about the environment?
4. Who is money motivated?
5. Who owns their own business?
6. Who enjoys being around high-energy people?
7. Who quit their job or is out of work?
8. Who needs extra money?
9. Your friends?
10. Your brothers and sisters?
11. Your parents?
12. Your cousins?
13. Your children?
14. Your aunts and uncles?
15. Your spouse's relatives?
16. People you went to school with?
17. Who works with you?
18. Who is retired?
19. Who works part-time?
20. Who do you like most?
21. Who was laid off?
22. Who purchased a new home?
23. Who answers classified ads?
24. Who runs personal ads?
25. Who gave you a business card?
26. Who works at night?
27. Who delivers pizza to your home?
28. Who sells Avon or Mary Kay?
29. Who sells Tupperware?
30. Who wants freedom?
31. Who likes team sports?
32. Who is a fund-raiser?
33. Who watches TV often?
34. Who works on cars?
35. Who likes political campaigns?
36. Who are social networkers?
37. Who is in the military?
38. Who do your friends know?
39. Who is your dentist?
40. Who is your doctor?
41. Who will help you?
42. Who works for the government?
43. Who is unemployed?
44. Who attends self-improvement seminars?
45. Who reads self-help books?
46. Who reads books on success?
47. Who are your children's friends' parents?
48. Who was your boss?

49. Your parents' friends?
50. Who have you met while on vacation?
51. Who waits on you at restaurants?
52. Who cuts your hair?
53. Who does your nails?
54. Who does your taxes?
55. Who works at your bank?
56. Who is on your holiday card list?
57. Who is in retail sales?
58. Who sells real estate?
59. Who is a teacher?
60. Who services your car?
61. Who repairs your house?
62. Who manages your apartments?
63. Who has children in college?
64. Who likes to dance?
65. Who sold you your car?
66. Who have you met at a party?
67. Who likes to buy things?
68. Who have you met on a plane?
69. Who does volunteer work?
70. Who has two jobs?
71. Who has been in network marketing?
71. Who needs a new car?
73. Who wants to go on vacation?
74. Who works too hard?
75. Who was injured at work?
76. Who lives in your neighborhood?
77. Who is your boss?
78. Who delivers your mail?
79. Who calls you at home?
80. Who calls you at work?
81. Who delivers your paper?
82. Who handles your gardening?
83. Who watches your children?
84. Who attends your church?
85. Who have you met on the street?
86. Who have you met through friends?
87. Who tailors your clothes?
88. Who sells cosmetics?
89. Who bags your groceries?
90. Who wants a promotion?
91. Who exercises?
92. Who is a vegetarian?
93. Who plays sports?
94. Who is wealthy?
95. Who enjoys traveling?
96. Who has lots of friends?
97. Who belongs to the Chamber of Commerce?
98. Who likes to gamble?
99. Who loves to have fun?
100. Who haven't you listed yet?

# Contact Follow-up List

C - Children H - Homeowner A - Age 25 and up M - Married P - Professional 40k S - Successful / Influential

Name	Phone	Email / Social Media	Score
Shedrick White	555-555-5555	shedrick@shedricksemail.com www.instagram.com/iamshedrickwhite	4

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