

THE  
**ULTIMATE  
MEMORY  
JOGGER**

NETWORKMARKETINGPRO.COM

# The Ultimate Memory Jogger

When people look at Network Marketing, one of their biggest questions is “Do I know anybody? They believe if they know a lot of people, they can have lots of success and if they don’t know a lot of people, they don’t have a chance. It sounds logical, but it’s just not true.

**In Network Marketing, there are three kinds of people. The Posers, the Amateurs and the Professionals.**

When it comes to finding prospects, the posers make a mental list of three, four or five people that will probably join their business. Then their whole future is based upon the response of those few people.

If they’re lucky enough to get one of them, then they can extend the life of their career for a short time. They might even make another mental list of three or four people. Hopefully they’ll decide to stop being a poser and upgrade to the amateur ranks.

Would it surprise you to know that approximately 80% of all the people who join Network Marketing approach building as posers? It’s true. 8 out of 10 people who become distributors in our profession first approach building with the poser mentality. They make a small mental list and see what happens. They never set out to develop the necessary skills.

Your job inside of your business is to drive that percentage from 80% to a much lower number. Educate people. Help them understand how powerful this opportunity can be if they treat it with respect.

If you wonder why people come and go in the Network Marketing Profession, this along with the lottery mentality is the reason. It isn’t Network Marketing. It’s the mindset of the people who join.

So those are the posers. Their only real chance is luck.

The second group are the amateurs. Instead of a small mental list, these people make a written list, which is a step in the right direction. Let’s say they make a list of 100 prospects. They charge out there with excitement but not a lot of skill and begin prospect, and their list begins to diminish. As their list gets smaller and smaller, their anxiety grows higher and higher. Their biggest fear is running out of people to talk to. I know that was my biggest fear.

In my early 20’s my list wasn’t anything to brag about. I tried to use my parent’s contacts at the beginning. And it didn’t take long for me to run out. Soon everyone in my world knew what I was doing and had either said yes or no. It was scary. I felt like if I didn’t find some great people from my list and find them soon, I was going to fail in this business.

It never occurred to me that finding quality people to prospect was a skill. Up to this point in my new career I always viewed the list as the ticket to wealth. If you had a good list, you’d succeed and if you had a bad one, you’d either get lucky or you’d fail.

But when I had the defining moment to become a professional, I began to study the people who had built large and successful organizations. And I found that the professionals approached finding people to talk to as one of their core skills. It was part of their JOB to find new people. They weren't interested in luck. They weren't worried about running out of people. They made sure that never happened.

The professionals started with a written list. But then they decided to never stop adding to the list. They created what they called "The Active Candidate List", and I'm going to show you how to do the same thing.

Harvey Mackay is the author of the huge bestselling book "How to swim with the sharks without being eaten alive", he's a good friend and he's also one of the best networkers in the world.

I interviewed Harvey and asked him how he built such a large and influential list of friends. He told me that at the age of 18, his father sat him down and said "Harvey, starting today and for the rest of your life, I want you to take every person you meet, get their contact information and find a creative way to stay in touch".

He's done that for over 60 years and today his list of friends is more than 12,000 people. And these aren't just social media friends. They're real friends and I consider myself fortunate to be one of them.

That's what Network Marketing Professionals do.

**STEP ONE** - Make a list and then make it as comprehensive as possible. Every person you can think of. EVERY person. It doesn't matter if you think they are a prospect or not. Your database is one of your most important assets. Everyone goes on the list.

If they are negative, put them on your list. If you hate them, put them on your list. If they are your best friend, put them on your list. If they've said "I'll never be involved in Network Marketing, put them on your list. If they're 98 years old, put them on your list. If they're 18 years old, put them on your list.

It's important to do this because, as you empty your mind out on paper, it will make more room for new contacts to come. When you write down your nephew, you begin to think about the circle around your nephew.

All of these connections will become apparent to you as you make your list more and more comprehensive. Think about everything. Every organization you've ever been involved in, every group you've ever been a part of, everything you've ever done.

