

Memory Jogger to Help Make Your Warm List

Who Do You know Who(m). . .

You Respect

Shows genuine concern for other people

Is active in their church

People always seem to like

Does personal counseling (such as church leaders, doctors, lawyers, etc.)

Is a Professional

Is in clubs and various group organizations or active in civic affairs

Is in a teaching position in a school or business

Deals with the Public (such as police officers, firefighters, mail carriers, city officials)

Is in a management, supervisory, consultant, or trainer capacity

Is looking for more out of life

Is ambitious, assertive, and “on the go”

Is considered a leader

Attracts leaders

Has children just starting Junior High, High School, or College

Has children with special talents that should be developed

Wants to set a good example for their children to follow

Owns a Business

Holds a very responsible position that is causing stress and pressure

Wants to have freedom

Is considering a new profession, changing jobs, or has recently changed jobs

Is unable to advance in her job

Has talents but is held back

Just started selling or is an inexperienced direct salesperson

Relies on ideas for his livelihood (authors, designers, promoters, advertisers)

Has never been able to get started or failed in business but still has strong desires

Is going to college, business school, trade school, etc., or just graduated

Was recently married and is just “starting out”

Knows everyone in town

Has international connections

Exudes Credibility

Is elected to Office

Works with you now

You see at the gym

Is looking for a job

You play tennis with

You know from the old neighborhood

Already has a great job

Takes care of your car

Is on your Christmas card list

Does your hair

Runs the spa

You see at the copy shop

Is concerned about her skin and hair

Is concerned about his weight

You take your cleaning to

Is your accountant

You do civic work with

Delivers your mail

Seems to change jobs often

Did your home repairs

Is into sports fitness

Wants more time with the family

Who Are Our Relatives . . .

Parents

Grandparents

Sisters

Cousins

Step-relations

Brothers

Aunts

Uncles

Children

Who Is Our . . .

Mail Carrier

Newspaper Deliverer

Dentist

Physician

Minister

Florist

Lawyer

Insurance Agent

Accountant

Congressional Representative

Pharmacist

Veterinarian

Optometrist

Who Sold Us Our . . .

House

Car/Tires

Television/Stereo

Fishing License

Hunting License

Suit

Tie

Shoes

Business Cards

Wedding Rings

Eyeglasses/Contacts

Vacuum Cleaner

Boat

Camper

Motorcycle

Bicycle

Living Room Furniture

Air Conditioner

Kitchen Appliances

Lawnmower

Luggage

Avon Products

Tupperware

Carpet

Do You Know Someone Who . . .

Lives next door/Across the street

Is my spouse's barber/hairdresser

Teaches our children at school

Was best man/usher/maid of honor/bridesmaid

Was the photographer who took our wedding pictures

Is the purchasing agent where I work

Is the finance director at school

Goes hunting or fishing with me

Was my Army/Navy buddy

Is an architect who drew up house plans

Goes bowling with me/us

Is president of the PTA

Was my spouses college fraternity brother

We met camping

Is the credit manager of the store where I shop

Is my spouses old High School teacher/principal

Repaired my television

Upholstered my couch

We knew on our old jobs

Went with us to races

Is in my car pool

Installed our telephone

Has a Laundromat

Teaches Ceramics

Owns a taxi service

Cuts the grass(Parents)

Painted the house

Owns the pet shop where I bought a dog

Installed a refrigerator

Renewed my driver's license

Owns an apartment

Is in Rotary/Lions/Kiwanis with me

Is Jaycee President

Plays bridge with me/us
Is in garden club
Is in book club
Is my child's kindergarten teacher
Is a deacon in my church
Owns a slipcover and drapery business
Manages an athletic club
Gave me a speeding/parking ticket
Does our income taxes
Cleans our clothes
Hung our wallpaper
Taught our children driver's education to our children in the summer
Works with the rescue squad

Owns beach/mountain cottage where we vacationed
Sells us gasoline and services our car
Sold my wife her wig
Owns a nursery
Delivers parcels
Works with an exterminator/pest company
Stores my wife's winter coat
Sells ice cream in the neighborhood
Owns and manages the jewelry store downtown
Sells aluminum awnings
Works for the travel agency

Who Do You Know Who Is a Professional . . .

Nurse	Art Instructor
Golf Pro	Typesetter
Student	Forester
Fashion Model	Seamstress
Security Guard	Carpenter
Sheriff	Pilot/Steward
Fire Chief	Mobile Home Salesperson
Secretary	Bank Cashier/Teller
Welder	Tailor
Crane Operator	Garage Mechanic
Candy Salesperson	Editor
Police Detective	Lab Technician
Music Teacher	Restaurateur

PBX Operator	Soft Drink Distributer
Social Worker	Air Traffic Controller
Life Guard	Interior Decorator
Racecar Driver	Swimming Teacher
Paper Mill Worker	Typewriter Salesperson
Brick Mason	Grocery Store Owner
Draftsperson	Insurance Adjuster
Printer	Warehouse Manager
Officer Manager	Moving Van Operator
Bakery Owner	Rent-a-car Representative
Plant Supervisor	Professional Baseball Player
Dietitian	Professional Basketball Player
Mechanic	Professional Football Player
Anesthetist	Television Anchor/Producer
Surgeon	Tool-and-die Maker
Librarian	Cookware Salesperson
Mortician	Dance Instructor
Missionary	Sawmill Operator
Real Estate Agent	Industrial Engineer
Railroad Ticket Agent	Research Technician
Newspaper Press Operator	Telephone Lineperson
Bulldozer Operator	Lithographer
Bus Driver	Fisherman
Airline Ticket Agent	Bench Machinist
Computer Programmer	Waiter/Waitress
Motor Home Dealer	Furniture Dealer
Business Machines Salesperson	Notary Public

Farmer	Chiropractor
Actor/Actress	Podiatrist
Land Clearer	Auctioneer
Horse Trader	Electrician
Statistician	Dental Hygienist
Cement Finisher	Shoe Repairman
Antique Dealer	Physical Therapist
Brewery Salesperson	Motel Owner/Manager
Engineer	Highway Patrol Officer
Contractor	Judge

Take the time and use the resources to develop your list. All new distributors should sit down in a quiet room with several triggering devices and attempt to create a warm list of 2,000 people. It should take two or three days to get a good start and, by the end of the first month, you should be well on your way to hitting the target. You never will regret starting your business with this tool. Network marketing, by its very nature, requires you to talk to large numbers of people. The longer your warm list, the better your chances for success.

Excerpt from the book:

"Your First Year In Network Marketing", by Mark and Rene Yarnell