

Grow your Business

Businesses are so much like planting a garden. We first have to plant the seeds and then we have to water, mulch and fertilize. We know some plants will grow easily and some plants require a lot of care. Some people even believe in talking to their plants. We want to be sure we help your business garden grow this Spring!

Tips for your business garden:

Getting the soil ready--It is important the soil be ready to receive the plants. In a business garden that means working the day as you would prepare the ground--making a plan as to where you are going to make the contacts, just like you would make a plan as to where you will put the garden and when you will work on the garden throughout your daily routine.

Fertilizing--to make the soil richer is like doing the full service contact to be sure the person you talk to could be also be enriched from all the services you offer. This is such an important step in the growing process. This is also a step in gardening that can be so pleasant . We still do it because we know it is important.

Planting the seeds--we know that some will grow heartily, some will sprout and then die and some seedlings will never make an appearance. We know we have to plant lots of seeds to have a full, beautiful garden. This is the same philosophy needed for our business garden. Expect the no's, accept the no's and respect the no's in the same way as you would from the seeds in your garden. Focus on the plants that do make the garden so worthwhile working for.

Watering--this is the most important step to being sure the plants have what they need. Are you watering your business--making 5-10 contacts--knowing that you are watering your business with each contact?

In a nursery, there are so many types of plants to choose from and in your business there are so many places to meet people. Because Spring is a time to get out more and meet new people, I have included a list of places that you can prospect.

Places to Prospect:

Restaurants	Church Meetings
Retail Stores	Grocery Stores
Dr./Dentist Offices	Sports Practices
Parks	Neighbors
Community Organizations	Banks
Library	Post Office
Dry Cleaners	Beauty Salon
Fairs/Bazaars	Child care Providers
Phone book	Customer Referrals
UPS delivery person	Family/Class Reunions
Play groups	Museums
Gas Stations	Amusement Parks
Swimming Pools	Garden Center
Job Fairs	Bridal Shows
Women's Expos	Public Restrooms
Baby/Bridal Showers	Laundromat
Open Houses	Fundraisers
Workplace	Zoo
Telemarketers/Sales People	

"But Who Would I Sell To?"

In addition to the obvious of your immediate family, in-laws, cousins, neighbors, friends, and work associates, What about the person...

- From your old job?
- From school or college?
- Because of your favorite sports or hobbies?
- Because of your children's activities?
- From your church?
- From municipal activities?
- Because you rent or own your own home?
- Because you have lived in other neighborhoods?
- Who sold your house?
- Who do you know through your husband or boyfriend?
- Who checks you through at the grocery store?
- At the cleaners? At the drugstore?
- Your doctor? OBGYN? Dentist? Attorney? Optometrist?
- Their secretaries and office staff?
- At your dentist's office?
- Who sells you your clothes? Your shoes?
- Who gives your children music lessons?
- Who waits on your table at your favorite restaurant?
- Who is the fashion and beauty editor of your local newspaper?
- Who cuts your hair?
- Who leads your PTA? Girl Scout Leader?
- Who bought the new house on your street?

- Who is your bank teller?
- Who is your florist?
- Who was the nurse that looked after you in the hospital?
- Who was the maid of honor?
- Who is the cleaning lady?
- Who is the nice woman you met while _____?
- While in line at the grocery store? Or at the bank?
- Who was the bride you saw pictured in the local newspaper?
- Who is your child's teacher?
- The secretary at his/her school?
- Who did you meet while on vacation?
- Who checked you in to the hotel/motel?
- Who sold you your glasses?
- Who fills your prescriptions?
- Who did you meet at the local businesswomen's luncheon?
- Who's behind the desk at your health club?
- Who served you the last time you were at the jewelry store?
- The last time you booked a vacation?
- The last time you bought a painting?
- Who gave you decorating advice?
- What woman did you read about in the business section who just got a big promotion?
- Who is the receptionist at your hair salon? Nail salon?

✧ **WRITE DOWN 25 NAMES** ✧

NO PRE-JUDGING! Only prerequisite: *She Must Have Skin!*

1	14
2	15
3	16
4	17
5	18
6	19
7	20
8	21
9	22
10	23
11	24
12	25
13	

Imagine the Possibilities!

\$1,099.50/Yr. of Commonly Used Products
X 25 Customers = \$27,487.50 / Yr.

\$13,743.75 = Gross Profit when ordered at 50%!
By servicing YOURSELF and your closest family
and friends!!!