



## Memory Jogger

This is one of the most significant exercises in building a successful business.

We all know a certain group of people. The people we grew up with, our friends, people we work with or people we've simply come in contact with. This list of people can be the key to unlocking your successful future.

You will want to make a list of as many people as possible. Don't get hung up on a specific number, but think as if you were getting paid by the name. Let's use \$100 a name. Now, how many people can you think of? As time goes by, you will constantly be adding to this list through referrals, new contacts, remembering old acquaintances, etc.

The following pages should help "jog" your memory. Think carefully about each specific description listed and consider who you might know within each one. As you are doing this, be sure to think about those who are "local" to you and those who you would consider "long-distance." When you think of a name, enter it on the "Prospect List."

It is very important not to PREJUDGE anyone while compiling this list. Don't worry about if you think they would purchase the membership or not. This exercise is meant to put everyone you know on paper and create a game-plan to help them learn about Pre-Paid Legal.

### Family Members

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

### Closest Friends and Acquaintances

- Friends and neighbors
- People you work with
- Church members
- Sunday school class members

### People Who Are Decision Makers

- Business owners
- Human Resources Directors
- Office managers

### People Who Are In Direct Sales

- Business/office machine salespeople
- Insurance salespeople
- Car salespeople

### Those You Meet in Organizations or Clubs

- Civic groups, Rotary, Exchange, Jaycees
- Political clubs
- Lodge, Elks, Moose, etc.
- Missionary societies, brotherhood groups
- Merchants or farm organizations
- School groups, boosters, alumni, PTA, etc.

### Past Acquaintances/ Friends

- Schoolmates
- Former co-workers
- People in your home town
- Military cohorts

### Those You Do Business With

- Doctor, lawyer, barber, merchants, grocer
- Gas station attendant, dry cleaner, postal worker
- Beauticians, jewelers, waiters/waitresses
- Anyone you do business with

### List of Acquaintances Already Available

- Christmas card list
- Phone Contacts/ Address book
- Planner
- List of fellow employees



Ask yourself if you know anyone associated with any of the following areas:

- Accounting
- Acting
- Advertising
- Aerobics
- Air Force
- Airline
- Alarm Systems
- Antiques
- Apartment
- Architect
- Army
- Art
- Artificial Nails
- Asphalt
- Athletics
- Auctioneer
- Automobile
- Babysitters
- Banking
- Barber
- Baseball
- Basketball
- Beauty Salon
- Beepers
- Bible School
- Bicycles
- Blinds
- Boats
- Bonds/Stocks
- Books
- Bookkeeping
- Boys Clubs
- Broadcasting
- Brokers
- Builders
- Buses
- Cable TV
- Cameras
- Camping
- Crafts
- Credit Union
- Day Care
- Delivery
- Dentists
- Dermatologists
- Designers
- Detectives
- Diet Industry
- Direct Mail
- Disc Jockey
- Doctors
- Driving Range
- Dry Cleaners
- Dry Wall
- Education
- Electrician
- Engineering
- Entertainment
- Eye Care
- Fax Equipment
- Farming
- Film Industry
- Firemen
- Fishermen
- Florists
- Food Service
- Furniture
- Gardens
- Gift Shops
- Girls Clubs
- Golfing
- Government
- Graphic Arts
- Grocery Stores
- Gymnastics
- Hair Care
- Handicapped
- Handyman
- Hardware
- Health Clubs
- Health Insurance
- Hearing Aids
- Helicopters
- Hiking
- Horses
- Hospitals
- Hotels
- Hunting
- Ice Cream
- Ice Skating
- Income Tax
- Insurance
- Investments
- Janitor
- Jewelry
- Judo
- Karate
- Kindergarten
- Laundries
- Lawn Care
- Leather
- Leasing
- Libraries
- Lighting
- Livestock
- Loans
- Luggage
- Lumber
- Mail
- Management
- Manufacturing
- Mathematics
- Mechanics
- Mental Health
- Miniature Golf
- Mobile Homes
- Mortgages
- Motels
- Motion Pictures
- Movie Theatres
- Museums
- Music
- Mutual Funds
- Navy
- Newspapers
- Nurses
- Nutrition
- Office Machines
- Office Furniture
- Oil Changes
- Optometrists
- Orthodontist
- Painting
- Parking
- Parties
- Pediatricians
- Pedicures
- Pensions
- Perfume
- Personnel
- Pest Conyrol
- Pets
- Pharmacies
- Phones
- Photography
- Physician
- Pianos
- Pizza
- Plastics
- Plumbing
- Podiatrist
- Police
- Pollution
- Pools
- Preschools
- Printing
- Property Mgmt.
- Psychiatrists
- Psychologists
- Publishers
- Racing
- Radio
- Railroad
- Real Estate
- Rehabilitation
- Religion
- Rental Agencies
- Reporters
- Resorts
- Rest Homes
- Restaurants
- Roller Blading
- Roofing
- Safety
- Sales
- Sandblasting
- Satellites
- School
- Screen Printing
- Scuba Diving
- Secretaries
- Security
- Self Defense
- Sewing
- Sheetrock
- Shoe Repair
- Siding
- Signs
- Singing
- Skating
- Skiing
- Skin Care
- Soccer
- Social Services
- Softball
- Software
- Spas
- Sporting Goods
- Steam Cleaning
- Stereos
- Stocks
- Surgeons
- Surveyors
- T-Shirts
- Tailors
- Tanning Salons
- Taxes
- Teachers
- Telecommunications
- Telemarketing
- Television
- Tennis
- Theatres
- Therapists
- Tile Layers
- Tires
- Title Companies
- Tools
- Towing
- Townhouses
- Training
- Transmissions
- Trucking
- Typesetting
- Unions
- Universities
- Upholstery
- Used Cars
- Veterinarian
- Veterans
- Video
- Volunteers
- Wallpaper
- Waste
- Watches
- Water Skiing
- Weddings
- Wine
- Woodworking
- Writing
- Zoos
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- Provinces/Territories
- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland
- Northwest Territories
- Nova Scotia
- Nunavut Territory
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan