Memory Jogger

In order to start, you must do what is called a "Memory Jogger", which is a list of names of people that you know that you will call or contact to market your real estate business. This Memory Jogger is a list of "Triggers" that will trigger your mind of people you know.

It is a Psychological fact that if you are 25 years or older, you know 1,000 people. You have just forgotten most of them, so you need a reminder of them. That is the purpose for a Memory Jogger. The list could contain names of family, occupations, associations, plus many more. You need to look at the list and come up with as many names as you can.

You must come up with at least 100 names the first attempt, and you are going to want phone #’s and email addresses. This will give you what is called a "Working Inventory".

Your REAL Inventory is NOT the HOUSES we sell in real estate, it’s the PEOPLE in your database And you MUST have people to talk to about your business. Many folks who start out have way too few names, and then complain that they have no one to talk to. Think of everyone you know WITHOUT judging their interest level, and write their name down. If you can, ask your partner to do it with you. It will become a very important part of your beginning success in real estate.

Use the "Follow your Dollar" strategy to come up with names for your warm market list. WHO are you spending money with to live your life and purchase things for you and your family?

* Who is your Insurance Agent?
* Who did you buy your car from?
* Who do you buy your clothes from?
* Who do you buy your airline tickets from?
* Who’s your doctor?
* Who does your taxes?
* Who is your dentist?
* Are you starting to get the point?

There are people you do business with. You need to let them know you could use their help in your new real estate business.

Say, "I think you would agree that I do a lot of business with you, and I need your help with my new business."

To DOUBLE the size of any Memory Jogger, you need to ask a question. "Who do you know that they know?" This will double the size of any Names List you can potentially come up with. Doing a Memory Jogger is important to your getting off to a good start in your real estate career. Make sure you do it and follow the suggestions Keller Williams Realty recommends for massive success in our great profession

Some items in this list may be redundant since they were gathered from several other lists and compiled here.

WHO DO YOU KNOW?

* Who's your doctor?
* Your parents' friends?
* Who does your taxes?
* Works in your bank?
* Who's their own boss?
* Who are your friends?
* Who you went to school with?
* Who is successful?
* Who's Your dentist?
* Works with kids?
* Who you look up to?
* Who cuts your hair?
* Who teaches?
* Who likes to dance?
* Who Attends church?
* Who is in sales?
* Your neighbors?
* Who is your boss?
* On your wedding list?
* Who sold you your car?
* Who likes team sports?
* Works on computers?
* You met on a plane?
* Who have you helped?
* Who builds web sites?
* Who you met at a party?
* Who your friends?
* Who likes the internet?
* Who delivers your mail?
* Works at the grocery?
* Owns a small business?
* Who has a boat?
* Repairs your house?
* Works w/fundraisers?
* Who will help you?
* Likes to buy things?
* Calls you at home?
* Likes to talk on/phone?
* Bought a new home?
* Bought a new car?
* High energy people?
* Who looks up to you?
* Accountants

• Attorneys

• Bankers

• Brothers

• Builders

• Car Salesman

• Coaches

• Communication workers

• Construction workers

• Cousins

• Dancers

• Electrical workers

• Engineers

• Fireman

• Flooring Sales

• Friends of relatives

• Jewelers

• Karate Instructors

• Legal Assistants

• Life Insurance Sales

• Machine Shop workers

• Neighbors

• Relatives of friends

• Retail Sales clerks

• Who are you spending money with to live your life and purchase things for you and your family?

• Who is your Insurance Agent?

• Who do you buy your clothes from?

• Who sold you your house?

• Who do you buy your airline tickets from?

• Who is your doctor?

• Who does your taxes?

• Who is your Dentist?

These tactics are what we have found to be extremely effective in creating leads and consistent people to call on. There are hundreds of ways to prospect. These are just a few to get you started and on your way. Take one which appeals to you and start immediately.

1) 'People that care about you.'

A warm or hot market is a great place to start. But ask yourself a question: Who really cares about my success and future? Start there and ask for their help. You will be surprised how caring and emotions can be of benefit to you. If they do care about you, they will listen to you and try to help.

2) 'People you truly care about.'

Who do you truly care about and want to see have a great life? Start there. Your compassion and caring will come through and impact in a positive way. People liked to be thought of, and this is a way to make that happen and also to show your feelings towards their future and Life.

3) 'People that you know that care about the same things.'

Who has a commonality with you in caring for the same things? Perhaps you know them from a club or church, or an association. You have already established that you have something in common that matters to you both. And your business would be a great way to expand that relationship.

4) 'Follow your Dollar.'

Who do you do business with? Who do you give money to on a regular basis? Whether it is shopping or getting something repaired or simply paying to have some work done, those are the people you want to target. Who did you buy your car from? Who sells you your clothing and groceries? Follow your dollar. There is a gold mine there in contacts and potential sales. They may be hesitant about talking to you about their real estate needs AND ask for referrals. They owe them to you

5)'The Goldmine on your desk.'

