



Make More. Travel More. Save More.

S106 - Who Are My Prospects

In this section, you'll

- Create your Contact List
- Create sub-lists that will help you prioritize

Why do I need a Contact List?

Creating a Contact List is one of the most important tools for getting your Surge365 business going. Surge365 isn't about selling or recruiting or convincing – it's about sharing money saving products and an amazing opportunity. Your list is your first step in reaching out to hundreds or thousands of people about enhancing their lives!

Drivers, start your pencils!

Take a few minutes to write down the names of everyone you know, and everyone who knows you. Include friends, family, neighbors, community workers, colleagues and friends of friends. Don't waste time thinking about who may or may not be interested in Surge365 – just write and NEVER pre-judge! Scroll through your contacts in your:



And any other contact lists you may have.
You'll be amazed at how many people are part of your life!

Turn over your memory with the following categories of people you come into contact with every day.

People in your personal life:

Relatives, Parents, Brothers, Sisters, Aunts, Uncles, Brothers-in-law, Sisters-in-law, Cousins, Friends, Grandparents, etc.

People who help or provide a service to you:

Accountant, Aesthetician, Appraiser, Architect, Babysitter, Banquet Coordinator, Barber, Bookkeeper, Boss, Bridesmaid, Caterer, Chiropractor, Co-workers, Dentist, Dermatologist, Dietician, Doctor, Dry Cleaner, Exterminator, Florist, Fraternity Friend, Groomsmen, Gym Class Instructor, Hairstylist, Housekeeper, Insurance Agent, Landscaper, Nail Technician, Neighbors, Notary, Online Chat Buddies, Optometrist, Painter, Personal Trainer, Pharmacist, Physician – General or Specialist, Plumber, Real Estate Agent, Seamstress/Tailor, Veterinarian, etc.

People who sold you your:

Air Conditioner, Boat, Business Clothes, Carpets/Tile, Computer, Furniture, House, Office Supplies, Timeshare, Vehicle, etc.

People you see regularly or occasionally:

Attorney, Baker, Banker, Bartender, Bus Driver, Butcher, Carpenter, Carpet Cleaner, Children's Friends' Parents, Coach, Deli Staff, Electrician, Engineer, Engraver, Financial Planner, Flight Attendant, Gardener, Golf Course Staff, Grocery Store Clerks, Gym Members, Hospital Staff, Hotel Staff, Housekeeper, Interior Decorator, Kennel Staff, Library Staff, Limousine Driver, Military Friends, Movie Rental Store Staff, Nurse, Nutritionist, Pediatrician, Photographer, Piano Instructor, Police Officer, Postal Carrier, Psychologist, Psychotherapist, Publisher, Recruiter, Recycling Center Staff, Security Guard, Surgeon, Tanning Salon Staff, Teacher, Volunteer Group, Wedding Coordinator, etc.

People you know who:

Were in your Fraternity/Sorority, are on your holiday card list, are very ambitious, are the life of the party, are considered leaders, are looking for a new profession, are known by everyone in town, are dissatisfied with their current career, were in your wedding party, are in a high-profile job, run a local deli, run a local bagel or coffee shop, you play cards with, are your college friends, are active in your church, are prominent business owners, you respect a great deal, recently had children, have influence with others, are from your old job, teach your children, have very stressful jobs, want more out of life, ride to work with you, always complain about their bills, like to save money, are penny pinchers, who love to travel.

Well done!

Are you surprised by how long your list is? Keep in mind that this is an ongoing tool and exercise. You'll always meet new people, so keep your list handy and add to it regularly – daily is best!

Now expand upon that list so you will know at a glance how to approach each individual. Next to each person's name and contact information (usually phone and email), decide who:

- S** = Is Successful
- M** = Likes to save money
- P** = Is a People Person
- T** = Likes to travel or wants to travel more
- I** = Has a Strong Influence with others

Or use whatever coding system makes sense to you. There is a template for your list on page 6, make as many copies as you need.

Here's an example of what your list might look like:

	<u>NAME</u>	<u>PHONE NUMBER</u>	<u>EMAIL ADDRESS</u>	<u>CODE</u>
Ex.	<i>John Doe</i>	<i>555-555-5555</i>	<i> johndoe@johndoe.com</i>	<i>I</i>
Ex.	<i>Jane Smith</i>	<i>555-123-4567</i>	<i>jane@janesmith.org</i>	<i>P</i>

Prioritize your list

It's time to prioritize. This is where you'll pinpoint specific groups of people from the initial list, based on different sets of criteria. Putting together these subgroups will help you focus on different approaches for different audiences. From your initial list, write down the names of 10 people who you think would love to use the Easy Travel Button and save \$250 on their next trip:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Again from your initial list, find **20 people** you consider to be **real influencers**, with a high degree of credibility that you'd like to send through our business opportunity funnel:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Again from your initial list, find **20 people** you consider to be **people who like to travel a lot**. These are people who you think will love the Travel Membership, but you want to see their interest first before giving them an Easy Travel Button.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
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16. _____
17. _____
18. _____
19. _____
20. _____

