



Power Of The List

By Jay Mackay

POWER OF THE LIST IN YOUR BUSINESS

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Let us get back to basics.

How many of you have a "PROSPECT OR CONTACT LIST"?

If you don't, then you have not even started your business. How many of you have the LIST prepared in the format it is supposed to be prepared and is it in a bound notebook? How many of you know all the different ways you can use this powerful LIST to build your organization? How many of you know how to get your downline to prepare a list? How many of you are about to ask, "Why should we make a LIST or What is this LIST"? Good Question. Let us start from there.

You all know that Referral Marketing is a non-traditional, very simple and easy business that anyone can do. You also know that this is a "NUMBERS GAME" and is very much a "SYSTEM DRIVEN BUSINESS."

The SYSTEM -- "THREE ACTIVITIES," indicates that as soon as you become a Member, you should familiarize yourself with all the material in the kit and some of our products, you have to write down WHY you are doing this business and WHAT you want to achieve in this business -- called a BUSINESS PLAN -- preferably within the first 48 hours of joining us.

The major step after this is preparing the LIST.

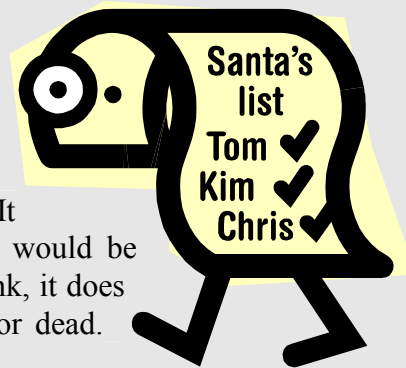
You can skip this step if your business plan says joined just to purchase the products for yourself at wholesale prices. Too bad, you just wasted your Business Center Activation fees!. Any one of the members would have gladly sold you these products at wholesale prices at any time if that is all you wanted!

Most of you want a little more than that from this business ranging from a LONG TERM RESIDUAL income stream to a few HUNDRED RUPEES extra per month as savings for a rainy day. The long-term residual income obviously has to come as a commission income on your large organization's business. The few hundred rupees extra can come from commission on a small group or from RETAILING the products.

In either case, you just have to do this step and cannot afford to SKIP it. If you do skip, then you have just decided to close your business!

What is a List?

Just what it says. A list of all the people you know. At this point, it does not matter if you don't know all the information about them such as address, telephone, etc. It certainly does not matter whether YOU THINK they would be interested in earning a second income or not. To be frank, it does not matter if you don't know whether they are alive or dead. Just put their name in the list.



Why should we make a LIST?

People are the raw material for your business. You are in the business of BUILDING BUSINESSES for others. So it stands to reason that you need a LIST of people for whom you are going to help build their business. It is much more basic than that.

Let us see how I can explain it. Assume you are about to celebrate a marriage or some other function at home. You are obviously going to invite some people to attend the function -- whether it is a small or large function. What is the first thing you do? You make a list of people you know. Then you narrow it down based on your budget and importance of the function. At this point, you may not have all the information such as addresses etc. But you will make every effort to find it out. You certainly don't know whether they are going to attend or not. (I receive invitations here in Canada for all kinds of functions in India from my relatives. They obviously know I am not going to attend!) Some times the invitation is sent just as an announcement of the marriage or birth, etc. It is only after the list is made and you have decided who all are going to be included etc. you can start estimating the number of people who may attend and how much food to order and so on. For those who are important to you and you really want them to attend, you give a personal call or a visit and give a special invitation. With all this you still don't know who will attend until they show up at the function itself.

Point I am trying to make is that you do not pre-judge!

Making a LIST in this business is no different. Assume you are celebrating the event of your opening your own small business and you just want to inform all the people you know, about this great event and invite them. Only difference is, instead of just giving them a big huge meal and sweets or coconut, you will be offering them the same CHANCE to earn a second income and start their own small business. A gift for a lifetime!

Since this business is a NUMBERS GAME, more people in your list the better. Just as bigger the invitation list, bigger the attendance and bigger the status and satisfaction.

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How to make the LIST?

It sounds so simple. Yet, this is the hardest step for practically every member. For some reason, your brain goes empty when you sit down to make a list. Even though you are told not to pre-judge, an invisible filter in your brain seems to be preventing the names from flowing down to your hands and fingers. Not to mention your fear and inhibitions as you anticipate what their reaction would be when you invite them.