Most folks have some form of a Rolodex or card case on their desk, or in their planner. But most have a listing of who they have gathered cards from. Even in their cell phone. Most Business owners have a great Rolodex but less than 10% of the cards produce revenue for them.

6) 'Referrals.'

Real estate is not for everyone at the same time, yet everyone knows someone, who might be looking to buy or sell or even invest. Ask for referrals. And it really depends on how you ask, that determines the response. Say, "Obviously this isn't for you, but if you were me, who would be the first 2 people you would call to speak with about possibly buying, selling or investing?” And then call them. Say "Hello Mary? My name is Doug, and I promised Tom I would give you a call to introduce myself and share my contact information with in case you or anyone you might know is looking to buy, sell or invest in real estate.”

7) 'Business owners you know or someone else knows them.'

Business owners, especially small business owners are phenomenal group of individuals who most likely own one or more homes. And they all have associations they belong to with other business owners. A good way to prospect them is to ask for their advice on Marketing and their help in marketing your real estate business. Don't forget the Goldmine on their desk, their Rolodex.

8) 'Chamber of Commerce.'

Every city has a Chamber of Commerce. And most members are all business minded which means a goldmine for sales and referrals. Join your chamber or at least attend some functions and get a listing of members.

9) 'Civic/Charitable organizations.'

Join a Civic group to make a difference in your city, not just to network. And become known as a go getter and helper, and as you do these things, ask for people's referrals. And there may be times somewhere down the line you might just get a call asking you to come list their home. But understand - FIRST make a difference in the group, and then you will have a better chance of making a difference with them with your business.

HERE ARE SOME MORE IDEAS FOR FINDING CONTACTS:

* Attending trade shows
* Taking adult education classes
* Frequenting new businesses
* Attending parties
* Attending charity functions
* Joining a gym/health club
* Joining community organizations Rotary/Kiwanis/Lions Clubs
* Going to different restaurants
* Chamber of Commerce meetings
* Professional networking groups

RELATIVES

* Parents
* Grandparents
* Sister
* Brother
* Aunt
* Uncle
* Cousin

WHO IS MY:

* Milkman
* Mailman
* Paperboy (Parents) Dentist
* Physician
* Minister
* Insurance Agent
* Accountant
* Congressman
* Pharmacist
* Veterinarian
* Optometrist
* Lawyer
* Florist

I KNOW SOMEONE WHO IS A:

* Nurse
* Golf Pro
* Student
* Fashion Model
* Security Guard
* Sheriff
* Fire Chief
* Secretary
* Welder
* Music Teacher
* Art Instructor
* Seamstress
* Carpenter
* Pilot/Airline Attendant
* Bus Driver
* Bank Teller
* Garage Mechanic
* Editor
* Lab Technician
* Restaurant Owner
* Office Manager
* Surgeon
* Librarian
* Real Estate Agent (For Profit Share)
* Interior Decorator
* Lifeguard
* Fisherman
* Waitress
* Notary Public
* Antique Dealer
* Contractor
* Chiropractor
* Electrician
* Motel Owner
* Dietitian

HERE ARE SEVERAL ADDITIONAL JOB TITLES AND DESCRIPTIONS YOU CAN TARGET:

•

Accordionists

• Accountant

• Accountants and auditors

• Actor

• Actors, producers, and directors

• Administrative services managers

• Administrator

• Advertising sales agents

• Advertising, marketing, promotions, public relations, and sales managers • Advocate

• Aerospace engineers

• Agent

• Agricultural and food scientists

• Air traffic controller

• Air transportation occupations

• Aircraft and avionics equipment mechanics and service technicians

• Aircraft pilots and flight engineers

• Airman

• Alchemist

• Alderman

• Ambassador

• Analyst

• Anesthesiologist

• Animal care and service workers

• Animal trainer

• Animator

• Announcers

• Anthropologist

• Antique dealer

• Appraisers and assessors of real estate

• Arbiter (also Arbitrator)

• Archaeologists

• Architects

• Archivists, curators, and museum technicians

• Art and design occupations

• Artists and related workers

• Assemblers and fabricators

• Astronomers

• Athletes, coaches, umpires, and related workers

• Athletic trainers

• Audiologists

• Author

• Automotive body and related repairers

• Automotive service technicians and mechanics

• Aviator

• Background artist

• Bagger

• Bailiff

• Baker

• Balloonist

• Bank teller

• Banker

• Barber

• Barbers, cosmetologists, and other personal appearance workers • Barista

• Bartender (also Barkeeper, Barman, Barmaid)

