

Module 11

Create Your List

Meaningful Specifics contained in the Create Your List video.

- Create a list of prospects and add to it daily.
- Do not disqualify anyone before speaking with them. If they come to mind or you casually meet them, put them into your prospecting process.
- Do not be emotionally attached to the outcome of any conversation or prospect.
- Fill in personal information including the 3 N's (Name, Need, and Number).
- Use the list jogger in this worksheet to help remind you of how many people you actually know.
- Practice telling your story to five people from your list. Select people who you know well enough to be kind to you and will honestly assess your performance as you develop your skills.

Worksheet

Your list is the life of your business. At a minimum, your list should contain the Name, Need, and Number (or email address) of each of your prospects. You should be attempting to meet new people and add them to your list all the time. As your list grows you should also keep track of where each of your prospects are in the Duplication Cycle. You should also endeavor to record notes of the tools you send, the events that you have invited your prospects to, and the conversations that you have. These simple actions will help you to develop a genuine relationship with your customers and business associates.

Tips for success:

- Find the method that works best for you to keep track of your prospects such as an excel spreadsheet, in a notebook or note cards.
- Treat your list as a living document. Commit to adding names to your list as you meet new people.
- Refer to your list often and update each time you have an interaction with a prospect.

Prospect					
Name	Need	Number	Email	Tool Sent	Event
					