Now, as leaders, you have to somehow help them eliminate this filter and overcome the fear, inhibitions and anticipation of possible rejection etc. So far, you have been telling your members how important this LIST is, giving them the format --FORM . But the LIST never grew to the lengths it should.

Let me share a new technique I just learnt on the SUPER SATURDAY session I attended here in Canada.

DON'T ASK YOUR MEMBER TO MAKE A LIST! See how easy it is to eliminate the filters, fears and inhibitions or whatever it is that stops them from making that all important LIST?

I know what you are going to say. Jay has gone out of her mind! If they don't make a LIST, who will?



YOU DO!!

Here is how. After you do their Business Plan, take some blank sheets and write on each of them -- NNNNNNNNNNN's Prospect List. (NNNNN is your member's name.) Then write the heading as **PRIMARY CONTACTS**.

For each category from the attached list, you ask the question and let your member answer it. For example: Category A: Members of your own family. Father ---, Mother---, Father-in-law-----, Mother-in-law----, Children ----,-----,-----, Brothers-----,-----,-----, Sisters-----,-----,-----, Aunts (father side)-----,-----,-----, Uncles(father side)-----,-----,-----, Aunts(mother side)-----,-----,-----, Uncles(mother side)-----,-----, Aunts(spouses father) and so on and just keep writing their names.

Go down the list for each category and write down all the names. There are seven categories in the Primary contact sections. By now the list will be at least 100 to 500 long! Then move on to the SECONDARY CONTACT section. Here you use a Memory Jogger list to elicit other names. Anyone they know in these occupations or organization.

Beware of “I don’t think they will be interested or I do not know where they are or I do not know them well, etc.” If they are 17year or older and not in their deathbed, you want to know the name and you write it down. They may also be hesitating to say some names because they are afraid of contacting them by themselves. Assure them that you will assist them in contacting or if they like you will contact them on their behalf. Very important that you respect their wishes and not contact some people in the list if they so wish. But put them in the list and indicate as such. (Make sure you take lots of blank pages -- the list could get big!). By now you must have found out a whole lot of things about your member and at the same time their List is done and you have the right to have a copy of it.

Now go over the list and ask the seven questions about each of them. If the answer is YES, then put an * next to that name. If the answer to all seven questions is YES, then there should be seven * next to their names.

Select the top 30 names who have the most * as your priority list and ask them to now fill up the TEL. PHN. #, Address and FORM (**F**amily, **O**ccupation, **R**ecreation, **M**oney) information for these top 30 people. The details for the rest of the names in the list can be filled in later. Also establish which of these people in the priority list does your member have enough credibility that they can confidently contact and invite them. Give a proper script for them to call those people by themselves.

Make a copy of the entire list. You keep one and give them one. They can transfer it to their book and you also transfer it your list but under your member’s name.

For the rest of the names in the list, you contact them and use the BACK DOOR or SIDE DOOR approach and you contact and invite them on your member’s behalf. Treat this as your Secondary contacts or cold contacts. When one of them decides to sign up, sign them up under your member. It is important that you keep this list up to date and share it with your member often and give them the confidence that you are working to help them and not steal their contact list.

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If you have done this first part right, your member should have started earning income by now. Ask them to continue the process with the rest of the names in their list, asking for your help whenever they need it. You have just built a relationship and gained the respect and loyalty of your member! If you are too new, then get your upline to help you.

Help them to replicate the LIST making process with their new downline. Simple?

If they are able to overcome the initial obstacles, challenges and with your help, recruit few people and start getting commissions, they start becoming more self confident and they can build on it. Chances of them becoming inactive are very low. Even if they do, you still have their list!! Is it not better than going out and getting cold contacts through advertisements etc.?

Instead of just telling them how important the LIST is, you have demonstrated it. Also saved yourself the aggravation of waiting for them to make the List and then being disappointed and so on. Why not give it a try and let me know how it works out! I can tell you it really works! As I was typing the next two pages, the faces and names of all the people I know and met in the past three years in India, were right in front of me!