• Baseball players

• Basketball players

• Beautician

• Beekeeper

• Bell maker

• Bellman

• Bill and account collectors

• Billing and posting clerks and machine operators

• Biochemists

• Biographer

• Biological scientists

• Biologist

• Bishop

• Blacksmith

• Boatbuilder

• Bodyguard

• Bond broker

• Bookbinder

• Bookkeeper

• Bookseller

• Botanist

• Boxers

• Brewer

• Bricklayer

• Brickmasons, block masons, and stonemasons

• Broadcast and sound engineering technicians and radio operators • Broker

• Builder

• Building and grounds cleaning and maintenance occupations

• Building cleaning workers

• Bus drivers

• Business analyst

• Business owner

• Business people

• Butcher

• Butler

• Cab driver

• Cabinet-maker

• Caddy

• Calligrapher

• Cameraman

• Candlemaker

• Cardiologist

• Cardiovascular technologists and technicians

• Cargo and freight agents

• Carpenter

• Carpet, floor, and tile installers and finishers

• Cartoonist

• Cashier

• Cement masons, concrete finishers, segmental pavers, and terrazzo workers

• CEO (Chief Executive Officer)

• CFO (Chief Financial Officer)

• Chairman of the Board

• Chairman of the School Board

• Chamberlain

• Chancellor

• Chaplain

• Cheesemaker

• Chef

• Chefs, cooks, and food preparation workers

• Chemist

• Chess players

• Chief of Police

• Childcare workers

• Chimney-sweeper

• Chiropractors

• Choreographer

• Circuit preacher

• Civil engineer

• Civil rights leaders

• Civil servant

• Claims adjusters, appraisers, examiners, and investigators

• Clarinetist

• Cleaning staff

• Clergy

• Clerk

• Climbers

• Clinical psychologists

• Clothier

• Clown

• Coach

• Coast guard

• Coin, vending, and amusement machine service and repairers

• Collectors

• College President

• Comedian

• Communications equipment operators

• Community and social services occupations

• Composer

• Computer and information systems managers

• Computer control programmers and operators

• Computer engineer

• Computer operators

• Computer programmer

• Computer scientists and database administrators

• Computer software engineers

• Computer support specialists and systems administrators

• Computer systems analysts

• Computer, automated teller, and office machine repairers

• Conductor (music)

• Conservation scientists and foresters

• Construction and building inspectors

• Construction equipment operators

• Construction laborers

• Construction managers

• Construction trades and related workers

• Construction worker

• Consultant

• Controller

• Cook

• Copywriter

• Coroner

• Corporate executive officer

• Corporate leaders

• Corporate librarian

• Correctional Officer

• Correctional officers

• Correspondent

• Cosmetologist

• Counselors

• Counter and rental clerks

• Courier

• Couriers and messengers

• Court reporters

• CPA (Certified Public Accountant)

• Craftsman (also Craftswoman)

• Credit authorizers, checkers, and clerks

• Culinary cooker

• Curator

• Currier

• Custodian

• Customer service representatives

• Customs officer

• Dancers and choreographers

• Data entry and information processing workers

• Database administrator (DBA)

• Demolitionist

• Demonstrators, product promoters, and models • Dental assistants

• Dental hygienists

• Dentist

• Deputy (law enforcement)

• Designer

• Desktop publishers

• Detective

• Dietitians and nutritionists

• Diplomat

• Director

• Directors and producers of documentaries

• Disc jockey

• Dishwasher

• Dispatcher

• Distiller

• Diver

• Dock laborer

• Doctor

• Doctor of Chiropractic

• Doctor of Physical Therapy

• Documentarist

• Dogcatcher

• Domestic worker

• Doorman

• Drafters

• Draper

• Dressmaker

• Drill instructor

• Driver

• Drummer

• Drywall installers, ceiling tile installers, and tapers

• Dyer

• Economist

• Editor

• Education administrators

• Education, training, library, and museum occupations

• Educator

• Electrical and electronic equipment mechanics, installers, and repairers • Electrical engineer

• Electrician

• Electronic home entertainment equipment installers and repairers

• Elevator installers and repairers

• Elevator worker

• Embroiderer

• Emergency Medical Technician (EMT)

• Emergency medical technicians and paramedics

• Engraver

• Entertainer

• Entertainers and performers, sports and related occupations

• Entrepreneur

• Environmental scientist

• Escort

• Estate Agent

• Evangelist

• Examiner

• Executive

• Explorer

• Exterminator

• Face and body painter

• Factory worker

• Farmer

• Farmers, ranchers, and agricultural managers

• Fashion designer

• FBI Agent

• Figure skaters

• File clerks

• Film director

• Film producer

• Financial Adviser

• Financial Manager

• Financial Planner

• Financier

• Fire fighting occupations

• Fire marshal

• Fire officer

• Firefighter

• Fisherman

• Fitness workers / trainers

• Flautist

• Flight attendant

• Flight engineer

• Flight instructor

• Flight technician

• Floor manager

• Floral designers

• Florist

• Flutist

• Food and beverage serving and related workers

• Food preparation and serving related occupations

• Food processing occupations

• Food service managers

• Footballers (soccer)

