



WINNER

SERIES

PEOPLE YOU KNOW WORKBOOK

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**PEOPLE
YOU MAY
KNOW**

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People You Know Workbook

When people think about Network Marketing, a common concern is, "Do I know enough people?" Many believe that success hinges on knowing many people, and if they don't, they assume they have no chance. This might seem logical, but it's not accurate.

In Network Marketing, there are three types of people: Posers, Amateurs, and Professionals.

When finding prospects, the posers make a mental list of three, four or five people who will probably join their business. Then their whole future is based upon the response of those few people. If they're lucky enough to get one of them, then they can extend the life of their career for a short time. They might even make another mental list of three or four people. Hopefully, they'll stop being a poser and upgrade to the amateur ranks. Would it surprise you to know that approximately 80% of all the people who join Network Marketing approach building as posers? It's true. 8 out of 10 people who become distributors in our profession first approach building with the poser mentality. They make a small mental list and see what happens. They never set out to develop the necessary skills. Your job inside of your business is to drive that percentage from 80% to a much lower number. Educate people. Help them understand how powerful this opportunity can be if they treat it respectfully. If you wonder why people come and go in the Network Marketing Profession, this along with the lottery mentality is the reason. It isn't Network Marketing. It's the mindset of the people who join.

So those are the posers. Their only real chance is luck.

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The second group, the amateurs, are a step up from the posers. They create a written list, which is a better approach. Let's say they make a list of 100 potential prospects. They dive into this with excitement but they don't have a lot of skills, and they start reaching out to these prospects. As they contact people, their list starts to shrink. As the list gets smaller, their anxiety grows, and they fear running out of people to talk to. I remember feeling the same way when I was in my early twenties.

At that time, my list wasn't something to be proud of. Initially, I even tried to use my parents' contacts. However, it didn't take long for me to exhaust those resources. Soon, everyone in my social circle knew about my network marketing venture, and they had either said yes or no. It was a scary situation, and I felt like I was on the verge of failing in this business if I couldn't find quality prospects from my list quickly.


What didn't occur to me at the time was that finding high-quality prospects is a skill. Until that point in my new career, I always believed that the list was the sole ticket to success. If you had a good list, you would succeed; if not, you'd either have to get lucky or face failure.

When I decided to become a professional, I started studying those who had created big and successful networks. I realized that professionals saw finding new people to talk to as a crucial skill. It was a fundamental part of their job to discover new prospects. They didn't rely on luck and had no fears about running out of people. They ensured that it never happened.

Professionals began with a written list, but they made a commitment to keep expanding it. They created something they called the "Active Candidate List," and I'll explain how to do it too.

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Let's Learn How Professional Does all this?

 Create a list that includes *EVERYONE* you can think of, regardless of their age. Every person. It doesn't matter if you believe they might be a prospect or not. Your list is a valuable asset. Include everyone – even if they're negative or if you have mixed feelings about them. Even your best friends should be on the list. Put people who've said they'll never join Network Marketing, whether they're 18 years old or 98 years old. This is important because as you put everything down on paper, it will free up space in your mind for new contacts to come in.

For example, when you write down your nephew, you'll start thinking about the people connected to your nephew. You'll realize all these connections as you make your list more comprehensive. Think about every aspect of your life – every group, organization, or activity you've been a part of. If you do this correctly, your list will grow to hundreds, or even thousands, of people.

Separate The List

Next, look at your list and think about the people these individuals are connected to. You probably know many of them as well.

Consider your family members – who do they know? Add those people to your list.

Think about your friends – who are they in touch with? Include them on your list.

Reflect on all the connections you have in your life – who are they connected to? Add those individuals to your list.

Don't stress about what you'll do with this list for now. We'll discuss that later. Just concentrate on making it bigger.

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Constantly expand your list

This is why professionals refer to it as an "Active Candidate List" – it keeps growing. Pros set a goal to add at least 2 people to their list every day. You might not approach them immediately, but, as Professional Networker suggested, they go on the list, and you should find a creative way to stay connected.

If you view this as a fundamental skill, you'll realize it's not very difficult. You interact with people every day, so just add them to your list. You connect with people on social media – add them to your list. You engage in business with new individuals – add them to your list.

You need to become more aware and pay attention to the world around you. You'll encounter new people regularly, but posers and amateurs often don't even notice. They go through their day saying, "What people? I don't see anyone."

How challenging would it be to be more aware and add two new people to your list each day? Consider this: if you did it six days a week, that's 624 new people in a year. Continue this for five years, and you'll have 3,120 people on your list. Can you now see why Professionals never worry about running out of potential connections to talk to? However, please note that I'm NOT suggesting you immediately present your business opportunity to these individuals meeting them. Some in Network Marketing make that mistake, and it's not the best approach. Instead, add them to your list, build friendships, establish connections, and when the timing is right, you can share what you have to offer.

