

# Grow Your Prospects

The potential for expansion of your business is infinite. In building your business so far you've most likely 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
Neighbors 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 &	Museum
Breakfast	Past Jobs
Bowling	Pharmacy
Camp	Post Office
Car Wash	Resort
Church	Restaurant
Clinic	Spa
College	Supermarket
Garden	Travel
Center	Tennis Court
Golf Course	Theatre
Government	Thrift Shop
Health Club	Vacations
High School	Volunteer
Hospital	Group
Hotel	Work
Library	

## WHO IS INTERESTED IN...?

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

## WHO SOLD ME MY...?

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

## WHO IS MY...?

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

## NEXT STEPS:

As you continue adding to your Names List, consider different ways you can categorize 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 healthcare?

**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. Utilize 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 leg, geographic location, community associations).**