• Foreman

• Forester

• Funeral directors

• Game designers

• Game Developer

• Garbage collector

• Gardener

• Gate-keeper

• Geographer

• Geologist

• Geophysicist

• Golfers

• Government agent

• Graphic artist

• Graphic designers

• Greengrocer

• Grocer

• Groom (horses)

• Grounds maintenance workers

• Guard

• Guide

• Guitarist

• Gunsmith

• Gymnasts[2]

• Gynecologist

• Hairdresser

• Hazardous materials removal workers

• Headmaster (also Headmistress)

• Health diagnosing and treating occupations

• Health technologists and technicians

• Healthcare support occupations

• Heating, air-conditioning, and refrigeration mechanics and installers

• Heavy vehicle and mobile equipment service technicians and mechanics • Herbalist

• Historian

• Home appliance repairers

• Host (also Hostess)

• Hotel, motel, and resort desk clerks

• Hotelier

• House painter

• Housewife

• Human resources assistants, except payroll and timekeeping

• Human Resources Officer

• Human resources, training, and labor relations managers and specialists • Hunter

• Hydraulic engineer

• Illusionist

• Illustrator

• Impersonator

• Importer

• Information and record clerks

• Innkeeper

• Inspectors, testers, sorters, samplers, and weighers

• Installation, maintenance, and repair occupations

• Instructor

• Instrument maker (musical)

• Insulation workers

• Insurance sales agents

• Intelligence officer

• Interior designer

• Internist

• Interpreters and translators • Interrogator

• Interviewers

• Inventor

• Investment Analysts

• Investment Banker

• Investment Broker

• Janitor

• Jewelers and precious stone and metal workers

• Jockey

• Journalist

• Judges, magistrates, and other judicial workers

• Juggler

• Laboratory worker

• Landlord (also Landlady)

• Landscape architects

• Landscaper

• Law enforcement agent

• Lawyer

• Lecturer

• Legal occupations

• Librarian

• Library assistants, clerical

• Licensed practical and licensed vocational nurses

• Life Coach

• Life scientists

• Lifeguard

• Linguists

• Loan officer

• Lobbyist

• Locksmith

• Lodging managers

• Lumberjack

• Machine setters, operators, and tenders—metal and plastic • Magician

• Magistrate

• Maid

• Mailman or Mail carrier

• Maintenance and repair workers, general

• Make-up artist

• Manager

• Manicurist (also Manicure)

• Manufacturer

• Marine

• Marketing Director

• Marketing Manager

• Marksman

• Martial artist

• Martial Arts Instructor

• Mason

• Massage therapists

• Masseur (also Masseuse)

• Mathematician

• Mechanic

• Media and communications-related occupations

• Medic

• Medical and health services managers

• Medical assistants

• Medical records and health information technicians

• Meeting and convention planners

• Messenger

• Metal workers and plastic workers

• Meteorologist

• Meter readers, utilities

• Midwife

• Military Leader

• Miner

• Minister

• Missionary

• Model

• Mortician

• Motor vehicle

• Movie actors

• Music Director

• Musicians, singers, and related workers

• Nanny

• Navigator

• Negotiator

• News analysts, reporters, and correspondents

• Notary

• Nun

• Nursing, psychiatric, and home health aides

• Obstetrician

• Occupational therapist

• Occupational therapist assistants and aides

• Optometrists

• Orthodontist

• Orthopedist

• Painters and paperhangers

• Paralegals and legal assistants

• Paramedic

• Park ranger

• Pastor

• Pawnbroker

• Pediatrician

• Perfumer

• Personal and home care aides

• Personal care and service occupations

• Personal Trainer

• Pest control workers

• Pharmacist

• Photographer

• Photographic process workers and processing machine operators

• Photojournalists

• Physical Therapist

• Physical therapist assistants and aides

• Physician Assistant

• Physicians and surgeons

• Physicists and astronomers

• Pianist

• Piano tuner

• Plumber

• Podiatrists

• Poet

• Police and detectives

• Police inspector

• Police officer

• Postal Service workers

• Power plant operators, distributors, and dispatchers

• Preachers

• President of the Board

• President of the School Board

• Priest

• Principal

• Printer

• Printing machine operators

• Private detectives and investigators

• Probational officers and correctional treatment specialists

• Professional Athlete

• Professional Gambler

• Professional Video Game Player

• Professor

• Programmer

• Project Manager

• Property, real estate, and community association managers

• Psychiatrist

• Psychologist

• Public Relations Officer

• Public relations specialists

• Public Speaker

• Publisher

• Rabbi

• Race driver

• Radiologist

• Real estate brokers and sales agents

• Real estate developer

• Real estate investor

• Receptionists and information clerks

• Record Producer

• Recording engineer

• Recreation workers

• Recreational therapists

• Referee

• Refuse collector

• Registered nurses

• Religion scholars

• Remedial Teacher

• Repairman

• Reporter

• Researcher

• Reservation and transportation ticket agents and travel clerks

• Respiratory Therapist

• Retail salespersons

• Roofers

• Sailor

• Sales and related occupations

• Sales representatives, wholesale and manufacturing

• Sales worker supervisors

• Salesperson (also Salesman, Saleswoman)

• Saxophonist

• School Principal

• School superintendent

• Scientist

• Screenwriter

• Sculptor

• Seamstress

• Secretaries and administrative assistants

• Secretary

• Securities, commodities, and financial services sales agents

• Security guards and gaming surveillance officers

• Sheriff

• Singer-songwriters

• Soccer players

• Social workers

• Soldier

• Sound technician

• Speech therapist

• Sports announcers

• Sports instructor

• Sports writers

• Stockbroker

• Stonecutter

• Store Manager

• Street artist

• Street musician

• Street vendor

• Student

• Stunt coordinator

• Stunt double

• Stunt performer

• Surgeon

• Surveyors, cartographers, photogrammetrists, and surveying technicians

• Swimmer

• Swimming Coach

• Switchboard operator

• Tailor

• Tattooist (also Tattooer)

• Taxi drivers and chauffeurs

• Taxidermist

• Teacher assistants

• Teachers—preschool, kindergarten, elementary, middle, and secondary

• Teachers—special education

• Televangelists

• Television actors

• Television presenters

• Television Producers

• Television reporters

• Television, video, and motion picture camera operators and editors

• Tellers

• Tennis players

• Therapist

• Trademark attorney

• Translator

• Travel agents

• Truck Driver

• Tutor

• Upholsterer

• Usher

• Valet

• Vehicle and mobile equipment mechanics, installers, and repairers

• Ventriloquist

• Veterinarian

• Veterinarians and veterinary surgeons

• Video-editor

• Violinist

• Waiter (also Waitress)

• Watchman

• Web designer

• Webmaster

• Wedding planner

• Welding, soldering, and brazing workers

• Window-dresser

• Wine connoisseur

• Winemaker

• Woodcarver

• Writers and editors

• X-ray technician

• Zookeeper

• Zoologist

The members of your own family

* Father and Mother
* Father-In-Law / Mother-In-Law
* Grandparents
* Children
* Brothers & Sisters
* Aunts and Uncles
* Nieces and Nephews
* Cousins

Those you met in organizations or clubs

* Civic groups, Rotary, exchange, Jaycees
* Political clubs
* Lodge, Elks, Moose, Etc.
* Missionary societies, brotherhood groups
* Merchants or farm organizations
* School groups, boosters, alumni, PTA, etc.

List of acquaintances already available

* Christmas card list
* Address book
* Day timer, planner
* List of fellow employees
* Church directory

People who are decision makers

* Business owners
* Human Resources Directors
* Office managers

Those are your closest friends with whom you associate regularly

* Friends and Neighbors
* People you work with
* Church members
* Sunday school class members

Those with whom you’ve been associated with in the past

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

Those you do business with

* Doctor, lawyer, barber, merchants, grocer
* Gas station attendant, dry cleaner, postal worker
* Beauticians, jewelers, waiters/waitresses

People you know who are in direct sales

* Business/office machine salespeople
* Insurance sales people
* Car salespeople

Who do you know in:

* Accounting
* Acting
* Advertising
* Aerobics
* Air Force
* airline
* Alarm Systems
* Animal Health/Vet
* Antiques
* Apartment
* Architect
* Army
* Art
* Artificial Nails
* Asphalt
* Athletics
* Auctioneer
* Automobile
* Baby-Sitters
* Banking
* Barber
* Baseball
* Basketball
* Beauty salon
* Beepers
* Bible School
* Bicycles
* Blinds
* Boats
* Bond/Stocks
* Books
* Bookkeeping
* Boys Clubs
* Broadcasting
* Brokers
* Builders
* Buses
* Cable TV
* Cameras
* Camping
* Crafts
* Credit Union
* Day Care
* Delivery
* Dentists
* Dermatologists
* Designers
* Doctors
* Driving Range
* Dry Cleaners
* Dry Wall
* Education
* Electrician
* Engineering
* Entertainment
* Eye Care
* Fax Equipment
* Farming
* Film Industry
* Firemen
* Fishermen
* Florists
* Food Service
* Furniture
* Gardens
* Gift Shops
* Girls Clubs
* Golfing
* Government
* Graphic Arts
* Grocery Stores
* Gymnastics
* Hair Care
* Handicapped
* Handyman
* Hardware
* Health Clubs
* Health Ins.
* Hearing Aids
* Helicopters
* Hiking
* Horses
* Hospitals
* Hotels
* Hunting
* Ice Cream
* Ice Skating
* Income Tax
* Insurance
* Investments
* Janitor
* Jewelry
* Judo
* Karate
* Kindergarten
* Leasing
* Libraries
* Lighting
* Livestock
* Loans
* Luggage
* Lumber
* Mail
* Management
* Manufacturing
* Mathematics
* Mechanics
* Mental Health
* Miniature Golf
* Mobile homes
* Mortgages
* Motels
* Motion Pictures
* Movie Theatres
* Museums
* Music
* Mutual funds
* Navy
* Newspapers
* Nurses
* Nutrition
* Office Machines
* Office Furniture
* Oil Changes
* Optometrists
* Orthodontist
* Painting
* Parking
* Parties
* Pediatricians
* Pedicures
* Pensions
* Perfume
* Personnel
* Pest Control
* Pets
* Pharmacies
* Phones
* Photography
* Physician
* Pianos
* Pizza
* Plastics
* Pollution
* Pools
* Preschools
* Printing
* Property Mgmt.
* Psychiatrists
* Psychologists
* Publishers
* Racing
* Radio
* Railroad
* Rehabilitation
* Religion
* Rental agencies
* Reporters
* Resorts
* Rest Homes
* Restaurants
* Roller Blading
* Roofing’
* Safety
* Sales
* Sandblasting
* Satellites
* School
* Screen Printing
* Scuba Diving
* Secretaries
* Security
* Self Defense
* Sewing
* Sheetrock
* Shoe repair
* Siding
* Signs
* Singing
* Skating
* Skeet Shooting
* Skiing
* Skin Care
* Soccer
* Social Services
* Softball
* Software
* Spas
* Sporting goods
* Steam cleaning
* Stereos
* T-Shirts
* Tailors
* Tanning
* Salons
* Taxes
* Teachers
* Telecom
* Telemarketing
* Television
* Tennis
* Theatres
* Therapists
* Tile Layers
* Tires
* Title Companies
* Tools
* Towing
* Townhouses
* Training
* Transmissions
* Trucking
* Typesetting
* Unions
* Universities
* Upholstery
* Used Cars
* Vacuum Cleaners
* Vending
* Veterans
* Video
* Volunteers
* Wallpaper
* Waste
* Watches
* Water Skiing
* Weddings
* Wine
* Woodworking
* Writing
* Zoos

Do you know anyone that lives in the following states?

* 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

**List your warm market first**

* Address Book
* Business Cards
* Christmas Card List
* Neighborhood List
* College Friends
* Co-workers
* Old co-workers
* Teachers

**Next list your relatives**

* Parents
* Brothers
* Aunts
* Nieces
* Nephews
* Grandparents
* Sisters
* Uncles
* Cousins Grandkids
* Father-in-law
* Mother-in-law
* Brother-in-laws
* Sister-in-laws
* Other in-laws

**Who is/are my…**

* Accountant
* Association members Auto mechanic
* Bowling Team members Bus driver
* Car salesman
* Card group
* Child Care Provider Children's friends parents Church members
* Club members Convenient Store Manager Co-workers
* Delivery Person
* Dentist Office employees
* Doctor's Office employees Donut Shop Manager Dry Cleaner
* Fed Ex Driver
* Fireman
* Fishing buddies
* Florist
* Friends
* Housekeeper
* Hunting buddies Insurance Agent(s) Jeweler
* Lawyer
* Leasing Agent
* Mailman
* Maintenance Person Minister(s)
* MLM friends
* Neighbors
* Optometrist
* Paperboy
* Pharmacist
* Police
* Property Manager
* Favorite Waitresses
* Favorite Waiters
* Computer Tech
* ISP Support Person
* Pet Groomer
* Retired Coworkers
* Retired Friends
* Retired Relatives
* Bottled Water Supplier
* Coffee Supplier
* Florist
* Sports Team members
* Supermarket managers
* Tailor
* Hairdresser
* Truck Drivers
* UPS Driver Veterinarian
* Barber
* Day Care Owner

**Who sold me my…**

* Appliances
* Boat
* Business cards Camper
* Car
* Computer
* Craft Supplies
* Fishing license
* Fishing Bait
* Furniture
* Glasses/contacts
* HDTV
* House
* Hunting license
* Office Equipment/Supplies
* Telephone/Cell Phone
* Tires And Auto Parts
* Sony®
* Playstation
* Stereo
* Vacuum cleaner
* Wedding items

