

# MEMORY **JOGGER**

Your database is a key component of a successful business.

## Suggestions:

- Don't spend too much time hunting down the contact information for each person in your list. Type in as much information as you can think of and move on.
- Don't over think this process! In other words, don't try to figure out who will or won't be interested, just write the names of every person you can think of. We'll talk about how to best approach them at a later date. We may choose not to contact some of them.

## **BUSINESS**

Succeeded in Network Marketing  
Entrepreneurial minded  
Didn't get what they wanted in Network Marketing  
Ex bosses  
Insurance Sales people  
Local business owners  
Business/Money motivated  
Saved Business Cards  
Sell Avon or Mary Kay  
Who wants more money  
Owns their own business  
Belongs to Chamber of Commerce

## **COMMUNITY**

Bank tellers  
Car sales people  
Chamber of Commerce members  
Dentists you know  
Do fund raisers  
Do volunteer work  
Doctors you know  
Grocery checkers  
In the military  
Members of Church  
Mortgage people  
People at the fitness club  
Pizza delivery drivers  
Real Estate agents  
Restaurant servers  
The mail person(s)  
Travel agents  
Wealthy people you know  
Work on cars  
Your accountant  
Your barber / hairstylist  
Your children's teachers  
Your electrician  
Your neighbors  
Lives near you

## **FRIENDS**

Friends from a vacation  
Friends from college  
Friends of parents or in-laws  
From your high school  
Old friends you've lost touch with  
Old roommates  
Parents of your children's friends  
People your friends know  
Watch TV often  
Your personal mentor

## **FAMILY**

Extended Family  
Married children's spouse's family  
Mother & Father  
Your family members  
Your spouse's relatives

## **GENERAL**

Baby Boomers  
Buy bottled water  
Buy supplements  
Concerned aging  
Ex girlfriends or boyfriends  
Fast food workers  
Has a lot of friends  
Health conscious people  
Help and support you  
Into politics  
Into sports  
Into Technology  
Into wellness  
Needs an extra \$500/month  
On your holiday card list  
Over weight people  
People who call your home

People you enjoy being around  
People you met at a party  
Reads self-help books  
Retired people you know  
The life of the party  
The person who does your nails  
Unhappy at their job  
Want to go on a vacation  
Enjoys helping people  
Someone you respect  
Likes to buy things  
Social networkers  
Has children in college  
Has health issues  
Needs/wants a new car  
Has been successful in life  
Health conscious  
Wants a promotion  
Works multiple jobs  
Exercises regularly  
Lost their job  
Who do you turn to for help  
Likes team sports  
At risk of losing their home

## **SCHOOL**

College Friends  
Former Teachers  
People in the PTO  
People with children in college

## **WORK**

Co-workers you associate with  
Co-workers you don't know  
Out of work  
People who are retired  
Works part-time jobs  
Will retire soon  
Work for the government  
Work long hours  
Work night shift