

## **MAKING YOUR NAMES LIST**

Who do you know ??? We (your upline support team) would like to know !!! Whether you're new in the business or you've been in for a while, your upline support team would like to help kickstart your new vehicle on the road to financial success. If you take action, you'll find the network marketing business to be very powerful when you work as a cohesive team...you're in business for yourself, but not by yourself.

Putting together your names (prospect) list is the first, but most important step. These names that you list below should be: people that you know to some degree, and/or; they have a need for a change, and/or; their timing is right or they're searching for an income opportunity, and/or; they know a lot of people, and/or; they are leaders in their sphere of influence, and/or; 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. Your upline support team will help you with this list.

Your immediate plan of action is to prepare a names list of 60 candidates or more for you business. You will notice that there are stars next to the top 10 names. These should be your best candidates (people you want the most). Your upline support team will commit to helping you with the starred top 10 names so that they can both teach you important recruiting techniques as well as help you get these people into your organization. It is important that you prepare the list promptly so that your upline can begin working with you. Make it your goal to complete this list within 3 to 7 days after beginning your business. After your list is completed, follow up with your sponsor and give him/her a copy of this list. Your sponsor will review this list with you and will keep a copy of this list for his/her records as well as a carbon copy of your list to key upline leaders for their records.

At this point, it's time to start calling your candidates. Remember...you're a professional "sorter" in this business, not a "convincer"... "sorting" through your candidates whose timing is right. You will want to make 3 way calls with your upline with the top 10 list, introduce them to their business (2 minute commercial), peak their interest (don't satisfy it), and book appointments. The more calls you make and the faster you call all of them...the quicker your start. With the help of your upline, determine how each candidate will be approached (i.e. 3 way call, opinion/evaluation approach, direct approach, indirect approach, product approach, video approach, referral approach, etc.) and what setting will the booked appointment take place (one-on-one, two-on-one, home presentation, hotel meeting, etc.). **IT'S TIME TO GET STARTED !!!**

### **KEY POINTERS:**

- (1) If a candidate shows a resistance to taking a look at the business, always use the video approach. This dramatically increases your chances of getting a skeptical candidate to at least get a strong look at the business. After they watch the video(s), pick the video(s) back up, answer their questions, and book a follow up meeting to discuss the business in more detail.
- (2) Make sure that you have as many names and phone numbers of your upline as possible. They are your support system...communicate with them consistently...they are a great source of information. For the first month, you should communicate with your sponsor at least 2 to 3 times per week. You should also communicate with upline Executive Coordinator at least once a week.
- (3) Though your upline, quickly become aware of all meetings being done by your upline in your area (home presentations and hotel meetings). These will be a very instrumental tool to building your business. Even if you may not have prospects to bring to a meeting(s) anyway. The more exposure you have to the business, the more you learn, the faster you grow.

**WE LOOK FORWARD TO WORKING WITH YOU !!!**

# 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)

Begin calling as soon as you feel comfortable. Be sure to practice on your family members or upline (and tell them you are practicing). If you aren’t ready to do it by yourself, invite them to an open opportunity meeting.

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

## RELATIVES

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

## WHO IS OUR

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

## 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

## 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  
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  
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  
Horsetrader  
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.
- 4) Use a carbon to make a copy for your upline.

Alicia	Eric	Neomi
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	Laina	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 / Micky	In your bowling league
Evelyn	Mike / Michael	Your clot

# Market America Distributor's Names List

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