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

WHO AM I RELATED TO?
Parents/In-laws
Grandparents
Brothers &
Sisters
Brothers &
Sisters in-law
Children
Nieces &
Nephews
Aunts & Uncles
Cousins

WHO DO I KNOW FROM...?
Bed &
Breakfast
Bowling
Camp
Car Wash
Church
Clinic
College
Garden
Center
Golf Course
Government
Health Club
High School
Hospital
Hotel
Library
Museum
Past Jobs
Pharmacy
Post Office
Resort
Restaurant
Spa
Supermarket
Travel
Tennis Court
Theatre
Thrift Shop
Vacations
Volunteer
Group
Work

WHO IS INTERESTED IN...?
Fitness/Health
Natural Products
Green/Organic
Family Values
Outdoors
Entrepreneurial
International

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

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

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).