YOUR PROSPECT LIST

Every name is a possibility.

As you create this list, remember that you are offering people a gift — a great product or an incredible opportunity that could offer them freedom!

THE DOS AND DON'TS OF MAKING A LIST

DO make your list as long as possible

- It's your greatest asset when starting your business.
- The longer your list, the greater your posture.

10
names on your list. The first five say no — you'll feel disappointed.

100
names on your list. The first five say no — you still have **95 more** to contact!

DON'T ever prejudge anyone

- They could end up in someone else's organization. If you think they're great, someone else probably does too!
- You never know what people will do — or who they might lead you to.

Think: What's greater — the risk or the reward?

STEPS TO DEVELOPING YOUR WARM MARKET LIST

1 Use the Memory Jogger

Create a list of at least **75–200 people** you know on a first-name basis. Include email addresses and phone numbers. Go through your Facebook and cell phone contacts — you can even use the Yellow Pages. Start with the letter "A" and ask yourself: *"Who do I know who is an Accountant? A Banker? A Carpenter?"* Review the Memory Jogger on the next page to help you brainstorm.

2 Organize your contacts

Split your paper in half: put **local contacts** on one side (for local launch events) and **long-distance contacts** on the other.

3 Make your first contacts

These are the people you'll reach out to first to share your **Business story** **Product story** **Company story**

4 Lean on your upline

Use your **upline** for **3-way calls** to help introduce and support your new prospects.

Prospect List: Memory Jogger

WHO DO YOU KNOW?

Let the names come to you.

Read down each column and write names down as they come to you. Don't filter — just write.

- Across the street
- Electrician
- Motel owner
- Soccer Mom
- Nurse
- Adventurist
- Enthusiastic
- Moustache
- Sold you a car
- Orthodontist
- Always having parties
- Entrepreneurial
- Music Lessons
- Son/Daughter just married
- Pediatrician
- Ambitious
- Eyeglasses
- Music Teacher
- Surgeon
- Apartment Manager
- Fingernail technician
- Natural leaders
- Spa or health club
- Clubs
- Art Instructor
- Fire Chief
- Needs more money
- Speech class
- Book club
- Attractive
- Fireman
- Neighbors
- Stepchildren
- Golf club or group
- Bald Headed
- Former boss
- New car
- Student
- Lion's club
- Bank Tellers
- Former Church
- Notary Public
- Successful people
- Rotary club
- Barber
- Former co-worker
- Office manager
- Toastmasters
- Baseball team
- Former Neighbors
- Office skills

- Tallest
- YMCA
- Basketball team
- Former roommate
- On a diet
- Taxi driver
- YWCA
- Best dressed
- Friends
- On the corner
- Teachable people
- Family
- Best personality
- Furniture salesman
- Optimistic
- Teachers
- Brother
- Best salesman
- Garage Mechanic
- Out of state
- Teaches my kids
- Cousin
- Best smile
- Goal oriented people
- Owns a restaurant
- Team concept people
- Grandparents
- Blonde hair
- Goes bowling with me
- Owns my apartment
- Tells jokes
- Other Relatives
- Boss
- Golf Pro
- P.T.A.
- Thrifty
- Parents
- Bought car from you
- Good with computers
- Painted my house
- Track team
- Sister
- Bowling league
- Grocery store worker
- Parent's friends
- Twins
- Uncle
- Brunette
- Handsome
- Pay too much in taxes
- Uncles/Aunts
- In-laws
- Bus driver

- Has a dangerous job
- Pilot/airline employee
- Unemployed
- Wedding
- Car repair
- Has a pick-up truck
- Play cards with
- Vacationed with
- Attended
- Carpenter
- Has expensive taste
- Player's parents
- Waitress
- Best Man
- Cell phone contacts
- Has hunting license
- Plays an instrument
- Was in my carpool
- Bridesmaids
- Choir
- High Achievers
- Policeman
- Was my teacher
- Groomsman
- Christmas card list
- High School
- Positive thinker
- Wears a beard
- Maid of Honor
- Church
- High School reunion
- Postman
- Web designer
- Photographer
- Coaches
- High self esteem
- Preacher
- Wedding list
- Networking Groups
- College
- High voice
- Printer
- Wedding photographer
- Alumni association
- College coach
- Hobbies
- Public speaking skills
- Welder
- Facebook
- College students
- Home address book
- Quit smoking
- Where you grew up

