

Warm Market Prospecting Magic

Getting you Coastal Vacations Business off the ground at the speed of light!

prospecting - v. intr. - To explore for deposits or veins of gold.

Warm markets are the “sweet spot” of marketing for new and established businesses. For the most part, they are considered “warm markets” because they come to you through a trusted referral. They have the need, they know what the need is, and they have been told they should talk to you.

Most people, don’t even know that they are surrounded by their *warm market* and that their first business leads are often one degree of separation away. (A degree of separation would be defined as someone who knows someone who knows you.) The person you know is actually a gateway to other people who you don’t personally know, but are still within each. Talking to one friend who’s not even interested themselves might open up an entire “vein” of people that will join your business!

People who are one degree of separation away from you literally run into the thousands. I’m not kidding. You have access to thousands of people, and you’ve probably never really even thought about it. You just have to take the time to make your initial list and start making the contacts that will open those doors for you.

But wait..... **I can hear some of you whining already...** Are you one of those people who claims to only have a warm market of 25 people?

The most important thing you can do to ensure your success in Coastal (or any other networking business, for that matter) is to **take the time RIGHT NOW to make your list.** It should take you no more than 2 hours.

Think of it this way. If you have only 5 people on your warm market list and you call two and they say no, how will you feel? Probably pretty devastated, huh? Now how about if you have over 300 people on your list and the first two of them say no? A bit different huh? You bet! And the truth is, you have thousands at your fingertips.

I’m going to give you a ton of ideas to help you expand your list of warm market prospects. The rule of thumb is... if you can **think of a name and put a face to that name**, they should be on your warm market list!!

Just because you put them on your warm market list, **does not mean you will contact them** right away. The reason for putting them there in the first place is that you can leverage them and have access to the hundreds of people they know to add to your list. It’s called networking.

Also, if you **follow the system in this Warm Market Prospecting Magic packet**, you may be surprised to find that some of the people you thought you shouldn’t approach will actually show up at the top of your contact list! Through this system, we will put everyone you know through a ranking system that will automatically tell you who your “golden nuggets” are! Once you take a look the Memory Jogger on the next two pages, you’ll see **your own list of 200-300 people** taking shape pretty fast.

Strike it rich! Find the veins of Gold in YOUR warm market!

Memory Jogger / Warm Market Prospector List

Focus on each category listed below. Take a moment to think of someone who comes to mind. Write his or her name down to contact ASAP. You basically have two choices: (1) wait for opportunities to just happen or (2) make them happen. Success comes as you plan

1	Work With	48	Contractor	95	Radio Shack
2	Boss	49	Sales Manager	96	TV Repair
3	Partner	50	Marketing Manager	97	Mail Room
4	Trainer	51	Minister / Clergy	98	Video Rental
5	Landlord	52	Nurse	99	Appliance Person
6	Security Guard	53	Dentist	100	Cable TV
7	Supervisor	54	Doctor	101	Eye Center
8	Secretary	55	Surgeon	102	Tire Store
9	Typing Pool	56	Chiropractor	103	Realtor
10	Caterer	57	Therapist	104	Office Supplies
11	Customers	58	Carpenter	105	Copier Salesperson
12	Parking Attendant	59	Auto Mechanic	106	Vacuum Cleaner
13	Coffee Shop	60	Auto Salesperson	107	Phone Installer
14	Car Pool	61	Auto Body Repair	108	Pest Control Person
15	Mentor	62	Service Station	109	Avon Representative
16	Salesperson	63	Former Coach	110	Nu-Skin
17	Mortgage Broker	64	Educator	111	Melaleuca
18	Lunch With	65	Banker	112	Amway
19	Courier	66	Teller	113	Appliance Repair
20	Repair Person	67	Police Officer	114	Bowl With
21	Copier Repair Person	68	Highway Patrol	115	Hunt With
22	Union People	69	Home Builder	116	Golf With
23	Homemaker	70	Painter	117	Fish With
24	Office In Home	71	Roofer	118	Tennis With
25	Credit Union	72	Entrepreneur	119	Ski With
26	Pension Plan	73	Landscaper	120	Shop With
27	Sports Fan	74	Wallpaper Person	121	Softball With
28	Door-to-door Sales	75	Carpet Layer	122	Baseball With
29	Delivery Person	76	Hospital Worker	123	Soccer With
30	Federal Express	77	Department Store	124	Racquetball With
31	U.P.S.	78	Grocery Store	125	Aerobics With
32	Mailperson	79	Convenient Store	126	Swim With
33	Soon To Graduate	80	Waitress / Waiter	127	Public Official
34	Almost Lost Job	81	Restaurant Owner	128	Fireperson
35	Will Be Laid Off	82	Chef / Cook	129	Government Worker
36	Unemployed	83	Cashier	130	Scout Master
37	Dissatisfied With Job	84	Telemarketer	131	Den Leader
38	Searching For Career	85	Auto Supply	132	Barber
39	Switching Careers	86	Electrician	133	Beautician
40	Missed Last Promotion	87	Hardware Store	134	Home Repair
41	Walking Encyclopedia	88	Truck Driver	135	Entertainer
42	Most Likable	89	Pharmacist	136	Musician
43	Needs Part-time Job	90	Funeral Director	137	Photographer
44	Engineer	91	Flower Shop	138	Guidance Counselor
45	New Employee	92	Health Spa	139	Youth Director
46	Human Resource Dir.	93	Shoe Repair	140	Sister-in-law
47	Payroll	94	Dry Cleaner	141	Brother-in-law

Remember - DON'T PRE-JUDGE!