SEVEN QUESTIONS

1. IS "NAME" DISSATISFIED BUT SUCCESSFUL?
2. IS "NAME" A RISK TAKER?
3. DOES "NAME" HAVE AN ENTREPRENEURIAL BACKGROUND?
4. DOES "NAME" HAVE ANY REFERRAL MARKETING BACKGROUND?
5. IS "NAME" A SELF-STARTER?
6. DOES "NAME" ALWAYS SEEM TO BE BUSY?
7. DOES "NAME" SEEM TO HAVE A HIGH LEVEL OF CREDIBILITY WITH FRIENDS AND ASSOCIATES?

PRIMARY CONTACTS

CATEGORY A: THE MEMBERS OF YOUR OWN FAMILY

FATHER, MOTHER, FATHER-IN-LAW, MOTHER-IN-LAW, CHILDREN, BROTHERS, SISTERS, AUNTS, UNCLAS, NIECES, NEPHEWS, COUSINS, (BOTH FROM YOUR AND YOUR SPOUSES, MOTHER'S SIDE AND FATHER'S SIDE)

CATEGORY B: YOUR CLOSEST FRIENDS & THOSE WITH WHOM YOU ASSOCIATE ALMOST REGULARLY

FRIENDS, NEIGHBORS, PEOPLE YOU WORK WITH

CATEGORY C: THOSE YOU MET OR MEET IN ORGANIZATIONS OR CLUBS

CHURCH, TEMPLE, MOSQUES, CIVIC GROUPS & CLUBS, POLITICAL CLUBS, FRATERNAL ORGANIZATIONS, CHARITABLE ORGANIZATIONS, PROFESSIONAL ORGANIZATIONS, SCHOOL GROUPS, ALUMNI, PTA ETC.

CATEGORY D: THOSE YOU HAVE BEEN ASSOCIATED WITH, IN THE PAST

SCHOOL MATES, CLASS MATES, OLD NEIGHBORHOOD, PEOPLE IN YOUR FORMER TOWN, PEOPLE IN YOUR FORMER JOB.

CATEGORY E: THOSE YOU DO BUSINESS WITH

DOCTORS, LAWYERS, BARBERS, MERCHANTS, GROCERS, PETROL BUNK, LAUNDRY, POSTMAN, BEAUTICIANS, JEWELERS, RESTAURANTS

CATEGORY F: LIST OF ACQUAINTANCES ALREADY AVAILABLE

DIWALI, CHRISTMAS, NEW YEAR GREETING CARD LIST, ADDRESS BOOK, DAYTIMER, LIST OF FELLOW EMPLOYEES, WEDDING INVITATION OR OTHER FUNCTION LIST

SECONDARY CONTACTS

MEMORY JOGGER LIST

A

ACCOUNTANTS
ACTORS
ADVERTISING
AEROBICS
AIR FORCE
AIRLINES
ALARM SYSTEMS
ALCOHOLISM
ANIMAL DOCTOR
ANTIQUES
APARTMENT
ARCHITECTS
ARMY
ART
ARTIFICIAL
ASPHALT
ATHLETICS
ATTORNEYS
AUCTIONEER
AUDITORS
AUTOMOBILES

B

BABY FURNITURE
BABYSITTERS
BANDS
BANKING
BANQUETS
BARBERS
BARS
BARTENDERS
BASEBALL
BASKETBALL
BEAUTY SALON
BEEPERS
BEER
BIBLE SCHOOL
BICYCLES
BILLIARDS
BIRTH CONTROL
BLACKTOP
BLINDS
BOATS
BONDS
BOOKKEEPING
BOOKS
BOWLING
BOYS' CLUBS

BROADCASTING
BROKERS
BUILDERS
BUSES
BUTCHERS

C

CABLE TV
CAMERAS
CAMPING
CARE TAKERS
CATTLE
CELLULAR
CEMENT
CEMETERIES
CHESS
CHIROPRACTORS
CHURCH
CIVIL ENGINEER
CLEANERS
CLOTHES
CLUBS
COAST GUARD
COINS
COLLECTIONS
COLLECTORS
COLLEGES
COMPUTERS
CONSTRUCTION
CONSULTING
CONTRACTORS
COPYING
COSMETICS
COUNTRY CLUBS
COURIERS
CRAFTS
CREDIT UNIONS
CRICKET
CRUISES