If you do this right, it will end up being hundreds and hundreds and maybe even thousands of people.

**STEP TWO** - The second degree of separation.

So step two is looking at your list and thinking about the people they know. Chances are, you'll know most of them also.

Think about members of your family. Who do they know? Add them to your list.

Think about your friends. Who do they know? Add them to your list.

Think about all the relationships in your life. Who do they know? Add them to your list.

Don't worry about what you're going to do with this list yet. We'll talk about that a bit later. Just keep building it.

### STEP THREE - Constantly expand your list.

This is why the professionals call this an "Active Candidate List". It never stops growing. The Pros have a goal to add at least 2 people to their list every single day. They may not prospect them, but as Harvey Mackay's father said, they go on the list and you should find a creative way to stay in touch.

If you think about this as a core skill, you'll realize it isn't very hard. You come into contact with people every day. Just add them to your list. You meet people through online social media. Add them to your list. You do business with new people. Add them to your list.

You need to develop a higher level of awareness. You're going to have to pay attention to the world. You're going to be introduced to new people all the time, but posers and amateurs don't even notice. They just go through their day saying "What people? I don't see any people."

How hard would it be to raise your awareness and add two new people a day to your list? Think about it, if you did that six days a week, that is 624 new people a year. Do that for 5 years and that's 3,120 people. Can you see why Professionals don't worry about running out of people to talk to? Please understand, I'm NOT saying you should assault these people with your pitch the moment you are introduced. Some people in Network Marketing make that mistake and it's not good. Just add them to your list, make friends, develop a connection, and when the time is right you can help them understand what you have to offer.

### STEP FOUR - Network on purpose

Professionals network on purpose. It's hard to meet new people if you're hiding from the world. Get out there. Have some fun. Join a new gym. Have fun with a new hobby. Volunteer for a cause that's important to you. Find places and organizations where you can meet new people. Not only will you enjoy yourself, but you'll also meet incredible new people.

Remember, you hold the keys to transform hundreds of lives.

# INSTRUCTIONS

The best way to use this workbook is to first create your master “Active Candidate List” by going through all the categories in the memory jogger and entering the names in the pages provided.

Once you do that (and it will be an ongoing process), we have provided pages for you to choose the best people in several categories and put them in a new list for immediate action. Those lists are:

1. Hot Candidate List - Close friends & family
2. Lead With Product Candidate List
3. Direct Approach Candidate List
4. Indirect Approach Candidate List
5. Super Indirect Approach Candidate List

In the back of this booklet you will find the 8-step invitation process and all the scripts from the Hottest Scripts In MLM booklet I’ve used for years. Let it guide you on not only approaching people professionally and in a way that keeps your relationships alive and flourishing for years to come.

One more note when you’re creating this list. Do NOT prejudge people as you go. Just put their name down no matter what. The act of writing it will help to trigger more and more contacts.

# MEMORY JOGGER

This easy memory Jogger will help you create your initial list of key friends, business contacts and others to share your product or opportunity with, so you can kick-start your NM business.

## **The members of your own family:**

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

## **List you already have:**

- Current address book/online contact manager
- Email addresses list
- Cell phone contacts
- Holidays cards list
- Wedding invite list
- Child's birthday invitee list
- Business cards list
- Social media:
  - Facebook
  - LinkedIn
  - Plaxo
  - Twitter
  - Skype
  - Other

## **Your closest friends and those whom you associate regularly:**

- Friends & Neighbors
- People you work with
- Church members
- Hobby buddies:

- Camping friends
- Dancing class associates
- Drawing class
- Fantasy Football league friends
- Fishing buddies
- Hunting friends
- Karate class buddies
- Singing class
- Sculpting
- Woodworking friends
- Workout friends

- People with whom you play:
  - Bowling
  - Football
  - Golf
  - Racquetball
  - Tennis
  - Volleyball
  - Any other game

## **Those you do business with:**

- Auto mechanic
- Accountant
- Banker
- Babysitter/Child care provider
- Car dealer
- Dentist (your kids too)
- Doctor (your kids too)
- Dry cleaner
- Grocer/Gas station attendant
- Hair stylist/barber
- Housekeeper
- Insurance agent