Connect with a purpose

Connect with Professionals and actively build relationships with intent. It's challenging to connect with new people if you're staying away from social activities. Get out there and have a good time. Consider joining a new gym or exploring a new hobby. Volunteering for a cause you care about is also a great way to meet people. Look for places and groups where you can interact with new individuals.

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You'll not only have an enjoyable time but also make some wonderful new acquaintances.purpose

Keep in mind, you have the power to positively impact hundreds of lives.

The most effective approach to using this workbook is to start by developing your primary "Active Candidate List." Go through all the categories in the people you may know and record the names on the designated pages.

Once you've completed the initial list (which will be an ongoing task), you'll find pages in this workbook to select the best individuals from various categories and create a new list for immediate action. These lists are:

- 1. Hot Candidate List – Close friends and family.*
- 2. Lead With Product Candidate List.*
- 3. Direct Approach Candidate List.*
- 4. Indirect Approach Candidate List.*
- 5. Super Indirect Approach Candidate List.*

In the back of this booklet, you'll discover the 8-step invitation process and all the scripts from the "How to Talk to People" booklet I've been using for years. Let these resources help you approach people professionally and maintain strong, long-lasting relationships.

One essential point to remember while creating this list: Avoid prejudging people as you go. Simply write down their names, regardless of any initial judgments. The act of adding names will trigger more and more contacts.

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PEOPLE YOU MAY KNOW

This simple memory jogger will assist you in building your initial list of important friends, business contacts, and others with whom you can share your product or opportunity. It's a great way to kick-start your network marketing business.

The members of your own family:

- *Father and Mother*
- *Father-In-Law/Mother-In-Law*
- *Grandparents*
- *Children*
- *Brothers & Sisters*
- *Aunts & Uncles*
- *Nieces & Nephews*
- *Cousins*

List you already have:

- *Current address book/online contact manager*
- *Cell phone contacts*
- *Holidays cards list*
- *Wedding invite list*
- *Child's birthday invitee list*
- *Business cards list*
- *Social media: – Facebook / LinkedIn –/Instagram – Twitter /Other*

Your closest friends and those whom you associate regularly:

- *Friends & Neighbors*
- *People you work with*
- *Society members*

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- *Hobby buddies*
- *Dancing class associates*
- *Drawing class*
- *Cricket friends*
- *Workout friends*

Those you do business with:

- *Mechanic*
- *Accountant*
- *Banker*
- *Car dealer*
- *Dentist*
- *Doctor*
- *Dry cleaner*
- *Grocery Store Owner*
- *Hair stylist/barber*
- *Housekeeper*
- *Insurance agent*
- *Lawyer*
- *Merchants*
- *Pharmacist*
- *Real Estate Agent*
- *Travel Agent*

Who are my ...?

- *Tailor*
- *Water Supplier*
- *Photographer*
- *Delivery person*
- *Children's friend's parents*
- *Computer Technician*

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Those you have been associated with in the past:

- *Co-workers*
- *Roommates*
- *Teacher*
- *People in your Home Town*
- *Previous Neighbors*
- *Schoolmates*
- *Was Your Boss*
- *Teacher*

Who Sold me my ...

- *Air conditioner*
- *Business cards*
- *Car*
- *Computer*
- *Cell phone*
- *Furniture*
- *House*
- *Refrigerator*
- *Tires and Auto parts*
- *Wedding items*

I know individuals who:

- *Are Actively looking for a part-time job*
- *Are Ambitious*
- *Are Enthusiastic*
- *Are Entrepreneurial*
- *Are Caring People*
- *Are Champions*
- *Are Fun & Friendly*

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- *Are Fund-Raisers*
- *Are Goal Oriented*
- *Are Natural Leaders*
- *Are Organized*
- *Are Positive Thinking*
- *Are Self-Motivated*
- *Are Single Mom/Dad*
- *Are Team Players*
- *Are Your Children's Friends Parents*
- *May be interested in your product or service?*
- *Don't like their Job*
- *Has Been in Network Marketing*
- *Has Character & Integrity*
- *Has Children in College*
- *Has Computer & Internet skills*
- *Has Dangerous Job*
- *Has Desire & Drive*
- *Has a Great Smile*
- *Have to Pay down their Credit Card Debt*
- *Has Public Speaking skills*
- *Just Got Married*
- *Just Graduated*
- *Just Had a Baby*
- *Just Quit their Job or is Out of Work*
- *Love a Challenge*
- *Love to Learn New Things*
- *Want to Help their Spouse Retire Early*
- *Want to Make More Money*
- *Want More Time with Their Families*

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- *Want to Work for Themselves*
- *Who Attends Self–Improvement Seminars*
- *Who Bought New Home/Car*
- *Who Enjoys being around High Energy people*
- *Who Needs a New Car/Home*
- *Who Reads Self–Development Books/ Books on Success*
- *Whom You Like the Most*
- *Whom You’ve met while on Vacation*
- *Whom You’ve Met on the Train*
- *Whom Your Friends Know*
- *Who Wants Freedom*
- *Who Wants to Go on Vacation*
- *Who Works Too Hard*
- *Who Works at Night/Weekends*

I know Someone Who Is ...

