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TEAM UNLIMITED

The Unlimited Memory Jogger

When people look at Network Marketing, one of their biggest questions is “Do I know anybody? They believe if they know a lot of people, they can have lots of success and if they don’t know a lot of people, they don’t have a chance. It sounds logical, but it’s just not true.

In Network Marketing, there are three kinds of people. The Posers, the Amateurs and the Professionals.

When it comes to finding prospects, the posers make a mental list of three, four or five people that will probably join their business. Then their whole future is based upon the response of those few people.

If they’re lucky enough to get one of them, then they can extend the life of their career for a short time. They might even make another mental list of three or four people. Hopefully they’ll decide to stop being a poser and upgrade to the amateur ranks.

Would it surprise you to know that approximately 80% of all the people who join Network Marketing approach building as posers? It’s true. 8 out of 10 people who become distributors in our profession first approach building with the poser mentality. They make a small mental list and see what happens. They never set out to develop the necessary skills.

Your job inside of your business is to drive that percentage from 80% to a much lower number. Educate people. Help them understand how powerful this opportunity can be if they treat it with respect.

If you wonder why people come and go in the Network Marketing Profession, this along with the lottery mentality is the reason. It isn't Network Marketing. It's the mindset of the people who join.

So those are the posers. Their only real chance is luck.

The second group are the amateurs. Instead of a small mental list, these people make a written list, which is a step in the right direction. Let's say they make a list of 100 prospects. They charge out there with excitement but not a lot of skill and begin prospect, and their list begins to diminish. As their list gets smaller and smaller, their anxiety grows higher and higher. Their biggest fear is running out of people to talk to.

Finding quality people to prospect is a skill. Professionals approach finding people to talk to as one of their core skills. It is part of their JOB to find new people. They aren't interested in luck. They aren't worried about running out of people. They make sure that never happens.

The professionals start with a written list. But then they decide to never stop adding to the list. They create what they call "The Active Candidate List."

Harvey Mackay is the author of the huge bestselling book "How to swim with the sharks without being eaten alive." He's one of the best networkers in the world.

When he was asked how he built such a large and influential list of friends, he said that at the age of 18, his father sat him down and said "Harvey, starting today and for the rest of your life, I want you to take every person you meet, get their contact information and find a creative way to stay in touch."

He's done that for over 60 years and today his list of friends is more than 12,000 people. And these aren't just social media friends. They're real friends .

That's what Network Marketing Professionals do.

STEP ONE - Make a list and then make it as comprehensive as possible. Every person you can think of. EVERY person. It doesn't matter if you think they are a prospect or not. Your database is one of your most important assets. Everyone goes on the list.

If they are negative, put them on your list. If you hate them, put them on your list. If they are your best friend, put them on your list. If they've said "I'll never be involved in Network Marketing, put them on your list. If they're 98 years old, put them on your list. If they're 18 years old, put them on your list.

It's important to do this because, as you empty your mind out on paper, it will make more room for new contacts to come. When you write down your nephew, you begin to think about the circle around your nephew.

All of these connections will become apparent to you as you make your list more and more comprehensive. Think about everything. Every organization you've ever been involved in, every group you've ever been a part of, everything you've ever done.

If you do this right, it will end up being hundreds and hundreds and maybe even thousands of people.

STEP TWO - The second degree of separation.

Step two is looking at your list and thinking about the people they know. Chances are, you'll know most of them also.

Think about members of your family. Who do they know? Add them to your list. Think about your friends. Who do they know? Add them to your list. Think about all the relationships in your life. Who do they know? Add them to your list. Don't worry about what you're going to do with this list yet. We'll talk about that a bit later. Just keep building it.

STEP THREE - Constantly expand your list.

This is why the professionals call this an "Active Candidate List." It never stops growing. The Pros have a goal to add at least 2 people to their list every

single day. They may not prospect them, but as Harvey Mackay's father said, they go on the list and you should find a creative way to stay in touch.

If you think about this as a core skill, you'll realize it isn't very hard. You come into contact with people every day. Just add them to your list. You meet people through online social media. Add them to your list. You do business with new people. Add them to your list.

You need to develop a higher level of awareness. You're going to have to pay attention to the world. You're going to be introduced to new people all the time, but posers and amateurs don't even notice. They just go through their day saying "What people? I don't see any people."

