

# MEMORY JOGGERS

This is one of the most significant exercises in building a successful business.

Now we are all a certain group of people. The people we grew up with, our friends, people we work with or people we've simply come in contact with. This list of people can be the key to unlocking your successful future.

You will want to make a list of as many people as possible. Don't get hung up on a specific number, but think as if you were getting paid by the name. Let's use \$100 a name. Now, how many people can you think of?

The following pages should help "jog" your memory. Think carefully about each specific description listed and consider who you might know within each one. As you are doing this, be sure to think about those who are "local" to you and those who you would consider to be "long distance".

*It is very important not to PREJUDGE anyone while compiling this list. Don't worry about if you think they would do this or not.*

This exercise is meant to put everyone you know on paper and create a game plan to help them learn about YTB.

## THE MEMBERS OF YOUR OWN FAMILY

- ◆ Father and Mother
- ◆ Father-in-Law and Mother-In-Law
- ◆ Grandparents
- ◆ Children
- ◆ Brothers and Sisters
- ◆ Aunts and Uncles
- ◆ Nieces and Nephews
- ◆ Cousins

## THOSE WHO ARE YOUR CLOSEST FRIENDS AND WITH WHOM YOU ASSOCIATE REGULARLY

- ◆ Friends and neighbors
- ◆ People you work with
- ◆ Church members
- ◆ Sunday school class members

## PEOPLE YOU KNOW WHO ARE DECISION MAKERS

- ◆ Business Owners
- ◆ Human Resources Directors
- ◆ Office Managers

## PEOPLE YOU KNOW WHO ARE IN DIRECT SALES

- ◆ Business/Office Machine Salespeople
- ◆ Insurance Salespeople
- ◆ Car Salespeople

## THOSE YOU MEET IN ORGANIZATIONS OR CLUBS

- ◆ Civic groups, Rotary, Exchange, Jaycees
- ◆ Political clubs
- ◆ Lodge, Elks, Moose, etc.
- ◆ Missionary societies, brotherhood groups
- ◆ Merchants
- ◆ School groups, boosters, alumni, PTA

## THOSE YOU HAVE BEEN ASSOCIATED WITH IN THE PAST

- ◆ Schoolmates
- ◆ Former co-workers
- ◆ People in your home town
- ◆ Military cohorts

## THOSE YOU DO BUSINESS WITH

- ◆ Director, lawyer, barer, merchants, grocer
- ◆ Gas station attendant, dry cleaner, postal worker
- ◆ Beauticians, jewelers, waiters/waitresses
- ◆ Anyone you do business with

## LIST OF ACQUAINTANCES ALREADY AVAILABLE

- ◆ Christmas card list
- ◆ Address book
- ◆ Daytime, planner
- ◆ List of fellow employees
- ◆ Church directory