- Lawyer
- Merchants
- Pharmacist
- Real Estate Agent
- Travel Agent

## **Who are my ...?**

- Architect
- Associations members
- Bus driver
- Butcher/Baker
- Computer Tech
- Children's friends parents
- Chiropractor
- Club members
- Delivery person
- FedEx/UPS Driver
- Fireman
- Florist
- Jeweler
- Leasing Agent
- Mailman
- Minister/Pastor & their wife
- Pet Groomer
- Photographer
- Police
- Property Manager
- Sports Team members (your kids too & their parents)
- Tailor
- Veterinarian
- Waitresses/Waiter (my favorite)
- Water Supplier

**Those you have been associated with in the past:**

- Former Coach
- Former Co-workers
- Former Roommates
- Former Teacher
- People in your Home Town
- Previous Neighbors
- Military Cohorts
- Retired Co-workers
- Schoolmates
- Was Your Boss

**Who Sold me my ...**

- Air conditioner
- Boat
- Business cards
- Camper
- Car/Truck
- Computer
- Cell phone
- Dishwasher/Laundry machine
- Equipment/Supplies
- Fishing license
- Furniture
- Glasses/Contacts
- House
- Hunting license
- Refrigerator
- Tires and Auto parts
- TV/Stereo
- Vacuum cleaner
- Wedding items

**I know individuals who:**

- Are Actively looking for part-time job
- Are Ambitious
- Are Enthusiastic

- Are Entrepreneurial
- Are Caring People
- Are Champions
- Are Fun & Friendly
- Are Fund -Raisers
- Are Goal Oriented
- Are Natural Leaders
- Are Organized
- Are Positive Thinking
- Are Self-Motivated
- Are Single Mom/Dad
- Are Team Players
- Are Your Children's Friends Parents
- May be interested in your product or service?
- Don't like their Job
- Has Been in Network Marketing
- Has Character & Integrity
- Has Children in College
- Has Computer & Internet skills
- Has Dangerous Job
- Has Desire & Drive
- Has a Great Smile
- Has to Pay down their Credit Card Debt
- Has Public Speaking skills
- Just Got Married
- Just Graduated
- Just Had a Baby
- Just Quit their Job or is Out of Work
- Love a Challenge
- Love to Learn New Things
- Want to Help their Spouse Retire Early
- Want to Make More Money
- Want More Time with their Families

- Want to Work for Themselves
- Who Attends Self-Improvement Seminars
- Who Bought New Home/Car
- Who Enjoys being around High Energy people
- Who Needs a New Car/Home
- Who Reads Self-Development Books/ Books on Success
- Who You Like the Most
- Who You've met while on Vacation
- Who You've met on the Plane
- Who Your Friends Know
- Who Wants Freedom
- Who Wants to Go on Vacation
- Who Works Too Hard
- Who Works at Night/Weekends

**I know Someone Who Is ...**

- Accountant
- Actor
- Advertiser
- Architect
- Airline Attendant
- Alarm Systems Agent
- Army Officer
- Acupuncturist
- Baker
- Banking Professional
- Barber
- Baseball Player
- Basketball Player
- Beauty Salon worker
- Broker
- Builder
- Cable TV provider
- Camper
- Chiropractor