- LinkedIn
- Computer programmer
- Hunter
- Real Estate Agent
- Who you call for help
- MySpace
- Confident people
- In another city
- Realtor
- Work out with
- Other networking groups
- Contractor
- In management
- Recent promotion
- Workaholic
- Cowboy hat
- Interior decorator
- Red head
- Works a second job
- People Who...
- Co-worker
- Just had a baby
- Repaired my electronics
- Works for the city
- Are underinsured
- Dance class/teacher
- Just married
- Works for the state
- Are uninsured
- Day care center
- Lab technician
- Restaurant owner
- Works in sales now
- Have organizational skills
- Deep voice
- Landlord
- Rides the bus
- Works nights
- Delivers parcels & packages
- Librarian
- Runs a beauty shop
- Works shifts
- Like a challenge
- Lifeguard
- Salesperson
- Works weekends
- Like helping charities
- Doctor
- Likes cards

- School principal
- Military
- Love people
- Does odd jobs
- Likes to camp
- School reunions
- Air Force
- Love to learn new things
- Downsized/laid off/fired
- Likes to debate
- Seamstress
- Army
- Likes to play golf
- Secretary
- Coast Guard
- Own small businesses
- Drives Cadillac
- Little League
- Self motivated people
- Navy Buddy
- Want more in life
- Drives Chevy
- Mailman
- Sells business clothes
- R.O.T.C.
- Military family
- Drives Dodge
- Minister
- Sells flowers
- Veterans
- Want out of debt
- Drives Ford
- Most integrity
- Senior citizen
- Medical
- Want to retire
- Dry Cleaners
- Most likely to succeed
- Sheriff
- Chiropractor
- Want to work for themselves
- Most outgoing
- Shortest
- Dentist
- Eat out with
- Most popular
- Single Dad
- Dietician
- Family Doctor

WHAT W.H.I.P. STANDS FOR

Four traits of a great prospect or business partner.

W **Work Ethic**
Reliable, consistent, and willing to put in the effort to achieve results.

H **Hungry**
Ambitious, goal-driven, and eager to create change or build something meaningful.

I **Integrity**
Honest, trustworthy, and dependable — someone who does the right thing even when no one is watching.

P **People Person**
Positive, friendly, and connects well with others. A team player who uplifts those around them.

HOW TO USE THE W.H.I.P. SYSTEM

This system helps you identify and prioritize who to reach out to first when building your business or team.

1 **Make your list**
Start with your warm market — family, friends, coworkers, and acquaintances. (Use your Prospect Memory Jogger for ideas!)

2 **Rank each person using the W.H.I.P. criteria by scoring them by how many traits they possess**

4 All four traits	**3** Three traits	**2** Two traits	**1** One trait

3 **Everyone gets a call**
You'll eventually contact everyone on your list — but **start with your 4s first**, then move to your 3s, then 2s, and finally your 1s. The higher the score, the more likely they'll engage, take action, or become a leader in your organization.

4 **Keep updating your rankings**
People change! As you connect with prospects and learn more about them, adjust their W.H.I.P. rating.

REMEMBER…

Everyone deserves the chance to see the opportunity. But by calling your **W.H.I.P. 4s first**, you'll build **momentum**, **confidence**, and a **winning team** faster.

Prospect List

Rank each prospect with **W.H.I.P.** — call your **4s first** **then 3s** **then 2s** **then 1s**

#	Name	Phone # / Email	Contact Date	Follow Up	Notes	Rank
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
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25						
26						
27						

Prospect List

Rank each prospect with **W.H.I.P.** — call your **4s first** **then 3s** **then 2s** **then 1s**

#	Name	Phone # / Email	Contact Date	Follow Up	Notes	Rank
28						
29						
30						
31						
32						
33						
34						
35						
36						
37						
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53						
54						

Prospect List

Rank each prospect with **W.H.I.P.** — call your **4s first** **then 3s** **then 2s** **then 1s**

#	Name	Phone # / Email	Contact Date	Follow Up	Notes	Rank
55						
56						
57						
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81						

Prospect List

Rank each prospect with **W.H.I.P.** — call your **4s first** **then 3s** **then 2s** **then 1s**

#	Name	Phone # / Email	Contact Date	Follow Up	Notes	Rank
82						
83						
84						
85						
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