Memory Jogger / Warm Market Prospector List

Focus on each category listed below. Take a moment to think of someone who comes to mind. Write his or her name down to contact ASAP. You basically have two choices: (1) wait for opportunities to just happen or (2) make them happen. Success comes as you plan

142	Father-in-law	189	Rock/Mt. Climber	236	Locksmith
143	Mother-in-law	190	Hang Glider	237	Upholsterer
144	Brother	191	Walker	238	Veterinarian
145	Sister	192	PTA	239	Notary Public
146	Father	193	Principal	240	Orthodontist
147	Mother	194	Teacher	241	Dance Instructor
148	Cousin	195	Coach	242	New to Neighborhood
149	Aunt	196	Music Teacher	243	Recently Divorced
150	Uncle	197	Piano Teacher	244	Computer Programmer
151	Grandfather	198	Fraternity Brother	245	Computer Repair
152	Grandmother	199	Sorority Sister	246	Computer Sales
153	Niece	200	Former Team Mate	247	C.P.A.
154	Nephew	201	Former Associate	248	Bookkeeper
155	Best Friend	202	Instructor	249	Architect
156	Mate's Best Friend	203	Lamaze Class	250	Landscapeer
157	Farmer	204	Kiwanis	251	Cab Driver
158	Army	205	Lions Club	252	Bus Driver
159	Navy	206	Rotary	253	Cat Lover
160	Air Force	207	Support Group	254	Dog Lover
161	Marines	208	Friend's Parents	255	Horse Lover
162	Baby-sitter	209	Grade School Friend	256	Animal Trainer
163	Step-relatives	210	Lawyer	257	Social Worker
164	Neighbors	211	Highway Department	258	Seamstress
165	Pizza Delivery Person	212	Professor	259	Home / Garden Supply
166	Homeowners Assoc.	213	Sunday School	260	Likes To Sing
167	Neighborhood Watch	214	Chamber of Commerce	261	Likes To Eat
168	Square Dances	215	Hotel Business	262	Likes To Talk
169	Line Dances	216	Printer	263	Insurance Salesperson
170	Ballroom Dances	217	Surveyor	264	Stock Broker
171	Best Man	218	Nutritionist	265	Former Neighbor
172	Maid of Honor	219	Writer	266	Receptionist
173	Matron of Honor	220	Rental Supply	267	Janitor
174	Bridesmaids	221	Book Store	268	Rich Relative
175	Ushers	222	Tanning Salon	269	Ex-mate
176	Church Members	223	Jeweler	270	Health Food Shop
177	Plumber	224	Baker	271	Hobby Shop
178	Carpet Cleaner	225	Librarian	272	Hotel / Motel Operator
179	Play Bridge	226	Accountant	273	Pet Store
180	Play Bingo	227	Pilot	274	Tax Preparer
181	Play Pool	228	Flight Attendant	275	Held a kitchen party
182	Play Ping-pong	229	Travel Agent	276	Held a candle party
183	Trivial Pursuit	230	Store Owner	277	Girl Scout Troop
184	Booster Club	231	Telephone Operator	278	Travels a lot
185	Runner / Jogger	232	Choir / Band Director	279	Talks about vacations
186	Boater	233	Church Deacon/Leader	280	Retired
187	Cyclist	234	Seminar Presenter	281	UPS/Fedex truck driver
188	Recreation Director	235	Camp With	282	Real Estate Agent

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My Warm Market Prospector

Instructions:

- 1) Write down everybody you can think of. Do not prejudge. The ranking will take care of the judging for you. Look at the Memory Jogger / Warm Market Prospector List to help with this step!
- 2) In the \$\$\$ (money) column give 1 point if they have enough money to enter at the \$1295 level. Give two points if they can afford to enter at the \$3995 level and get some sales aids. Give 3 points if they can afford to join at the \$11,000 level and spend some money advertising and in doing the business professionally.
- 3) For all other categories, successful, entrepreneurial, open-minded and positive, give 1 point if it is true, and 0 points if it is not true. Do this is with a "best guess" type of approach. Do not analyze each person for an hour.
- 4) Local means able to make it within 2 hours drive to your home for a presentation
- 5) Add up the points for each person and put them in the "Total" column.
- 6) Put a "C" (for "call") in the status column if you feel you are comfortable to call them to invite them to a presentation, a "V" (for "visual") if you feel they would be most comfortable receiving a video or website to look at and a "A" (for "audio") if you feel they'd prefer a cassette tape or pre recorded conference or sizzle call.
- 7) Sort them by the "Total" column. Set up an appointment with your Director to contact the top 35 C's immediately! Also, get your Director's recommendations on the best tools to send info to the A's and V's.
- 8) Set up a time to follow up on all the information you've given your prospects and schedule 3 way calls with your Director to answer their questions.

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