

# Creating Your Names Lists

Your names list is one of the most important steps in getting started. Do not skip this step and do not do it halfway. Simply write down the names of everyone you know. If you know their names they need to be on your list. Do not try to prejudge: “She won’t be interested because she’s healthy and has a good job,” “He doesn’t care about wellness,” “She’s not a sales type,” etc. Prejudging is a mistake that can cost you significant income down the road. So just write down the names.

On a list of 100, the averages tell us that 10 or more are seeking ways to improve their income or operate their own business, and 30 or 40 are interested in taking care of their health in ways directly related to our products. We don’t know who is who and often it is not who you think it will be.

Begin by following the tips below. Do not make the mistake of thinking of 5 or 10 people who you think will be interested and stopping there. You are setting yourself up for disappointment if you do. Make sure you get at least 100 names on your list so that we can teach you how to let people sort themselves into the right categories.

Make three lists of people you know: those who you will call, those you won’t call, and those you might call.

## Tips for creating your names lists

- Use the memory joggers (following pages)
- Use the blank list sheets provided (be sure to print extra copies before you start)
- Use your address book
- Use your cell phone contact list
- Use your holiday card list
- Use any business cards you’ve collected
- Go through yellow pages A-Z to jog your memory
- Use your e-mail address book
- Fax a copy of your list to your mentor
- Continually add people to your lists on an ongoing basis—we all meet new people regularly.

# Name List Memory Jogger

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## Who are our relatives ....

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- Parents
- Grandparents
- Sisters
- Brothers
- Aunts
- Uncles
- Cousins
- Children

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## Who is our ....

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- Mail carrier
- Newspaper Deliverer (parents)
- Dentist
- Physician
- Minister
- Florist
- Lawyer
- Insurance Agent
- Accountant
- Congressional Representative
- Pharmacist

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## Who sold us our ....

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- 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

# Name List Memory Jogger

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## Who do I know who(m) ....

- Lives next door, across the street
- Is my spouses hairdresser/barber
- 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 the architect who drew up our house plans
- Goes bowling with me/us
- Is president of the PTA
- Was my spouses college friend, fraternity brother/sister
- We met camping
- Is the store credit manager where I shop
- Repaired my television
- Upholstered my couch
- We knew on our old jobs
- Went with us to the races
- Is in my car pool
- Installed our telephone
- Has a Laundromat
- Teaches ceramics
- Owns a taxi service
- Cuts the grass
- Painted the house
- Owns the pet shop where I got our pet
- Installed our refrigerator
- Renewed my drivers license
- Owns an apartment
- Is in Rotary/Lions/Kiwanis with me
- Is Jaycee president
- Plays cards with me/us
- Is in book club
- Is into gardening
- Is my child's kindergarten teacher
- Is a deacon/elder in my church
- Manages an athletic club
- Gave me a speeding/parking ticket
- Does our income taxes
- Cleans our clothes
- Hung our wallpaper
- Taught our children's drivers education
- Works with the rescue squad
- Owns a beach mountain/cottage where we vacationed
- Sells us gasoline at the comer store
- Fixes our car
- Sold my wife her wig
- Sold me my toupee
- Owns a nursery
- Delivers parcels
- Works at an exterminator/pest company
- Sells ice cream in the neighborhood
- Owns & manages the jewelry store
- Sells aluminum siding/awnings
- Who is our cellular phone service provider
- Is my spouses old high school teacher principal/teacher

# Name List Memory Jogger

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## Who do I know who is a Professional ....

