

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 tell about your Home Based Business. This Memory Jogger is a list of "Triggers" that will trigger your mind of people that you know.

It is a Psychological Fact that if you are 25 years or older, you know 1000 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. If you have an email that will help too. This will give you what is called a "Working Inventory".

Your REAL Inventory is NOT the products or Services your company sells. It is PEOPLE. And you MUST have people to talk to about what you are doing. 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 you partner to do it with you. It will become a very important part of your beginning success in MLM.

If you ever run out of names, we can discuss sources for leads of people that have expressed interest in a Home Based Business Opportunity.

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 sold you your house?

Who do you buy your airline tickets from?

Whose 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 network marketing enterprise.

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 Home Based Business. Make sure you do it and follow the suggestions your company recommends for massive Home Based Business Success.

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 dissatisfied

Money motivated

Who's out of work

Family members

Who Is laid off

Who's in MLM

Who has lots of time

Who's your doctor

Reads self help books

Your parents' friends

Who does your taxes

Works in your bank

Who's their own boss
Who are your friends
Went to school with
Gave a business card
Who wants freedom
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 wants a vacation
Who Attends church
Who is in sales
Who needs a new car
Your neighbors
Who is your boss
Who is Self motivated
Works in restaurants
On your wedding list
Who you like the least
Who is disabled
Wants a promotion
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
Got a new computer
Who likes to garden
Who you met at a party
Unhappy w/ income
Likes to help people
Who your friends know
Who watches TV often
Who likes the internet
Who delivers your mail
Works at the grocery
Owns a small business
Who is in college
Who has a boat
Repairs your house
Works w/fundraisers
Who will help you
Likes to buy things
Calls you at home
Who recycles
Needs a web site
Likes to talk on/phone
Bought a new home
Bought a new car
High energy people
Needs extra money
Works part time jobs
Who works nights
Who needs more time
Who is a social worker
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 did you buy your car from?
- 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 joining you, but 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 palm pilot. Most Business owners have a great Rolodex but less than 10% of the cards produce revenue for them.

6) 'Referrals.'

This business is not for everyone. But everyone knows someone, who it could be for. 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 share this with?" And then call them. Say "Hello Mary? My name is Doug, and I promised Tom I would give you a call to share an idea he thought you would enjoy."

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

Business owners, especially small business owners are always looking for ways to increase value to their employees, and to increase the bottom line to their company. A lot of business owners have found Network Marketing to be a great secondary profit center for their business. 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 products. Don't forget the Goldmine on their desk, their Rolodex.

8)'Stay at Home moms.'

One of the fastest growing sectors in MLM is the stay at home mom. Many women professionals are starting to leave their jobs and careers to spend time with their family. Their values seem to be changing, and with that comes a great opportunity to help them reclaim the income they lost. And they already have proven themselves to be an asset in the workforce. Also, over 70% of all networkers are women.

9) '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, and even some distributors. Join your chamber or at least attend some functions and get a listing of members.

10) 'Civic/Charitable organizations.'

Join a Civic group to first, 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 could let them try your products. 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

WHO SOLD ME MY:

House Car/Tires
T.V./Stereo
Fishing License
Hunting License
Wedding Rings Business Clothes
Appliances
Glasses/Contacts
Vacuum Cleaner
Boat
Camper
Furniture
Office Equipment

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/Stewardess
Bus Driver
Bank Teller
Garage Mechanic
Editor
Lab Technician
Printer
Restaurant Owner
Office Manager
Surgeon
Librarian
Real Estate Agent
Interior Decorator
Lifeguard
Fisherman
Waitress
Notary Public
Antique Dealer
Contractor
Chiropractor
Electrician
Motel Owner
Dietitian

I KNOW SOMEONE WHO IS A:

Lives Next Door
My Barber/Hairdresser
Teaches My Kids

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

HERE ARE SEVERAL ADDITIONAL JOB TITLES AND DESCRIPTIONS THAT 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
- Bellmaker
- Bellman
- Bill and account collectors
- Billing and posting clerks and machine operators
- Biochemists
- Biographer
- Biological scientists
- Biologist
- Bishop
- Blacksmith
- Boatbuilder
- Bodyguard
- Bondbroker
- Bookbinder
- Bookkeeper
- Bookseller
- Botanist
- Boxers
- Brewer
- Bricklayer
- Brickmasons, blockmasons, and stonemasons
- Broadcast and sound engineering technicians and radio operators
- Broker
- Builder
- Building and grounds cleaning and maintenance occupations
- Building cleaning workers
- Busdrivers
- 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 servicers 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
- Documentalist
- 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
- Instrumentmaker (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 Masseur)
- 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
- Orthopaedist
- 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
- Songwriters

- Sound technician
- Speech therapist
- Sports announcers
- Sports instructor
- Sports writers
- Steward (also Stewardess)
- 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