- Consultant
- Computer Engineer
- Cook
- Dancer/Dance Teacher
- Dentist
- Dermatologist
- Designer
- Driver Bus/Cab/Truck
- DJ
- Doctor
- Dry Cleaner
- Education Professional
- Electrician
- Engineer
- Entertainer
- Environmental Scientist
- Farmer
- Film Industry Professional
- Fireman
- Fitness Instructor
- Florist
- Food Services associate
- Football Player
- Fundraiser
- Furniture Salesman
- Gardener
- Geologist
- Golfer
- Government worker
- Graphic Artist
- Gymnast
- Hairdresser
- Handyperson
- Health Practitioner
- Hiker
- Hospital staff
- Human Resources staff
- Insurance Agent
- Internet provider
- Interior Decorator
- Investor
- Jeweler
- Karate Master/Classmate
- Kickboxing Master/Classmate
- Kitchen Renovator
- Lawyer
- Leasing Manager
- Lab Technician
- Loan Officer
- Lifeguard
- Makeup Artist
- Manager
- Manicurist
- Massage Therapist
- Mechanic
- Medical Professional
- Midwife
- Minister
- Mortgage Broker
- Music Teacher
- Musician
- Navy Officer
- Nonprofit Organization Associate
- Nurse
- Nutritionist
- Office Manager
- Optometrist
- Orthodontist
- Painter
- Party Planner
- Pediatrician
- Personal Trainer
- Pet Care Professional/Veterinarian
- Pharmacist
- Photographer
- Physical Therapist
- Piano Teacher
- Publisher
- Police Officer
- Postal worker
- Promoter
- Property Manager
- Public Relations Professional
- Psychiatrist
- Psychologist
- Radio worker
- Recreation Therapist
- Railroad worker
- Realtor
- Rental Office agent
- Recruiter
- Rehabilitation Specialist
- Reporter
- Repairman
- Restaurant Owner/Manager
- Salesman
- Scientist
- Shoe repair people
- Satellite Provider
- Singer
- Skater
- Skier
- Skin Care Consultant
- Social worker
- Software Engineer
- SPA worker
- Swimmer
- Sport Team classmates
- Tailor
- Tanning Salon worker
- Teacher
- Telecommunications worker
- Tennis Instructor
- Therapist



- Trade worker
- Trainer
- Travel Agent
- Tutor
- Valet Attendant
- Veteran
- Volunteer
- Waiter/Waitress
- Web Designer
- Writer
- Yoga Instructor/Classmates

### **Who lives in a Different City?**

### **Who Do you Know from a different State?**

- 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

### **Who Do you Know from a different Country?**

- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla

- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bosnia-Herzegovina
- Botswana
- Bouvet Island
- Brazil
- Brunei
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands
- Central African Republic
- Chad
- Chile
- China
- Christmas Island
- Cocos (Keeling) Islands
- Colombia

- Comoros
- Congo, Democratic Republic of the (Zaire)
- Congo, Republic of
- Cook Islands
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia
- Falkland Islands
- Faroe Islands
- Fiji
- Finland
- France
- French Guiana
- Gabon
- Gambia
- Georgia
- Germany
- Greece
- Greenland
- Grenada
- Guadeloupe (French)
- Guam (USA)
- Guatemala
- Guinea
- Guinea Bissau
- Guyana
- Haiti
- Holy See
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Ivory Coast (Cote D'Ivoire)
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Lebanon
- Lesotho
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macau
- Macedonia
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Martinique (French)
- Mauritania
- Mauritius
- Mayotte
- Mexico
- Micronesia
- Moldova
- Monaco
- Mongolia
- Montenegro
- Montserrat
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nauru
- Nepal
- Netherlands
- Netherlands Antilles
- New Caledonia (French)
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Niue
- Norfolk Island
- North Korea
- Northern Mariana Islands
- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea

- Paraguay
- Peru
- Philippines
- Pitcairn Island
- Poland
- Polynesia (French)
- Portugal
- Puerto Rico
- Qatar
- Reunion
- Romania
- Russia
- Rwanda
- Saint Helena
- Saint Kitts and Nevis
- Saint Lucia
- Saint Pierre and Miquelon
- Saint Vincent and Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Georgia and South Sandwich Islands
- South Korea
- Spain
- Sri Lanka
- Sudan
- Suriname
- Svalbard and Jan Mayen Islands
- Swaziland
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Timor-Leste (East Timor)
- Togo
- Tokelau
- Tonga
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Turks and Caicos Islands
- Tuvalu
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela
- Vietnam
- Virgin Islands
- Wallis and Futuna Islands
- Yemen
- Zambia
- Zimbabwe

**Who Haven't you listed yet?**

**After you have made your list from all of the above, look at your list and think about who they would know**