How hard would it be to raise your awareness and add two new people a day to your list? Think about it, if you did that six days a week, that is 624 new people a year. Do that for 5 years and that's 3,120 people. Can you see why Professionals don't worry about running out of people to talk to? Please understand, I'm NOT saying you should assault these people with your pitch the moment you are introduced. Some people in Network Marketing make that mistake and it's not good. Just add them to your list, make friends, develop a connection, and when the time is right you can help them understand what you have to offer.

STEP FOUR - Network on purpose

Professionals network on purpose. It's hard to meet new people if you're hiding from the world. Get out there. Have some fun. Join a new gym. Have fun with a new hobby. Volunteer for a cause that's important to you. Find places and organizations where you can meet new people. Not only will you enjoy yourself, but you'll also meet incredible new people.

Remember, you hold the keys to transform hundreds of lives.

INSTRUCTIONS

The best way to use this guide is to first create your master “Active Candidate List” by going through all the categories in the memory jogger and writing down the names that come to mind on your list (on paper!)

Once you do that (and it will be an ongoing process), we have provided exactly what you will do with each of your contacts. You will need to notate them in 1 of 4 categories:

1. Lead With Product Candidate List
2. Red Candidate List
3. Green Candidate List
4. Blue Approach Candidate List

One more note when you’re creating this list. Do NOT prejudge people as you go. Just put their name down no matter what. The act of writing it will help to trigger more and more contacts.

Memory Jogger

This easy memory Jogger will help you create your initial list of key friends, business contacts and others to share your product or opportunity with, so you can kick-start your business.

The members of your family:

- Father and Mother
- Father-In-Law/Mother-In-Law
- Grandparents
- Children

- Brothers & Sisters
- Aunts & Uncles
- Nieces & Nephews
- Cousins

List you already have:

- Current address book/online
- Contact manager
- Email addresses list
- Cell phone contacts
- Holidays cards list
- Wedding invite list
- Child’s birthday invitee list
- Business cards list
- Social media:

- Facebook - LinkedIn
- Plaxo - Twitter - Skype -

Your closest friends and those whom you associate regularly:

- Friends & Neighbors
- People you work with
- Church members
- Hobby buddies:
- Camping friends
- Dancing class
- Associates
- Drawing class
- Fantasy Football league
- Fishing buddies
- Hunting friends
- Karate class buddies
- Singing class
- Sculpting
- Woodworking friends
- Workout friends

People with whom you play:

- Bowling
- Football
- Golf

- Racquetball
- Tennis
- Volleyball
- Any other game
- Who are my ...?**
- Architect
- Associations members
- Bus driver
- Butcher/Baker
- Computer Tech
- Children's friends parents
- Chiropractor
- Club members
- Delivery person
- FedEx/UPS Driver
- Fireman
- Florist
- Jeweler
- Leasing Agent
- Mailman
- Minister/Pastor & wife
- Pet Groomer
- Photographer
- Police
- Property Manager
- Sports Team members
(your kids too
& their parents)
- Tailor
- Veterinarian
- Waitresses/Waiter (my
favorite)
- Water Supplier

Those you do business with:

- Auto mechanic
- Accountant
- Banker
- Babysitter/Child care
provider
- Car dealer
- Dentist (your kids too)
- Doctor (your kids too)
- Dry cleaner
- Grocer/Gas station
attendant

- Hair stylist/barber
- Housekeeper
- Insurance agent
- Lawyer
- Merchants
- Pharmacist
- Real Estate Agent
- Travel Agent

Those you have been associated with in the past:

- Former Coach
- Former Co-workers
- Former Roommates
- Former Teacher
- People in your Home
town
- Previous Neighbors
- Military Cohorts
- Retired Co-workers
- Schoolmates
- Was Your Boss

Who Sold me my ...

- Air conditioner
- Boat
- Business cards
- Camper
- Car/Truck
- Computer
- Cell phone
- Dishwasher/Laundry
machine
- Equipment/Supplies
- Fishing license
- Furniture

Who do I know that...

