

# **Building Your Legacy Starts by Building Your Names List**

Who do you know?!

Putting together your names (possibilities) list is the first, but most important step. These names that you list below should be:

- people that you know to some degree
- they have a need for a change
- their timing is right or they're searching for an income opportunity
- they know a lot of people
- they are leaders in their sphere of influence
- they have talents that are conducive to business

Don't be afraid to include your 'CHICKEN LIST'. This list would be people that you may be apprehensive about talking to about the business for whatever reason. Remember successful people are successful for a reason, they are open minded. They are typically looking for additional streams of income.

Your immediate plan of action is to prepare a names list of a **MINIMUM** of 80 candidates or more for your business. You will notice that there are stars next to the top 10 names. These are for your best candidates, people you feel would be the most receptive right now!

Make it your goal to complete this list immediately. After your list is completed, follow up with your Senior Business Partner and give him/her a copy of this list. They will review this list with you and also keep a copy for his/her records. They will not call your list without you or without specific permission from you!

At this point, it's time to start contacting your candidates! Remember...you are a professional 'sorter' in this business, not a 'convincer'... sorting through your candidates to find those whose timing is right. Use script recommended by your Senior Business Partner.

## **BUILDING YOUR LIST**

Success results when preparedness (your prospect) and opportunity (what you can offer) meet. Select those who are prepared – those who have a **POSITIVE ATTITUDE** (a must), who are respected and ambitious, and who are on your level or above.

Most often, the more successful a person is already, the quicker they are to see the tremendous opportunity that Market America has to offer. Remember, you are doing them a favor – they are not doing you a favor. You are offering them the opportunity for financial freedom and the realization of their dreams.

Be sure not to prejudge people. When you think, "Oh, they wouldn't be interested," you have just made a decision for that person. A decision that deprives them of one of the greatest opportunities this country has to offer. Give them the freedom to decide. Then, they can never say that you didn't give them a chance. Many will thank you for the rest of their lives. Prejudging can cost you more than you can imagine – in time, effort, and **MONEY!**

**CONSIDER THE FOLLOWING:**

**FRIENDS  
NEIGHBORS  
RELATIVES  
CHURCH MEMBERS  
FELLOW EMPLOYEES**

CLUB MEMBERS

PAST ASSOCIATES

CHRISTMAS CARD LIST

WEDDING INVITATION LIST (if married)

THOSE YOU WENT TO SCHOOL WITH (check yearbooks)

ANYONE YOU ADMIRE (even if you don't know them well- they want money and security, too)

NOTE: The more credible a person is, the faster their potential to grow! Partner with the sharpest, most successful people you know or meet!

RELATIVES

Parents  
Grandparents  
Sister(s)  
Brother(s)  
Aunts  
Uncles  
Cousins

WHO

Lives next door / across the street  
Is my barber / wife's hairdresser  
teaches our children at school  
Was our best man / ushers  
Was our maid of honor / bridesmaids  
Was the wedding photographer  
Is the purchasing agent where I work  
Is the band director at school  
Are our babysitters parents  
Goes hunting / fishing with me  
Was my Army/Navy/Marine buddy  
The architect who drew up our house plans  
Goes bowling with us  
Is president of the PTA  
Was my wife's fraternity brothers (sorority sisters)  
People we met camping  
Credit Manager of the store where we shop  
Is (my wife's) boss – or former boss  
Are the people we work with  
Was old high school teacher/principal  
Repaired our T.V.  
Upholstered our couch  
Are the people we knew on our old jobs  
Went with us to the races  
Is in our car pool

WHO IS OUR

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

Installed our telephone  
Has a Laundromat  
Teaches ceramics / crafts  
Owns a taxi service  
Cuts our grass (parents)  
Painted our house  
Owns a pet shop  
Installed our refrigerator  
Renewed my driver's license  
Owns our apartment  
Is in Rotary, Lions, Kiwanis, etc  
Is on the board of directors with me  
Is Jaycee President  
Plays bridge / poker with me  
Is in my wife's garden club  
Is in our book club  
Is my child's kindergarten/daycare/nursery teacher  
Are the parents of my children's friends  
Is a deacon in our church  
Owns a slipcover, fabric or drapery business  
Manages a ladies / mens salon – exercise facility

WHO SOLD US OUR

House  
Car / tires  
Piano / Organ  
Fishing tackle  
T.V. / Stereo  
Suit / Ties / Shoes  
Business Cards  
Wedding Rings  
Glasses / Contact Lenses  
Vacuum Cleaner  
Boat  
Camper  
Honda / Bicycle  
Living room furniture  
Typewriter / Adding Machine  
Computer  
Air Conditioner  
Surfboard  
Kitchen Appliances

Riding lawnmower  
Luggage  
Avon Products  
Mary Kaye Products  
Tupperware  
Carpet

Gave me a speeding / parking ticket  
Does our income taxes  
Cleans our clothes  
Hung our wallpaper  
Taught our children driver's ed  
Gave our children swimming lessons this summer

## WHO

Works with the rescue squad  
Owns beach / mountain cottage where we vacationed  
Sells us gasoline and services our car  
Sold my wife her wig  
Owns a nursery  
Delivers Parcel Post Packages (UPS)  
Works with exterminating/ pest control  
Store's my wife's winter coat  
Sells ice cream in the neighborhood  
Owns or manages the jewelry store downtown  
Sells aluminum awnings  
Works for a travel agency