**I know someone who is a …**

* Antique Dealer
* Art Instructor
* Avon Rep
* Bank Teller
* Bus Driver
* Carpenter
* Chiropractor
* Contractor
* Dietitian
* Editor
* Electrician
* Fire Chief Fisherman
* Garage Mechanic Golf Pro
* Interior Decorator
* Lab Technician
* Librarian Real Estate
* Lifeguard
* Model
* Motel Owner
* Music Teacher
* Notary Public
* Nurse
* Office Manager
* Pilot / Stewardess
* Printer
* Restaurant Owner
* Seamstress
* Secretary
* Security Guard
* Sheriff
* Student Tupperware Rep
* Waitress
* Welder

**I know someone that…**

* Cuts My Grass
* Delivers Parcels / Packages
* Dry Cleans My Clothes
* Goes Bowling with Me
* Hung My Wallpaper
* Is in My Book Club
* Is in Rotary, Lions
* Is My Baby-sitter
* Is my Barber/Hairdresser
* Is my Former Boss
* Lives Next Door
* Owns My Apartment
* Painted My House
* Repaired My TV
* Sells Ice Cream
* Sells Me Gasoline
* Teaches Ceramics
* Teaches My Kids
* Was in my Car Pool
* Was my Best Man
* Was My Maid of Honor
* Was My Navy Buddy
* Was my Photographer
* Was my Professor
* Was My Teacher

**I almost forgot about…**

* Judges
* Fast Food Chain Employees
* Hotel Managers
* Motel Managers
* Emergency Medical Service
* Farmers
* Agriculturalist
* Conservation Officers
* Gas Stations
* Monument Business
* Funeral Director
* Grain Operators I.e.. Elevators Landscapers
* Title Agent
* Speech Therapist

**This is too fun to stop so,…**

* My Broker
* My Bank Teller
* The Scuba Instructor
* The Karate Teacher
* The Piano Teacher
* My Landscaper
* The Guy Delivering My Gas
* The Coffee Shop Group
* The Cub Scout Leader
* People I Met At The Fair
* The Taxi Driver
* My Garbage Man/Woman

SOI Memory Jogger

Your Business Is Your Database

Rules for having an effective Sphere of Influence (SOI):

• Put the names and ALL their contact info into your database (even if it’s just an Excel spreadsheet)

• Create smart categories – you can’t market to everyone in the same way (e.g. Family local, Family out of town, Past client, Co-worker, Soccer parents)

• Keep it growing constantly and make a point of updating it on an on-going basis so maintenance doesn’t become overwhelming

• Contact them at least quarterly, whether it’s via phone, mail, email, an event, etc