D

DAIRY
DANCERS
DAY CARE
DELIVERY
DENTISTS
DERMATOLOGISTS
DESIGNERS
DETECTIVES
DIAPER SERVICE

DIET INDUSTRY
DIRECT MAIL
DISK JOCKEYS
DOCTORS
DRIVING SCHOOL
DRY CLEANERS

E

EDUCATION
ELECTRICIAN
ENGINEERING
ENTERTAINMENT
EYE CARE

F

FARMING
FAX EQUIPMENT
FILM INDUSTRY
FIREMEN
FISHERMEN
FLORIST
FOOD SERVICE
FOOTBALL
FUND RAISING
FURNITURE

G

GARDENS
GIFT SHOPS
GIRLS CLUBS
GOLFING
GOVERNMENT
GRAPHIC ARTS
GROCERY STORES
GUNS
GYMNASTICS

H

HAIR CARE
HANDICAPPED
HANDYMEN
HARDWARE
HEALTH INSURANCE
HEALTH CLUBS
HEARING AIDS
HELICOPTERS
HIKING
HOCKEY
HORSES
HOSPITALS
HOTELS

HUNTING

I

ICE CREAM
ICE SKATING
IMPORTING
INSURANCE
INTERIOR DECORATORS
INVESTMENTS

J

JANITORS
JEWELRY
JUDO

K

KARATE
KINDERGARTEN
KNITTING

L

LABOUR UNIONS
LAUNDRIES
LAWN CARE
LEASING
LEATHER
LIBRARIES
LIGHTING
LIMOUSINES
LIQUOR
LIVESTOCK
LOANS
LUGGAGE
LUMBER

M

MAIL
MAIL ORDER
MANAGEMENT
MANUFACTURING
MATHEMATICS
MECHANICS
MEDICAL
MENTAL HEALTH
MINIATURE
MOBILE
MODELING
MORTGAGES
MOTELS
MOTION PICTURE
MOVIE THEATERS
MUSEUMS
MUSIC
MUTUAL FUNDS

N

NAVY
NEWSPAPERS

NIGHT CLUBS

NURSES
NUTRITION

O

OFF. FURNITURE
OFFICE MACHINES
OFFICE SPACE
OIL CHANGES
OPTOMETRISTS

P

PAINTING
PARKING
PARTIES
PATENTS
PEDIATRICIANS
PEDICURES
PENSIONS
PERFUME
PERSONNEL
PEST CONTROL
PETS
PHARMACIES
PHONES
PHOTOGRAPHY
PHYSICIAN
PIANOS
PIZZA
PLASTICS
PLUMBING
PODIATRISTS
POLICE
POLLUTION
POOLS
PRE-SCHOOLS
PRINTING
PROPERTY MGMT.
PSYCHIATRISTS
PSYCHOLOGISTS
PUBLISHERS

Q

QUALITY CONTROL

R

RACING
RADIOS
RAILWAYS
REAL ESTATE
RECEPTIONISTS
RECYCLING
REHABILITATION
RELIGION
RENTAL AGENCY
REPORTERS

RESORTS

REST HOMES
RESTAURANTS
ROOFING

S

SAFETY
SALES
SATELLITES
SCHOOLS
SCOUTS
SCREEN PRINTING
SCUBA DIVING
SECRETARIES
SECURITY
SELF DEFENSE
SEWERS
SEWING
SHEETS
SHERIFFS
SHOE REPAIR
SIGNS
SINGING
SKIN CARE
SKYDIVING
SMOKING
SNOW
SOCCER
SOCIAL SERVICES
SOFTBALL
SOFTWARE
SPAS
SPORTS
STEAM
STEREOS
STOCKS
SURGEONS
SURVEYORS

T

T-SHIRTS
TAILORS
TAXES
TAXI CABS
TELECOMM.
TELEMARKETING
TELEVISION
TENNIS
TEMPLES
THEATERS
THERAPISTS
TILES
TIMESHARE
TIRES
TOOLS

TOUPEES
TOWING
TRAINING
TRANSMISSIONS
TRUCKING
TYPESETTING

U
UNDERTAKERS
UNIONS
UNIVERSITY
USED CARS

V
VACUUM CLEANER
VENDING
VETERANS

W
WALLPAPER
WASTE
WATCHES
WEDDINGS
WHEELCHAIRS
WINE

WOODWORKING
WRITING

X
X-RAY

Y
YACHT
YMCA/YWCA

Z
ZOOS



People Power