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| <input type="checkbox"/> Nurse                   | <input type="checkbox"/> Plant Supervisor                              |
| <input type="checkbox"/> Golf Pro                | <input type="checkbox"/> Dietitian                                     |
| <input type="checkbox"/> Judge                   | <input type="checkbox"/> Mechanic                                      |
| <input type="checkbox"/> Student                 | <input type="checkbox"/> Anesthetist                                   |
| <input type="checkbox"/> Fashion Model           | <input type="checkbox"/> Surgeon                                       |
| <input type="checkbox"/> Security Guard          | <input type="checkbox"/> Librarian                                     |
| <input type="checkbox"/> Sheriff                 | <input type="checkbox"/> Mortician                                     |
| <input type="checkbox"/> Fire Chief              | <input type="checkbox"/> Missionary                                    |
| <input type="checkbox"/> Secretary               | <input type="checkbox"/> Newspaper Press Operator                      |
| <input type="checkbox"/> Welder                  | <input type="checkbox"/> Bus Driver                                    |
| <input type="checkbox"/> Crane Operator          | <input type="checkbox"/> Airline Ticket Agent                          |
| <input type="checkbox"/> Candy Salesperson       | <input type="checkbox"/> Computer Programmer                           |
| <input type="checkbox"/> Police                  | <input type="checkbox"/> Business Machines Salesperson                 |
| <input type="checkbox"/> Detective               | <input type="checkbox"/> Soft Drink Distributor                        |
| <input type="checkbox"/> Music Teacher           | <input type="checkbox"/> Interior Decorator                            |
| <input type="checkbox"/> Art Instructor          | <input type="checkbox"/> Swimming Teacher                              |
| <input type="checkbox"/> Typesetter              | <input type="checkbox"/> Computer Salesman                             |
| <input type="checkbox"/> Forester                | <input type="checkbox"/> Computer Technician                           |
| <input type="checkbox"/> Seamstress              | <input type="checkbox"/> Grocery Store Owner                           |
| <input type="checkbox"/> Pilot/Steward           | <input type="checkbox"/> Insurance Adjuster                            |
| <input type="checkbox"/> Mobile Home Salesperson | <input type="checkbox"/> Warehouse Manager                             |
| <input type="checkbox"/> Bank Cashier/Teller     | <input type="checkbox"/> Moving Van Operator                           |
| <input type="checkbox"/> Tailor                  | <input type="checkbox"/> Rent-A-Car Representative                     |
| <input type="checkbox"/> Garage Mechanic         | <input type="checkbox"/> Baseball, Football, Basketball, Hockey Player |
| <input type="checkbox"/> Editor                  | <input type="checkbox"/> Television Anchor/Producer                    |
| <input type="checkbox"/> Lab Tech                | <input type="checkbox"/> Tool & Die Maker                              |
| <input type="checkbox"/> Restaurateur            | <input type="checkbox"/> Cookware Sales Person                         |
| <input type="checkbox"/> Draftsperson            | <input type="checkbox"/> Dance Instructor                              |
| <input type="checkbox"/> Printer                 | <input type="checkbox"/> Sawmill Operator                              |
| <input type="checkbox"/> Office Manager          | <input type="checkbox"/> Industrial Engineer                           |
| <input type="checkbox"/> Bakery Owner            |  |

# Name List Memory Jogger

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## Who do I know who(m) ....

- I respect
- Shows genuine concern for other people
- Is active in their church
- People always seem to like
- Does professional counseling
- Is professional
- Is in clubs, groups, misc. organizations
- Is active in civic & public affairs
- Is in a teaching position in school or business
- Is in a management, supervisory, consultant or trainer capacity
- Is looking for more out of life
- Is ambitious, assertive, & "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 & pressure
- Wants to have freedom
- Is considering a new profession
- Is changing jobs, has recently changed jobs, is unable to advance in their job
- Has talents but is held back
- Just started selling
- Is an experienced direct salesman
- Knows everyone in town
- Has internal connections
- Exudes credibility
- Is elected to office
- Works with me now
- Is looking for a job
- I play tennis with
- I know from the old neighborhood
- Appraised my home
- Already has a great job
- Takes care of my car
- I take my cleaning to
- My accountant
- I do my civic work with
- Does my hair
- Runs the spa
- I see at the copy shop
- Delivers my mail
- Seems to change jobs often
- Is concerned about her skin & hair
- Is concerned about his weight
- Is into sports fitness
- Relies on ideas for their 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..
- Has just graduated from school & can't find a job
- Was recently married & is just "starting out"

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"List of people I... (check one):  ...will call."  ...might call."  ...won't call."

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