- *Accountant*
- *Actor*
- *Advertiser*
- *Architect*
- *Airline Attendant*
- *Alarm Systems Agent*
- *Army Officer*
- *Acupuncturist*
- *Baker*
- *Banking Professional*
- *Barber*
- *Cricket Player*
- *Football Player*

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- *Beauty Salon worker*
- *Broker*
- *Builder*
- *Cable TV provider*
- *Camper*
- *Chiropractor*
- *Consultant*
- *Computer Engineer*
- *Cook*
- *Dancer/Dance Teacher*
- *Dentist*
- *Dermatologist*
- *Designer*
- *Driver Bus/Cab/Truck*
- *DJ*
- *Doctor*
- *Dry Cleaner*
- *Education Professional*
- *Electrician*
- *Engineer*
- *Entertainer*
- *Environmental Scientist*
- *Farmer*
- *Film Industry Professional*
- *Fitness Instructor*
- *Florist*
- *Food Services associate*
- *Football Player*
- *Fundraiser*
- *Furniture Salesman*

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- *Gardener*
- *Government worker*
- *Graphic Artist*
- *Gymnast*
- *Hairdresser*
- *Handyperson*
- *Health Practitioner*
- *Hospital staff*
- *Human Resources staff*
- *Insurance Agent*
- *Internet provider*
- *Interior Decorator*
- *Investor*
- *Makeup Artist*
- *Manager*
- *Manicurist*
- *Massage Therapist*
- *Mechanic*
- *Medical Professional*
- *Music Teacher*
- *Navy Officer*
- *Nonprofit Organization Associate*
- *Nutritionist*
- *Office Manager*
- *Painter*
- *Pharmacist*
- *Salesman*
- *Scientist*
- *Trainer*

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Who lives in a Diferent City?

Who Do you Know from a diferent State?

- Andhra Pradesh
- Arunachal Pradesh
- Assam
- Bihar
- Chhattisgarh
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Odisha
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu
- Telangana
- Tripura
- Uttar Pradesh
- Uttarakhand

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- West Bengal

Union Territories:

- Andaman and Nicobar Islands
- Chandigarh
- Dadra and Nagar Haveli and Daman and Diu
- Lakshadweep
- Delhi (National Capital Territory of Delhi)
- Puducherry

CANDIDATE LIST

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CANDIDATE LIST

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“HOT” CANDIDATE LIST - CLOSE FRIENDS AND FAMILY

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“HOT” CANDIDATE LIST - CLOSE FRIENDS AND FAMILY

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“HOT” CANDIDATE LIST - CLOSE FRIENDS AND FAMILY

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“LEAD WITH PRODUCT” CANDIDATE LIST

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“LEAD WITH PRODUCT” CANDIDATE LIST

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“LEAD WITH PRODUCT” CANDIDATE LIST

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“BEST OPPORTUNITY” CANDIDATE LIST

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“BEST OPPORTUNITY” CANDIDATE LIST

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“BEST OPPORTUNITY” CANDIDATE LIST

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“DIRECT APPROACH” CANDIDATE LIST

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“DIRECT APPROACH” CANDIDATE LIST

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“DIRECT APPROACH” CANDIDATE LIST

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“INDIRECT APPROACH” CANDIDATE LIST

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“INDIRECT APPROACH” CANDIDATE LIST

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“INDIRECT APPROACH” CANDIDATE LIST

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“SUPER INDIRECT APPROACH” CANDIDATE LIST

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Massive Success Can Be Yours

I want you to achieve your desired results and share this valuable knowledge with others. To attain massive success in network marketing, focus on these three essential steps:

1. Understand the Gift: Grasp the unique opportunity of network marketing, which allows you to be an entrepreneur without a substantial upfront investment and provides the ability to expand beyond your local area.

2. Master the Skills: Skills are attainable with effort and practice. Work diligently to become proficient in these skills.

3. Confront Your Fears: Face your fears, including those related to feeling inadequate, fear of rejection, and fear of the unknown. Once you have a strong understanding and mastery of the necessary skills, your fears will naturally diminish. It's like turning on a light switch – when you master the skills, fear fades away.



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