## WE KNOW SOMEONE WHO IS

Nurse  
Golf Pro  
Student  
Fashion Model  
Security Guard  
Sheriff  
Fire Chief  
Secretary  
Welder  
Crane Operator  
Candy Salesman  
Police Detective  
Music Teacher  
Art Instructor  
Forester  
Seamstress  
Carpenter  
Pilot / Flight Attendant  
Bus Driver  
Bank Cashier / Teller  
Cloth Cutter  
Garage Mechanic  
Editor  
Lab Technician  
Restaurant Owner  
PBX Operator  
Social worker  
Race Car Driver  
Paper Mill Worker  
Brick Mason  
Drafting Manager  
Printer  
Office Manager  
Owns a Bakery  
Plant Foreman

Dietician  
Mechanic  
Anesthetist  
Surgeon  
Librarian  
Mortician  
Missionary  
Real Estate Agent  
Railroad Ticket Agent  
Newspaper Pressman  
Bulldozer Operator  
Mobile Home Salesman  
Soft Drink Distributor  
Air Traffic Controller  
Lifeguard  
Swimming Teacher  
Interior Decorator  
Typewriter Salesman  
Grocery Store Owner  
Insurance Adjuster  
Warehouse Manager  
Moving Van Operator  
Rent-A-Car Representative  
Professional Ball Player  
TV Announcer / Producer  
Tool & Die Maker  
Cookware Salesman  
Encyclopedia Salesman  
Dance Instructor  
Sawmill Operator  
Industrial Engineer  
Research Technician  
Telephone Linesman  
Lithographer  
Fisherman

Waitress / Waiter  
Furniture Dealer  
Notary Public  
Farmer  
Actor / Actress  
Land clearer  
Horse trader  
Statistician  
Cement finisher  
Antique dealer  
Brewery Salesman  
Engineer  
Contractor  
Chiropractor  
Podiatrist  
Auctioneer  
Ophthalmologist  
Pediatrician  
Electrician  
Plumber  
Architect / Remodeling  
Dental Hygienist  
Shoe Repairman  
Physical Therapist  
Motel Owner / Manager  
Highway Patrolman  
Judge  
Photographer / Model  
Motorcycle Owner  
Pizza Delivery Person  
Owns a local hardware store  
Owns a Car Wash  
Sells Storm Doors / windows  
Computer Programmer  
Sells Auto Stereos  
Is a Ski Instructor  
Delivers Bottled Water  
Owns a Catering Service  
Owns a Towing Service  
Veterinarian  
Own Video Store  
Owns a Cleaning Company  
Owns a Limousine Company  
Boat Salesman  
Coin Dealer  
Employment Services  
Sells Firewood  
Cleans Gutters  
Sells Hot Tubs / Jacuzzis  
Installs Insulation  
Teaches Karate  
Bench Machinist

# LIST BUILDING BY FREE ASSOCIATION

## INSTRUCTIONS:

- 1) If the new distributorship is a couple, the husband and the wife should each make a list.
- 2) When you read (hear) each word, write the first name that comes to mind.
- 3) Please do not stop to prejudge the person or consider if they would be interested.

Alicia	Eric	Naomi
Alice	Frank	Natalie
Andy / Andrew	Floyd	Owen
Ann	Gail	Olive
Amy	Greg	Pam
Alex	Has lots of kids	Paul
Art	Has no kids	Peter
Betsy	Lives in an apartment	Who prepared your taxes
Brenda	Beautiful Voice	Who sells you gas
Brian	Loves chocolate	Who own a kids nursery
Barbara	Boat nut	Your exterminator
Keith	Loves Jewelry	Your Travel Agent
Blonde hair	Handicapped	Quinn
Messy hair	Always late	Ron / Ronnie
Meticulous hair	Insurance agent	Scott
Calvin	Dentist	Sara
Cecil	Doctor	Stacy
Chris	Veterinarian	Tony
Craig	Gynecologist	Valerie / Val
Cindy	Heidi	Wade
Cornelius	Harry	Wendy
Catherine / Cathy	Hazel	Wanda
Beard	Irene	Restaurant owner
Mustache	Jack	Has pool
Braces on teeth	Jamie	Wears glasses
Beautiful teeth / smile	Jody	Dresses sharp
Drives a neat car	Who sold you house	Musician
Drives a van	Who sold you Tupperware	Big coffee drinker
Drives a Volkswagen	Who repaired vacuum	Plays guitar
Car nut	Lives next door	Postman
Animal lover	Your hairdresser	Milkman
Dan / Danny	Your barber	UPS Man
Donna	Karl	Enthusiastic person
Doreen	Kay	Electrician
Debra / Debbie	Kyle	Plumber
Don / Donnie	Lana	Carpenter
David / Dave	Larry	Avon Lady
Beautiful lawn	Lynn	Dry Cleaner
Sports nut	Your best man	Printer / copier
Spotless home	Your maid of honor	School teacher / principal
Filthy home	Your kid's band director	Banker
Has an accent	Your babysitter's parents	Engineer
Jewish	Army/Navy/Marine/AF buddy	Farmer
Pregnant	President of PTA	In your car pool
Ed / Eddie	Marty / Martha	On your softball team
Ethel	Michelle / Mickey	In your bowling league
Evelyn	Mike / Michael	

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