• Nurture them

• Re-visit this memory jogger every 6 months – you will add names

1. What are the names of the members of your family?

2. What are the names of your spouse’s family?

3. What are the names of your “extended” family? (People you consider family)

4. What is the name of your best friend?

5. What is the name of your spouse’s best friend?

6. What are the names of your very close friends?

7. What are the names of your spouse’s very close friends?

8. What are the names of your children’s friend’s parents?

9. What are your children’s teachers’ names?

10. What are your children’s coaches names?

11. What are your children’s school principal’s names?

12. What are your children’s dentist’s names?

13. What are your children’s doctor’s names?

14. What is your children’s optometrist’s name?

15. Who cuts your children’s hair?

16. Who sells you your children’s clothes?

17. Who is your children’s school bus driver?

18. Who is your children’s Sunday school teacher?

19. Who cuts your hair?

20. Who does your dry cleaning?

21. Who does your pedicures, manicures, facials?

22. Who do you purchase gasoline from?

23. Who services your car(s)?

24. Who do you buy tires from?

25. Who sold you your current car(s)?

26. Who have you purchased cars from in the past?

27. Who cleans your car(s)?

28. Who is your mail man?

29. Who do you know at your church, temple, or synagogue?

30. Who do you see at the convenience store you most often go to?

31. Who is the checker you usually go to at the grocery?

32. Who is your pharmacist?

33. Who are your doctor(s)?

34. Who are your spouse’s doctor(s)?

35. Who is your Pastor, Minister, Priest, Bishop, Rabbi?

36. Who performed your marriage?

37. What is the name of your favorite teller at the bank?

38. Who do you borrow money from at the bank?

39. Who is your stock broker?

40. Who is your financial planner?

41. Who prepares your taxes?

42. Who does your accounting?

43. Who is your veterinarian?

44. Who grooms your pets?

45. Who takes care of your pets when you’re out of town?

46. Who did you get your pets from?

47. Who have you given your pet’s babies to?

48. Who owns your favorite restaurant?

49. Who waits on you most frequently at your favorite restaurant?

50. What is the name of your favorite bartender?

51. Who do you routinely see at your favorite bar or nightclub?

52. Who do you know on a first name basis at your country club?

53. Who do you play golf with?

54. Who do you ski with?

55. Who do you talk to at your health club?

56. Who do you play racquetball with?

57. Who do you play tennis with?

58. Who do you attend your children’s sporting events with?

59. Who do you go to concerts with?

60. Who do you go to the movies with?

61. Who do you go to plays, theaters, galleries or museums with?

62. Where do you go to breakfast and who do you talk to?

63. Who is your attorney?

64. Who would you call if you had an air-conditioning problem?

65. Who is your pest control person?

66. Who would you call to fix your roof?

67. Who would you call if you had an electrical problem?

68. Who picks up your trash?

69. Who is your UPS or FedEx person?

70. Who mows your lawn/shovels your snow?

71. Who did your landscaping?

72. Who built your house?

73. Who is your landlord?

74. What is the name of the insurance Agent who insures your homes?

75. What is the name of the insurance agent who sold your life insurance?

76. What is the name of the insurance agent who handles your health insurance?

77. What is the name of the insurance agent who handles your car insurance?

78. Who do you buy clothes from?

79. Who is your tailor/seamstress/dressmaker?

80. Who do you buy make-up and/or cosmetics from?

81. Who did you buy your computer from?

82. Who fixes your computer?

83. Who fixes your other small appliances?

84. Who is your travel agent?

85. Who is your printer?

86. Who did you receive Christmas cards from last year?

87. Who did you send Christmas cards to last year?

88. Who changes your oil?

89. Who did you buy furniture from?

90. Who repairs or upholsters your furniture?

91. Who do you buy arts and crafts from?

92. Who do you buy office supplies from?

93. Who do you see at your office building?

94. Who do you buy your liquor from?

95. Who do you buy meat from?

96. Who do you buy fresh seafood from?

97. Who do you buy hardware from?

98. Who do you know in law enforcement?

99. Who do you know in politics?

100. Who have you done business with in the past?

101. Who do you know at service organizations meeting? (Optimists, Loins Club, Rotary)

102. Who do you know from fraternal organizations? (Elks, VFW, Mason)

103. Who do you know from social organizations you’re a member of?

104. Who do you know from trade or industry group that you belong to?

105. Who do you buy carpet, drapes, and appliances from?

106. Who are your old high school classmates? (Get out your yearbook)

107. Who are your old coaches that are still around?

108. Who are your old teachers that are still around?

109. Who are your old school principals that are still around?

110. Who are your old college fraternity/sorority brothers/sisters?

111. Who are your old college buddies that are still around?

112. Who are your old military friends that are still around?

113. Who is your florist?

114. Who do you rent videos from?

115. Who did you invite to your wedding?

116. Who are your neighbors?

117. Who did you buy your boat from?

118. Who did you buy your motorcycle from?

119. Who did you buy your motor-home/camper from?

123. Who is your photographer?

124. Where do you get your pictures developed?

125. Who do you buy your electronics from? (TV, Stereo, etc.)

126. Who do you know in your home owner’s association?

127. What are the names of your co-workers from a previous job?

128. What are the names of your previous neighbors?

129. Who do you know from the day-care center?

130. What are the names of your spouse’s past neighbors?

131. What are the names of your parent’s best friends?

132. What are the names of your spouse’s co-workers?

133. Who do you buy advertising from?

134. Who are the suppliers and vendors who come into your work place?

135. Who is currently trying to sell you something?

136. Who made your will/living trust?

137. Who baptized your children?

138. Who handles your communications equipment? (Cell phone)

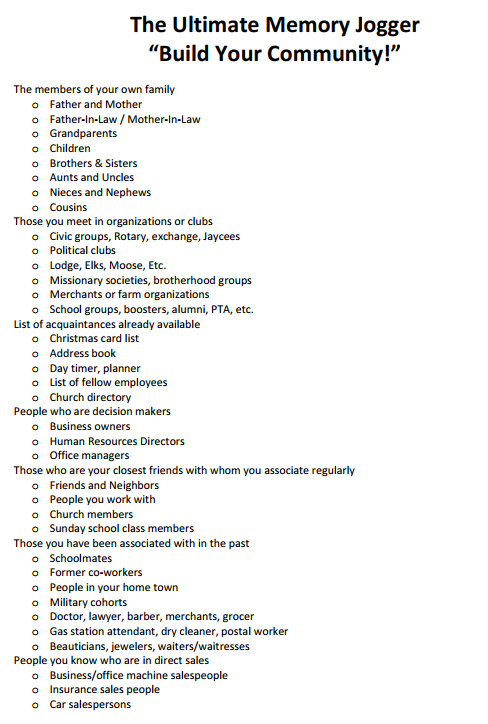
139. Who delivers your water?

140. Who do you buy shoes from?

141. Who maintains your safety and security systems?

142. Who are your bowling buddies?

143. Who do you play cards with?



Next page continues this one.

Those you do business with:



