

The Memory Jogger

This memory jogger will help you be 'on purpose' to getting everyone you know into your database. This list will help you pull from your memory a ton of names and faces that you have forgotten about, to help you make your starting list. Go through the first several pages, and get your list started. Then, on an ongoing basis, take one page at a time and continue to pull more names and faces from your mind that you have not thought of in a while, as well as the ones that you see often. In order to start your business, 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 our products and/or business opportunity. Most folks that do a memory Jogger in home, or makes a names List, find that they have some difficulty coming up with the names. This course is giving you a memory jogger that will help you create a list of "Triggers" that will trigger your mind of people that you know.

Most people know about 150 people. 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. Challenge yourself that you must come up with at least 25-50 names the first attempt. This will help you accomplish your goal to add five new people to your Contact Management System every day.

According to the Millionaire Real Estate Agent, it is a MASSIVE numbers game! You are not in the real estate business...you are in the Lead Generation Business. 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.

Lets start tapping into the subconscious part of your brain and add some names to your Memory Jogger 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?
- Who is your doctor?
- Who does your taxes?
- Who is your Dentist?

Are you starting to get the point?

There are many people you do business with. You need to let them know you could use their help in your new network marketing enterprise. Say this, "I think you would agree that I do a lot of business with you, and I need your help with my new enterprise."

To DOUBLE the size of any Memory Jogger, you need to ask a question.

"Who do you know that they know?" This question will guarantee that you double the size of any Names List you can come up with. Doing a Memory Jogger is important to your getting off to a good start. Heck, without your Memory Jogger who are you going to call everyday during your 3 hours (suggested by GK) of lead generation time? Make sure you do it and follow the MREA proven system for massive success. You've got to have people to talk to before you put them on a more consistent, persistent drip system.

You drive by and walk past more people in a week than you could possibly help in a year! So - here is the question: Do you have enough folks to talk to? Are you on the phone dialing new contacts every day for 1 hour? Is your Lead Gen Time 3 hours every day? If not - READ ON!!!!

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, and they would love to help you.

5) 'The Goldmine on your desk.'

Most folks have some form of a Rolodex or card case on their desk or database on their computer. But most have a listing of who they have gathered cards from. Most Business owners have a great Rolodex but less than 10% of the cards produce revenue for them. Turn your Rolodex/Database into a Goldmine just by contacting the cards in the rolodex or the contacts in your database, and talk to them. If you talk to enough people, you will find business you didn't have.

6) 'Referrals.'

Not everyone will be planning to buy, sell or invest in real estate right now. But everyone knows someone, who may be soon. Ask for referrals. And it really depends on how you ask, that determines the response. Say, "Have you heard anyone talking about real estate lately? Has anyone mentioned they may be planning to buy or sell?" Who is the next person you know that might be moving?" When they respond, "I don't know anyone right now, use the following script, "I'm sure I caught you off guard with that question. I appreciate you trying to think of someone. By the way do you mind helping me out one other way? (pause-silence is golden). Great! Over this next will will you just keep your eyes and ears open for someone at work, church, schools, clubs etc, talking about real estate? (pause) GREAT! I will give you a call on __Friday (one week later)___ just to see if you heard anyone talking about Real Estate." Follow up your call immediately with a handwritten note thanking them for their help, and you look forward to talking with them in just a couple days.

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

Business owners, especially small business owners have close relationships with their clients. When you create a relationship with a business owner and over time you buy the brain cell for Realtor...you will be able to influence their recommendations to their clients. A good way to get into relationship with business owners is to ask for their advice on Marketing and their help in marketing you. Don't forget not only is your database a Goldmine, their database or rolodex is your Goldmine as well

8) '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. Join your chamber or at least attend some functions and get a listing of members. The goal when you attend is to establish a relationship with some members by meeting them one on one. Find out what they do in their business and ask how you can refer them business.

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. Remember, they know at least 150-1000 people and there is a good chance someone they know is thinking of buying or selling real estate. 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.

Become a Master Networker. The secret is not who you know, but WHO KNOWS YOU. This is just working your network of people you know. Networking is an art. And if you Master it, you will never run out of leads or folks who want to help you. Networking is about bringing value to others FIRST, and then let them bring value to you.

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	

(These groups have only one purpose: Exchanging leads. They usually are very carefully focused on that purpose, with tracking systems to ensure that members get the value they want from the association).

RELATIVES WHO IS MY: WHO SOLD ME MY:

Parents	Milkman	House
Grandparents	Mailman	Car/Tires
Sister	Paperboy (Parents)	T.V./Stereo
Brother	Dentist	Fishing License
Aunt	Physician	Hunting License
Uncle	Minister	Business Clothes
Cousin	Florist	Wedding Rings
Niece	Lawyer	Glasses/Contacts
Nephew	Insurance Agent	Vacuum Cleaner
God Parents	Accountant	Boat
Congressman	Camper	Pharmacist
Furniture	Veterinarian	Office Equipment
Optometrist	Appliances	

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
Owens 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

Lastly, go through your local yellow pages phone book A-Z and start going through each business category. Who do you know that's an Accountant, Banker, Cake Maker, etc. and come up with that list. If you will actually get yourself into a quiet place and spend the time doing this Memory Jogger. This is a MUST DO step in the process of Mastering your 8x8 & 33 Touch systems. Until you have people to call, you do not need any 8x8 or 33 touch system.