

My goDésana Memory Jogger

One INspired action as you start your goDesana business is to create a list of 100 people, by working with a “Memory Jogger”, a list people that you know, and have associated with. This is a list of “Triggers” to trigger your mind, reminding you of people you know but may have forgotten about.

You may or may not be calling or contacting them in the future. That will be a matter of your own INspiration. For now, the important most thing is to just have fun, let the memories be ‘jogged’ and get INspired!

Use these memory joggers to write as many names as you can, without judging their interest level or your willingness to actually talk to them. You will want a minimum of 100 names. Phone numbers and emails can be gathered later.

This will give you what is sometimes referred to as a “Working Inventory”. Your REAL Inventory is NOT our amazing products. It is PEOPLE. Making a difference in the world requires people to talk to and create a like-minded community with.



Step 1

First write down all the names, email addresses and phone numbers

In your cell phone
On facebook
Christmas card list

Address book
E-mail address book
Day timer, planner

List of fellow employees
Church directory

Step 2 Write Down

Family members
Neighbors,
Colleagues,
your spouses
Colleagues
people you do business with
accountants
bankers
Dentists
doctors,
lawyers
barbers,
gas stations,
laundry,
mailman,
insurance broker,
hairdresser,
real estate appraiser,
church members,
civic groups, Rotary Club, JC's, Elks,
Moose, Waterbuffalo lodges,
school groups, PTA,
bingo buddies,

past associates, schoolmates
(use yearbook) , former co-workers,
college or army buddies,
gym rats, aerobics, cycling,
plays tennis, golf,
loves their job, hates their job, lost their
job,
has little kids, has big kids,
has a new car, sold you your car
teaches school,
was best man, got married,
has pets,
has asthmas,
Who is disabled
lives out-of-town, out-of-state, in a
foreign country
has a computer,
works in a factory,
always is busy,
is in sales,
is retired,
lifeguard,

has a pool
librarian,
horse trainer,
highway patrolmen,
railroad ticket agent,
motel owner
likes to dance
Works in restaurants
On your wedding list
Works w/fundraisers
Likes to buy things
self motivated
internet buddies
wants a vacation
Owns a small business
is in college
has a boat
needs more time
is a social worker
looks up to you

This list is just the start. Stretch your mind and creativity. Have fun!

STEP 3 Make a list

"Follow your Dollars"

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?
Whose your doctor?
Who does your taxes?
Who is your Dentist?



Who Do You Know

First write down all the names, email addresses and phone numbers

- | | | |
|-----------------------|------------------------|------------------------|
| Who's dissatisfied | Who wants a vacation | Who watches TV often |
| Money motivated | Who Attends church | Who likes the internet |
| Who's out of work | Who is in sales | Who delivers your mail |
| Family members | Who needs a new car | Works at the grocery |
| Who Is laid off | Your neighbors | Owns a small business |
| Who's in MLM | Who is your boss | Who is in college |
| Who has lots of time | Who is Self motivated | Who has a boat |
| Who's your doctor | Works in restaurants | Repairs your house |
| Reads self help books | On your wedding list | Works w/fundraisers |
| Your parents' friends | Who you like the least | Who will help you |
| Who does your taxes | Who is disabled | Likes to buy things |
| Works in your bank | Wants a promotion | Calls you at home |
| Who's their own boss | Who sold you your car | Who recycles |
| Who are your friends | Who likes team sports | Needs a web site |
| Went to school with | Works on computers | Likes to talk on/phone |
| Gave a business card | You met on a plane | Bought a new home |
| Who wants freedom | Who have you helped | Bought a new car |
| Who is successful | Who builds web sites | High energy people |
| Who's Your dentist | Got a new computer | Needs extra money |
| Works with kids | Who likes to garden | Works part time jobs |
| Who you look up to | Who you met at a party | Who works nights |
| Who cuts your hair | Unhappy w/ income | Who needs more time |
| Who teaches | Likes to help people | Who is a social worker |
| Who likes to dance | Who your friends know | Who looks up to you |

People that care about you.

Ask yourself: Who really cares about my success and future? Start there and make a list.

- | | | |
|--------------|---------|-------------|
| Parents | Brother | Cousin |
| Grandparents | Aunt | |
| Sister | Uncle | Best Friend |

Consider asking for them to do you a favor and listen to you practice your new presentation.

You will be surprised how caring will open doors for you. If they do care about you, they will listen to you and try to help.



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 like to be thought of, and this is a way to show your feelings towards their future and Life.

People 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.

The Goldmine on your desk

Most folks have some form of a contact list or card case on their desk, or in their planner.

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.

Referrals

This business is not for everyone. But everyone knows someone, who it could be for.

Ask for referrals. And it really depends on how you ask, that determines the response.

Say, "Obviously this isn't for you, but if you were me, who would be the first 2 people you would call to share this with?"

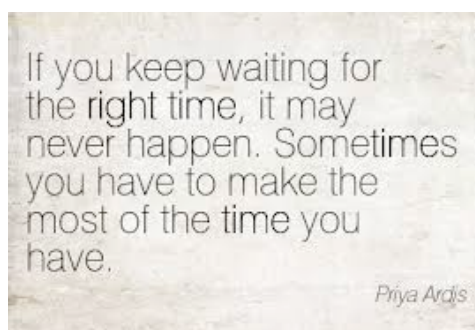
And then when you're so INspired, call them. "Hello Mary? My name is Doug, and I promised Tom I would give you a call to share an idea he thought you would enjoy."

Business owners you know or someone else knows

Business owners, especially small business owners are always looking for ways to increase value to their employees, and to increase the bottom line to their company.

A lot of business owners have found Network Marketing to be a great secondary profit center for their business. And they all have associations they belong to with other business owners.

Get to know them, their goods and services. Genuinely connect. You may be able to ask for their advice on Marketing and their help in marketing your products.



Stay at Home moms

One of the fastest growing sectors in our industry is the stay at home mom.

Many women professionals are starting to leave their jobs and careers to spend time with their family. They may appreciate an opportunity to reclaim the income they lost. And they already have proven themselves to be an asset in the workforce. Over 80% of all network marketers are women.

Chamber of Commerce

Every city has a Chamber of Commerce. And most members are all business minded which means they would love to support your business with sales and referrals, and even some distributors. Join your chamber or at least attend some functions and get a listing of members.

Civic/Charitable organizations

Join a Civic group to first, make a difference in your city, and as a side-benefit, to network.

Become known as a go getter and helper, as you develop relationships within the organization, you can comfortably ask for people's referrals. There may be times somewhere down the line that you could let them try your products.

MORE IDEAS FOR GENERATING CONTACTS

Attend trade shows

Take adult education classes

Frequent new businesses

Attend parties

Attend charity functions

Join a gym/health club

Join community organizations Rotary/Kiwanis/Lions

Clubs

Go to different restaurants

Chamber of Commerce meetings

Professional networking groups

