

Grow Your Prospects

The potential for expansion of your business is infinite. In building your business so far you've probably enrolled mainly from relationships easily within your reach. This is known as your warm market. Continue adding names to your list to ensure a constant flow of new prospects in your pipeline. Each time you connect with someone on your list, you can also ask for referrals and find those seeking your message. As you expand your influence, more people are able to experience your message, and more lives change. Use the prompts below to consider new possibilities for sharing the dōTERRA products and opportunity.

WHO CAN I EASILY CONNECT TO?

Who looks up to me?
Who are my close friends?
Who do I look up to (influencers)?

WHO IS IN MY WARM MARKET?

Phone Contacts	Co-workers
Address Book	& Colleagues
Business Cards	Meet-up Groups
Christmas Card List	Club/Association
Church List	Current Friends
Neighbours List	High School/
Facebook Groups	College Friends

WHO AM I RELATED TO?

Parents/In-laws	Children
Grandparents	Nieces &
Brothers &	Nephews
Sisters	Aunts & Uncles
Brothers &	Cousins
Sisters-in-law	

WHO DO I KNOW FROM...?

Bed &	Hospital
Breakfast	Hotel
Bowling	Library
Camp	Museum
Car Wash	Past Jobs
Charity Shop	Pharmacy
Church	Post Office
Clinic	Restaurant
College	Spa
Garden	Supermarket
Centre	Travel
Golf Course	Tennis Court
Government	Theatre
Health Club	Volunteer
High School	Group
Holidays	Work

WHO IS INTERESTED IN...?

Fitness/Health	Outdoors
Natural Products	Entrepreneurial
Green/Organic	
Family Values	

WHO SOLD ME MY...?

Bicycle	Flowers
Bed	Formal Wear
Blinds	Furniture
Camera	House
Camper van	Insurance
Car	Jewellery
Computer	Mobile Phone
Cosmetics	Pets
Clothing	Shoes
Dry Cleaning	Skin Care
Exercise Equip.	Tyres
Eye Glasses	
Fence	

WHO IS MY...?

Accountant	House Cleaner
Aerobics Instructor	Interior Decorator
Architect	Lawyer
Babysitter	Massage Therapist
Baker	Midwife
Banker	Nurse
Barber	Nutritionist
Beautician	Office Cleaner
Bookkeeper	Ophthalmologist
Bus Driver	Painter
Business Owner	Pharmacist
Butcher	Photographer
Carpenter	Physical Therapist
Carpet Cleaner	Physician
Caterer	Piano Teacher
Chiropractor	Plumber
Consultant	Psychologist
Dentist	Publisher
Dermatologist	Recruiter
Dietitian	Retired Executive
Electrician	Sales Rep
Engineer	Security Guard
Estate Agent	Telemarketer
Facebook Friend	Veterinarian
Financial Planner	Yoga Instructor
Gardner	

NEXT STEPS:

As you continue adding to your Names List, consider different ways you can categorise your prospects, allowing you to better predict interest and potential engagement and refine your approach for each individual. One way to sort your list is to ask yourself the following questions:

Customer: Who needs solutions or is open to natural wellbeing options?

Sharer: Who would host a great class?

Builder: If I could do business with anyone, who would it be?

Consider making three columns to represent these categories on the left side of your Success Tracker. Make tally marks in the appropriate column for each prospect. Utilise the bullet points in the orange box on pg. 15 of the *Launch* guide to help better identify potential builders, or those with a higher capacity for success. Remember, strong builders can also be found among those with fewer tally marks. Desire, capability and commitment are the most critical qualifiers in a potential builder.

An additional way to identify how to approach a prospect is to record in the Notes portion of your Tracker what you know to be their biggest 'pain point' (e.g. health or wealth priorities).

Consider ways to connect and structure people. You can build legs where people have things in common (e.g. family, geographic location, community associations).