

## Memory Jogger - See How Many People You Really Know

It doesn't matter how many leads we generate with technology, at the end of the day, you are still going to have to make some calls. You might think you don't know enough people to get started, or be concerned that those you do know won't be interested. Well, you can stop right there. I can help you come up with a pretty impressive list of people you know, that you don't know you know.

Okay, back to the Memory Jogger. This list is designed to help you remember everyone you know. Don't do any "pre-sorting" now about their interest or potential interest, just make the list of people. Besides, it is not your place to decide for them. You are doing them a disservice. What if "Suzie" no longer is a successful stylist or is looking to start working from home because she now needs to care for her grandfather? You might miss out on a great business builder who is motivated to work from home if you presort.

Printer is plugged in? Got paper? Here you go:

### **Instructions for use:**

Print out the main list. With either pen and paper or your favorite word processor/file editor, start adding names to your blank page. I recommend a word processor so you can sort the list later to see if you have any duplicates. You don't want to waste time looking to see if you already added Uncle Bob (because he is bald) when you get to the most trustworthy section. Just add the names, sort and file later. If you see a category that you think doesn't apply to you (like Bowling team), take a moment and try to recall if you know anyone who does bowl. While you might not bowl, you probably know someone that does. Take a least a few seconds "scanning" your brain for each category, more if you came up with 2 or more names.

# Memory Jogger

Accountant  
Across the street  
Actor/actress  
Adventurist  
Advertising  
Aerobics  
Air Force  
Alarm Systems  
Alumni  
Always giving parties  
Ambitious  
Animal Health/Vet  
Antiques  
Apartment Manager  
Appliances  
Architect  
Army  
Art  
Artificial Nails  
Asphalt  
Athletics  
Attractive  
Auctioneer  
Aunt  
Avon Lady  
Baby-sitter  
Bald Headed  
Bank Tellers  
Barber  
Baseball Team  
Basketball team  
Beautician  
Best dressed  
Best man  
Best personality  
Best salesman  
Best smile  
Bible School  
Bicycles  
Blinds  
Blond hair

Boats  
Bonds/stocks  
Books  
Bookkeeping  
Boss  
Bought car from you  
Bowling league  
Boys Clubs  
Broadcasting  
Brokers  
Brother  
Brotherhood group  
Brunette  
Builders  
Bus Driver  
Business Owner  
Busy Person  
Cable TV  
Cameras  
Camping  
Car repair  
Carpenter  
Cheerleader  
Children  
Chiropractor  
Choir  
Christmas card list  
Church directory  
Church  
Coaches  
College annuals  
College coach  
Cousin  
Cowboy hat  
College students  
College  
Confident people  
Crafts  
Credit Union  
Dance class/teacher  
Day care center  
Day Timer/Planner  
Debate team

Deep voice  
Delivery  
Dentist  
Dermatologists  
Designers  
Detectives  
Diet Industry  
Direct Mail  
Disc Jockey  
Divorced  
Doctor  
Does odd jobs  
downsized/laid off/fired  
Drives Cadillac  
Drives Dodge  
Drives Ford  
Drives Chevy  
Driving Range  
Dry Cleaners  
Drywall  
Eat out with  
Education  
Electrician  
Elks  
Engineer  
Entertainment  
Eye Glasses  
Enthusiastic  
Family who likes to work together  
Farmer/Farm Organization  
Fast Food Employees  
Fellow Employees  
Film Industry  
Fireman  
Fisherman  
Florist  
Food service  
Former Church  
Former co-workers  
Former Neighbors  
Friends  
Furniture salesman  
Gardens

Gas Station Attendant  
Gift Shops  
Girls Clubs  
Goal oriented people  
Golfing  
Government  
Grandparents  
Graphic Arts  
Grocery store checker/employee  
Gymnastics  
Handicapped  
Handsome  
Handyman  
Hardware  
Has a dangerous job  
Has a pick up truck  
Has expensive taste  
Health Clubs  
Health Insurance  
Hearing Aids  
Helicopters  
High Achievers  
High School annuals  
High School  
High self esteem  
High voice  
Hiking  
Hobbies  
Home address book  
Horses  
Hospitals  
Hotels  
Human Resources Director  
Hunter  
Ice Cream  
Ice Skating  
Income Tax  
In another city  
In laws  
In management  
Insurance  
Investments  
Janitor

