

BOOKING: The Lead Generator

Thanks NSD Lisa Madson

“First comes thought, then organization of that thought into ideas and plans; then transformation of those plans into reality.” Napoleon Hill

Every successful business has a business plan. A lead generator is designed to be key component of your personalized business plan. Treat this exercise seriously, as it is your key to success. Complete a list of 100 names. The first 10 should be business minded, entrepreneurial, successful, and could very well be better than you! The next 10 will comprise the easiest for you to contact: friends and family. The next 80 should be anyone you know with skin and could include individuals from some of the following categories.

- PEOPLE YOU WORK WITH (Now or in the past)
- CLUB MEMBERS
- FORMER SCHOOL MATES
- CHRISTMAS CARD LIST
- ADDRESS BOOK (New and Old)
- HUSBAND'S CO-WORKERS
- CHURCH MEMBERS (Get out your church directory)
- SCHOOL GROUPS (PTA, sports groups, scouts, etc.)
- PEOPLE IN YOUR HOMETOWN
- RELATIVES
- PEOPLE YOU DO BUSINESS WITH (doctors' and dentists' office, copy store, business supplies, car repair shop, veterinarian's office, etc.)
- CIVIC CLUB MEMBERS

The people with the most stars by their names should be on your top ten list. We always want to try to recruit up, and these people have many of the qualities we are looking for when we are trying to recruit. Call your first 20 names that you listed on your lead generator. First 10 - best recruiting prospects. Second 10 the easiest for you to contact.

Use your Perfect Start Script booking scripts or another from Mary Kay Intouch and get your business off to a great start. “Most people give up when they're about to achieve success. They quit on the one yard line. They give up at the last minute of the game, one foot from a winning touchdown.” --H. Ross Perot



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After you have made your list of 100 names, categorize them by putting a star by them for the following categories.

- Entrepreneurial or business minded (Professional Women)
- Successful
- Someone who intimidates you
- People who love people
- Sharp Dresser
- Has money or buying power
- Looking for a career change
- Knows at least 3 people

