

# Creating Your Warm Market List



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## ***Creating Your Prospect List***

One of the first things you need to do when starting your business is to create a warm market list of 100 names and phone numbers. These are people that you know personally or indirectly through a personal contact. Begin immediately with names programmed in your cellular phone.

Look through the yellow pages to stimulate your thinking. Ex...A-accountant, attorney, automobile.....B-banker, barber ...C-carpet coach, D-department store, doctor. Do not stop until you reach 100.

Think about people that have a compelling reason to create additional income:

- Those who have been affected by layoffs or corporate downsizing.
- Those who have no retirement plan or college fund for their children.
- Those who are affected by current economic problems, ex. doctors and the changes in health care.

Never prejudice any individuals on your list. You do not know someone's current situation or motivation, and you do not know who they may know.

Always be adding to your list. Wherever you go and whatever you do, always be aware of individuals around you... someone that you meet could literally change the course of your life. As you continue to expand your list, perhaps you might think of joining a different gym, visit different restaurants and go to a local Chamber of Commerce or lead groups in your area. Expanding your horizons and meeting new people can enhance your business and your personal life. Go out there and have fun!

## ***The Power of Successful People***

From your list, highlight your 10 best prospects. What defines the best?

- The busiest, most successful, respected people you know.
- Individuals with a great work ethic, people that know a lot of people, locally or nationally.
- People with credibility, personal power (can move others to action).
- People you look up to... they are also your "3's." on your warm market list, which I will explain later.

Do not be afraid to peak the most successful people that you know personally or indirectly. Quite often they will be the most excited and the first people to join your organization. Why? If peaked and presented to properly they will immediately recognize the magnitude of this opportunity. Entrepreneurs and business people will be excited about being in on the ground floor of one of the greatest shifts of wealth in the United States. They also understand today's importance of having a residual income stream and secondary income.

They will appreciate the prior success, credibility, and expertise of our team. They will be excited about the overwhelming cost advantage of our product, and the fact that it is an essential service that everyone must have and a bill that they will pay forever.

Our training tools and turn-key approach will fit into their busy lifestyle. They will be able to appreciate the model of building a massive distribution machine that they can funnel future products and services through. Most of all they will realize the value of their reputation and prior success, and almost everyone they know will want to hear about this immediately. Many of their prospects will want to be involved simply because they are involved. Even more important, these people that they will involve will likely have the same personal power as they do-- which can lead to immediate and massive success.

They understand the potential tax advantages of a home-based business. Above all, they will be compelled by the ability to leverage all the contacts that they already have that will continue to develop their passive lifetime residual income stream!

The key is to approach successful people with confidence and follow the system exactly. They need to speak to someone that speaks their language! First, circle your ten easiest prospects, your "1's." These are people that look up to you and will look at the opportunity simply because you asked. You have already earned their trust. Once you've identified your 1's and 3's, the rest of the people on the list are 2's, or your peers (including friends and family).

Remember, you are selecting who you would like to work with. Professionals select their business partners. Amateurs convince. Look for the same qualities in these individuals as you did in your 10 best. They may not have had the same economic success as you. But, they may possess some of the same qualities as you such as: work ethic, drive, need, busy schedule, credibility, likeability and trustworthiness.

### ***Dealing with Rejection***

Your goal is to work through your list as effectively and timely as possible. Be as enthusiastic and professional on number 100 as you were on number 10. When someone says NO to hearing about the opportunity, immediately ask them to do you a favor and try the product. This is where many of your customers will come from.

If someone says NO to both hearing about the opportunity and trying the product, thank them, treat them with respect and move on. If you handle that situation properly and re-approach that individual when either you have a success story to tell or our company has an exciting press release, you will find that NO does not always mean NO. It may just mean "not now." Timing is everything so make sure you understand their situation changes daily and be prepared to remind them of your business opportunity when the time is appropriate.

NO is nothing to take personally. Everyone has the right to remain exactly where they are right now. You have entered into the profession of network marketing which means that the income you will generate will always be based upon the network that you are able to build and the subsequent customers acquired.

Be aware that family and friends might be the most difficult and draining prospects you could pursue. It would be wonderful to share and enjoy this opportunity with them, but not at your expense. Remember, this is a business and you are looking for serious business partners. If you buy their opinion, you buy their lifestyle. You are not seeking opinions. You know exactly who you are and where you are going. Never let anyone steal your dreams. Always think about this...

***Some will... Some won't... NEXT!***