Jaycees  
Jeweler  
Judo  
Just had a baby  
Just married  
Karate  
Kindergarten  
Laundries  
Lawn Care  
Leather  
Leasing  
Libraries  
Lighting  
Likes to camp  
Lion's club  
Little League  
Livestock  
Loans  
Lodge  
Luggage  
Lumber  
Mail  
Manufacturing  
Mathematics  
Mechanics  
Mental Health  
Merchant Organization  
Miniature Golf  
Mini-mart/gas station  
Missionaries  
Mobile Homes  
Moose  
Mortgages  
Most integrity  
Most likely to succeed  
Most outgoing  
Most popular  
Most successful people you know  
Most trustworthy  
Motels  
Motion Pictures  
Mothers who would to stay home with their children  
Moustache

Movie Theatres  
Museum  
Music Lessons  
Mutual Funds  
Natural leaders  
Navy  
Needs more money  
Neighbors on the left  
Neighbors on the right  
New car  
Newspapers  
Nieces/Nephews  
Nurse  
Nutrition  
Office Manager  
Office skills  
Oil Changes  
On a diet  
On the corner  
Optimist club  
Optometrist  
Orthodontist  
Out of state  
Owns a restaurant  
P.T.A.  
Painting  
Parent's friends  
Parents  
Parent's neighbors  
Parking  
Parties  
Pay too much in taxes  
Pediatrician  
Pedicures  
Pensions  
People in debt  
People in your hometown  
People looking forward to retirement  
People who are in clubs of any kind  
People who like a challenge  
People who like helping charities  
People who love people

People who love to learn new things  
People who own small businesses  
People who still know how to dream  
People who want more for their family  
People who would like to work for themselves  
People with good organization skills  
Perfume  
Personnel  
Pest Control  
Pets  
Pharmacies  
Phones  
Photography  
Pianos  
Pilot/airline employee  
Pizza  
Play cards with  
Player's parents  
Plays an instrument  
Plumber  
Policeman  
Political groups  
Positive thinking people  
Postal worker  
Preacher  
Public speaking skills  
Quit smoking  
R.O.T.C.  
Realtor  
Recent promotion  
Red head  
Relatives  
Restaurant  
Ride the bus  
Rollerblading  
Roofing  
Rotary club  
runs/works in a beauty shop  
Safety  
Satellites  
School principal  
School reunions  
Scuba Diving



Secretary  
Security  
Self Defense  
Self motivated people  
Sells cars for a living  
Sells flowers  
Sells insurance  
Sells office machines  
Senior citizen  
Shortest  
Siding  
Signs  
Singer  
Single Dad  
Single Mom  
Sister  
Skating  
Skiing  
Skin Care  
Smokes  
Soccer Moms  
Social Services  
Sold you a car  
Softball  
Software  
Son/Daughter just married  
Spa or health club  
Speech class  
Sporting goods  
Stereos  
Stepchildren  
Stocks  
Surgeons  
Surveyors  
T-Shirts  
Tailor  
Tallest  
Tanning  
Taxes  
Taxi driver  
Teachable people  
Teachers  
Team concept people

Telecommunications  
Telemarketing  
Television  
Tells jokes  
Tennis  
Theatre  
Therapist  
Those who are under insured  
Those who are un-insurable  
Those who are uninsured  
Thrifty  
Tile layer  
Tires  
Title company  
Tools  
Towing  
Townhouses  
Track team  
Trainer  
Transmission  
Trucker  
Twins  
Unemployed  
Uncles/Aunts  
Unions  
University  
Used Cars  
Vacationed with  
Vacuum Cleaners  
Vending  
Veterans  
Video  
Volunteers  
Waiter/Waitress  
Waste  
Watches  
Water skiing  
Wears a beard  
Wedding list  
Wedding photographer  
Where you grew up  
Who bought a new home  
Who bought a new car

