

WHO DO YOU KNOW

Ready! Set! Brainstorm! Use the thought starters below to turn your contact list into business building opportunities! Strive to include a variety of people from different circles of your life.

Start with your social media friends, phone contact list, and people you interact with on a regular basis to create a growing list of possibilities. Aim for 100 names in the next 30 days – that’s just 25 a week! Continue to add to this list as you make new connections.

Every person you know is a potential business building opportunity. Your contacts may choose to:

- Place an order
- Book a party
- Become a Partner
- Join your VIP group
- Invite their friends to join your VIP group
- Give you a referral

Don’t prejudge or decide who may interested in what. Simply list everyone you can think of!

LET’S GET STARTED...

Who is your best friend? _____

Who is the most health-conscious person you know? _____

Who is the most active on social media? _____

Which friend is a social butterfly? _____

Who shops the most online? _____

Who could really use a girls’ night out? _____

Who has lived in their community the longest? _____

Who has recently married? _____

Who has kids under the age of 12? _____

Who is your funniest friend? _____

Who is involved in extracurricular activities? _____

WHO KNEW YOU KNEW THIS MANY PEOPLE!

Who works-from-home for their job? _____

Who is always in the know when it comes to sales? _____

Who is the life of every social gathering? _____

Who is a pro at networking? _____

Who works part-time? _____

Who talks to anyone and everyone they come in contact with? _____

Who has the most social media followers? _____

Who is new to your community/school/club/etc.? _____

Who talks the most about needing extra money? _____

Who is engaged? _____

Who is sending kids to college and can use extra cash? _____

Who gives the best gifts? _____

Who gives the worst gifts? _____

ALMOST FINISHED!

Who is an outdoors fanatic? _____

Who posts the most to social media? _____

Who uses Pinterest for everything? _____

Who changes their hair color/style all the time? _____

Who is a cat or dog lover? _____

Who is a small business owner? _____

Who is a new mom? _____

Who talks about their partner the most? _____

Who is the most positive person? _____

Which friend attracts the most attention when they walk into a room? _____

Who has mastered their TikTok videos? _____

Who is always on Facebook? _____

Who has recently graduated from college and can use extra cash? _____

5 FRIENDS (not already listed)

1. _____
2. _____
3. _____
4. _____
5. _____

5 FAMILY FRIENDS (not already listed)

1. _____
2. _____
3. _____
4. _____
5. _____

5 CO-WORKERS (not already listed)

1. _____
2. _____
3. _____
4. _____
5. _____

START CONNECTING

Once you've created your list of names, use the [Lead Connection Form](#) to track when and how you're communicating.