- Are Entrepreneurial
- Are Caring People
- Are Champions
- Are Fun & Friendly
- Are Fund Raisers
- Are Goal Oriented
- Are Natural Leaders

- Are Organized
- Are Positive Thinking
- Are Self-Motivated
- Are Single Mom/Dad
- Are Team Players
- Are Your Children's
Friends Parents
- May be interested in your
product
or service?
- Don't like their Job
- Has Been in Network
Marketing
- Has Character & Integrity
- Has Children in College
- Has Computer & Internet
skills
- Has Dangerous Job
- Has Desire & Drive
- Has a Great Smile
- Has to Pay down their
Credit Card Debt
- Has Public Speaking
skills
- Just Got Married
- Just Graduated
- Just Had a Baby
- Just Quit their Job or is
out of work
- Want to Work for
themselves
- Who Attends Self-
Improvement Seminars
- Who Bought New Home/
Car
- Who Enjoys being
around High Energy
people
- Who Needs a New Car/
Home
- Who Reads Self-
Development
Books/ Books on Success
- Who You Like the Most
- Who You've met while on
Vacation

- Who You've met on the Plane
- Who Your Friends Know
- Who Wants Freedom
- Who Wants to Go on Vacation
- Who Works Too Hard
- Who Works at Night/Weekends
- Glasses/Contacts
- House
- Hunting license
- Refrigerator
- Tires and Auto parts
- TV/Stereo
- Vacuum cleaner Work
- Wedding items

I know individuals who:

- Are Actively looking for part-time job
- Are Ambitious
- Are Enthusiastic
- Love a Challenge
- Love to Learn New Things
- Want to Help their Spouse Retire Early
- Want to Make More Money
- Want More Time with their Families

I know Someone Who Is ...

- Accountant
- Actor
- Advertiser
- Architect
- Airline Attendant
- Alarm Systems Agent
- Army Officer
- Acupuncturist
- Baker
- Banking Professional
- Barber
- Baseball Player
- Basketball Player

- Beauty Salon worker
- Broker
- Builder
- Cable TV provider
- Camper
- Chiropractor
- Consultant
- Computer Engineer
- Cook
- Dancer/Dance Teacher
- Dentist
- Dermatologist
- Designer
- Driver Bus/Cab/Truck
- DJ
- Doctor
- Dry Cleaner
- Education Professional
- Electrician
- Engineer
- Entertainer
- Environmental Scientist
- Farmer
- Film Industry Professional
- Fireman
- Fitness Instructor
- Florist
- Food Services associate
- Football Player
- Fundraiser
- Furniture Salesman
- Gardener
- Geologist
- Golfer
- Government worker
- Graphic Artist
- Gymnast
- Hairdresser
- Handyperson
- Health Practitioner
- Hiker
- Hospital staff
- Human Resources staff
- Insurance Agent

- Internet provider
- Interior Decorator
- Investor
- Jeweler
- Karate Master/Classmate
- Kickboxing Master/Classmate
- Kitchen Renovator
- Lawyer
- Leasing Manager
- Lab Technician
- Loan Officer
- Lifeguard
- Makeup Artist
- Manager
- Manicurist
- Massage Therapist
- Mechanic
- Medical Professional
- Midwife
- Minister
- Mortgage Broker
- Music Teacher
- Musician
- Navy Officer
- Nonprofit Organization Associate
- Nurse
- Nutritionist
- Office Manager
- Optometrist
- Orthodontist
- Painter
- Party Planner
- Pediatrician
- Personal Trainer
- Pet Care Professional/Veterinarian
- Pharmacist
- Photographer
- Physical Therapist
- Piano Teacher
- Publisher
- Police Officer
- Postal worker
- Promoter

- Property Manager
- Public Relations
- Professional
- Psychiatrist
- Psychologist
- Radio worker
- Recreation Therapist
- Railroad worker
- Realtor
- Rental Office agent
- Recruiter
- Rehabilitation Specialist
- Reporter
- Repairman
- Restaurant Owner/
Manager
- Salesman
- Scientist
- Shoe repair people
- Satellite Provider
- Singer
- Skater
- Skier
- Skin Care Consultant
- Social worker
- Software Engineer
- SPA worker
- Swimmer
- Sport Team classmates
- Tailor
- Tanning Salon worker
- Teacher
- Telecommunications
worker
- Tennis Instructor
- Therapist
- Trade worker
- Trainer
- Travel Agent
- Tutor
- Valet Attendant
- Veteran
- Volunteer
- Waiter/Waitress
- Web Designer
- Writer