Who builds websites  
Who calls you at home  
Who did you go to school with  
Who did you meet at a party  
Who do you call if you need help  
Who do you like the least  
Who do you look up to  
Who gave you a business card  
Who got a new computer  
Who has a boat  
Who have you helped  
Who have you met on a plane  
Who is a social worker  
Who is dissatisfied  
Who is high energy  
Who is in college  
Who is in MLM  
Who is laid off  
Who is money motivated  
Who is out of work  
Who is self motivated  
Who is successful  
Who is their own boss  
Who is unhappy with their income  
Who is your boss  
Who has lots of time  
Who likes team sports  
Who likes to buy things  
Who likes to dance  
Who likes to garden  
Who likes to talk on the phone  
Who likes the internet  
Who likes to help people  
Who looks up to you  
Who needs a new car  
Who needs extra money  
Who needs more time  
Who reads self-help books  
Who recycles  
Who repairs your house  
Who wants a promotion  
Who wants a vacation  
Who wants freedom

Who watches a lot of TV  
Who will help you  
Who works night shifts  
Who works a part time job  
Who works on computers  
Who works with fundraisers  
Who works with kids  
Wine  
Woodworking  
Work out with  
Workaholic  
Works a second job  
Works for the city  
Works for the state  
Works in MLM now  
Veterans  
Works in sales now  
Works nights  
Works shifts  
Works weekends  
Writer  
Security person  
YMCA  
Your teachers  
YWCA  
Zoo

See who you know in each state and country Zamzuu in operating in:

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
DC  
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

Puerto Rico  
Canada  
Bahamas  
Bermuda  
US Virgin Islands  
Guam

If, after spending some time on this list, you only come up with two or three names, you might need to get out more.

## Don't Forget About Even One Person You Know!

Did you know that based on studies, the average person knows just under 1000 people, acquaintance level and up? These are your contacts or "warm market." We are in the midst of a Home Based Business Boom? In fact, it is so significant that analysts, who are documented in many of the most popular financial magazines you see every day, are referring to this boom as the **"#1 Professional Trend"; The progression to the "Home Based Business."** This is happening for a couple of reasons...

1) We are seeing things happen in the corporate world, to a degree we have never seen before, that are absolutely and totally devastating families financially. These things are stripping good people of their income and retirements that they have been pouring their lives into for many, many years. Unfortunately, these stories are no longer rare, they are now common place... things like down sizing, corporate corruption, cut-backs, layoffs, out sourcing, foreclosures, etc. Home Based Businesses are the solution for either taking full control of one's financial future or at least creating a "back up" plan in preparation for the day they go to work and find that it "all changed" over night.

2) The other reason for this boom is that people are finally starting to realize the significance of some fairly recent tax laws that have been put in place to encourage the development and growth of small business. Many think that our economy is predominately driven by companies like Microsoft, Coca Cola, Wal-Mart, etc. Not so. In fact, 70% of the economy is driven by small business and as small business grows and prospers, so does our economy. Therefore, the government has instituted laws that allow for phenomenal financial benefits through tax advantages/deductions to encourage the initiation and growth of small businesses. By re-classifying many of our normal expenses as "business expenses", through incorporating our business into our normal activities with the honest "pursuit of profit" and treating your business "as a business", Home Based Business Owners can gain access to literally thousands of dollars annually with a very small time commitment. The average American over-pays their taxes every year by \$3,000 to \$9,000, this according to the former lead tax attorney for the IRS, Sandy Botkin. Mr. Botkin was the one responsible for training the other attorney's on the IRS payroll. As a living, he now shows tax payers how to keep this money through training programs and seminars.

**You should always** consult and rely upon your tax advisor for your guidance. The most valuable investment, aside from your business itself, is to get a good tax advisor that knows these laws so you don't have to... many just know how to complete the tax returns. Understanding this aspect of your business alone will make it where regardless of anything you do or do not do with YTB, you and your family will never be able to afford to be without YTB.

**Every 8 seconds... Another Person Joins A Home Based Business!**

Are they going to be in your business?... Only if they know about it!

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**If your list is not "written down", it is not a "list"**

If it is not a "list", you will never remember everyone that is on it!

### Assignment:

I was sure it was obvious, but just in case... cut and paste the list shown above into a Word document (or something similar) or just print it out. Start making your list of people who come to mind when you read each "jogger". Later, you can "presort" each name into a set of categories like "Business Opportunity" and "Free Agent ZamZuu Website" or "Need More Info" and "Visit This Week". Remember, this list is of people you already know, and might be interested in hearing what you are doing now.