-Yoga Instructor/
Classmates
**Who lives in a Different
City?**

**Who Do you Know from
a different State?**

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina

- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

**Who Do you Know from
a different Country?**

- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bosnia-Herzegovina
- Botswana
- Bouvet Island
- Brazil
- Brunei
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia

-Cameroon	-Guadeloupe (French)	-Marshall Islands
-Canada	-Guam (USA)	-Martinique (French)
-Cape Verde	-Guatemala	-Mauritania
-Cayman Islands	-Guinea	-Mauritius
-Central African Republic	-Guinea Bissau	-Mayotte
-Chad	-Guyana	-Mexico
-Chile	-Haiti	-Micronesia
-China	-Holy See	-Moldova
-Christmas Island	-Honduras	-Monaco
-Cocos (Keeling) Islands	-Hong Kong	-Mongolia
-Colombia	-Hungary	-Montenegro
-Comoros	-Iceland	-Montserrat
-Congo	-India	-Morocco
-Democratic Republic of the (Zaire)	-Indonesia	-Mozambique
Congo	-Iran	-Myanmar
-Republic of Cook Islands	-Iraq	-Namibia
-Costa Rica	-Ireland	-Nauru
-Croatia	-Israel	-Nepal
-Cuba	-Italy	-Netherlands
-Cyprus	-Ivory Coast (Cote D`Ivoire)	-Netherlands Antilles
-Czech Republic	-Jamaica	-New Caledonia (French)
-Denmark	-Japan	-New Zealand
-Djibouti	-Jordan	-Nicaragua
-Dominica	-Kazakhstan	-Niger
-Dominican Republic	-Kenya	-Nigeria
-Ecuador	-Kiribati	-Niue
-Egypt	-Kuwait	-Norfolk Island
-El Salvador	-Kyrgyzstan	-North Korea
-Equatorial Guinea	-Laos	-Northern Mariana Islands
-Eritrea	-Latvia	-Norway
-Estonia	-Lebanon	-Oman
-Ethiopia	-Lesotho	-Pakistan
-Falkland Islands	-Liberia	-Palau
-Faroe Islands	-Libya	-Panama
-Fiji	-Liechtenstein	-Papua New Guinea
-Finland	-Lithuania	-Paraguay
-France	-Luxembourg	-Peru
-French Guiana	-Macau	-Philippines
-Gabon	-Macedonia	-Pitcairn Island
-Gambia	-Madagascar	-Poland
-Georgia	-Malawi	-Polynesia (French)
-Germany	-Malaysia	-Portugal
-Greece	-Maldives	-Puerto Rico
-Greenland	-Mali	-Qatar
-Grenada	-Malta	-Reunion
		-Romania

- Russia
- Rwanda
- Saint Helena
- Saint Kitts and Nevis
- Saint Lucia
- Saint Pierre and Miquelon
- Saint Vincent and Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Georgia and South Sandwich Islands
- South Korea
- Spain
- Sri Lanka
- Sudan
- Suriname
- Svalbard and Jan Mayen Islands
- Swaziland
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Timor-Leste (East Timor)
- Togo
- Tokelau
- Tonga
- Trinidad and Tobago
- Tunisia
- Turkey Turkmenistan
- Turks and Caicos Islands
- Tuvalu
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela
- Vietnam
- Virgin Islands
- Wallis and Futuna Islands
- Yemen
- Zambia
- Zimbabwe

Who Haven't you listed yet?

After you have made your list from all of the above, look at your list and think about who they would know and write them down as well.

MAKE YOUR LIST

Once you've gotten your contacts written down, it's time to categorize them. You will categorize them as "reds", "greens", or "blues." This is simply how you think your prospect views their relationship with you socially and economically. Reds are individuals that you look up to socially and/or economically. Examples would be a pastor, doctor, lawyer, entrepreneur, a millionaire, etc. Greens are people that you see as the same as you socially and economically. They have about the same amount of influence as you, work the same type of job(s), and make about the same amount of money. Blues are people that look up to you socially and economically. Examples would be your younger sibling(s), someone who works a blue collar job if you work a white collar job, someone lower in terms of position at your job, or someone who earns less income than you.

Approaching reds: There is a multi-step approach that works great for exposing reds to your business.

Step 1: Compliment

Example: “Doctor Smith, I have always admired how you run your business for the many years that I’ve come to know you. I aspire to do something with my life like you have done, to make a difference and be successful like you obviously are.”

Step 2: Tell them your “why”

“I recently started working on a business project for that very reason. I am super excited because this project is going to allow me to _____, _____, and _____ in the very near future.”

Step 3: Let them off the hook

“I doubt you would be interested and that’s not really important to me.”

Step 4: Ask them to “Evaluate”

“What is important to me, Dr Smith, is that, as successful as you are, and with the experience that you have, would you be willing to evaluate this project for me? You may know of some key individuals like what I am looking for and could really possibly help me out. *If I were to give you a (tool), would you take a look at it and evaluate it for me?*”

Their response will be one of two things. If they say “yes,” simply give them a 3rd party tool and follow up with them and thank them in advance. If they ask “what is it?” simply say “It’s a marketing project, and I am working with some very influential individuals and professionals in the local area like yourself. I’m not able to explain, which is why I’m giving you a (tool). *If I were to give you this, would you evaluate it for me?*”

Approaching greens: Greens are tough, because you have no influence on them. The best and easiest way to approach a green is by using your “why.” Greens can relate to your why on some level.

Step 1: Tell them your “why”

Example: “Greg, you know how I work long hours, get the same check every week, and how I always talk about wanting to travel more, to

own my own business, and to donate more time and money to our church? Well I found the answer to all of that and I'm super excited."

Step 2: Let them off the hook

"I am working on business project right now that is incredible, and with people that are amazing. I have no idea if you'd be interested or not."

Step 3: Give them a tool

"If I were to give you a (tool), would you take a look at what I'm working on?"

Approaching blues: Blues are easy to expose to the business because they look up to you either socially, economically, or both. You simply share a tool with them and they will look at the information because you have influence on them. But always remember, how you recruit will duplicate, whether you do it the right way or the wrong way. Do NOT tell a blue about the business, or any category of prospects for that matter. Make sure, even though you could easily tell a blue all about your business and recruit them, that you share a tool with them instead. Promote the tool. This is essential, because when you recruit a blue, you want them to have the ability to recruit reds to your team. They can only do that by using 3rd party tools.

The next step

Regardless of whether your prospect is a red, green, or blue, you will need to confirm when they are going to look at the tool you have given them. This is essential. After you ask *"If I were to give you a (tool), would you take a look at it?"* you need to confirm by saying something like *"great. When do you think you can review it?"* When they give you an answer, say Wednesday afternoon for example, you should confirm again by saying something like *"OK, so if I were to call you Wednesday night around 8pm, you'd have reviewed it for sure right?"* Get them to confirm or you will have a bigger challenge getting people to review your information.

The fortune is in the follow up

One of the biggest things that big earners do is follow up religiously. Each and every time you expose someone to a tool in your business,

you should write down who they are, jot down some notes about them, what tool you gave them, when they said they'd review it, and when you plan on following up. Put that time and date in your calendar and set an alarm or reminder so that you follow up promptly.

The name of the game

The name of the game in your business is to expose people, a minimum of 2, to your business each and every day, to follow up with those you have exposed in a timely manner, and to continue to expose them to tools, events, and people until they decide to join your team. Your goal with your team is to teach them to do the same exact thing, and you will earn your fortune by having a large number of people doing these simple disciplines every day over an extended period of time.

“What if I don't feel comfortable calling my prospects?”

Just like joining a new gym, going to a new school, getting a new job, moving in to a new neighborhood, or anything else, you first have to be uncomfortable before you will be comfortable. This is NORMAL. The good news is, the more prospects you expose to your business, the more your anxiety will lower, and the more effective you will become. In other words, when you get better, the business gets easier!

“What if my prospect is not local? Can I just call them and tell them about my business?”

NO! The approaches earlier work in every situation, whether you are speaking to someone you work with, or calling someone long distance. Work the plan (above) and the plan will work!

“I have a lot of friends on social media. Can't I just blast them all a message, email, text message, or posts online?”

Yes, you can, and you will be lucky if you sign up 1 contact out of 1,000. If this worked, the company wouldn't need you or I. What works is PERSONAL contact. If you hide behind Facebook, texts, emails,

etc., you will destroy good contacts and will not have a successful business. Again, work the plan (above) and the plan will work!

Go expose someone right now!

Unlimited Success...

