

Prospecting Memory Jogger

Directions:

1. Print out all the sheets and grab a pen.
2. Go through this exercise and write down any names that come to mind. The names list sheet provided for this exercise. Even if you don't have their contact information, don't worry, as we can connect with them via Social Media.
3. Go through the exercise until you have a total of **100 names**.

Write down everybody...Don't hold back.

Existing Clients in the AG2:

- Married with only 1 spouse insured – Looking for uninsured spouse
- With dependents – Looking for juvenile opportunities
- Single and/or Divorced – Looking for beneficiaries outside the household
- Over age 70 – Looking to reposition RMDs
- Clients that recently Changed jobs –Looking for Rollover Opportunities
- Clients with no referred leads recorded – Looking for clients to approach for personal introductions

The Members of Your Own Family:

- Father
- Mother
- Father-in-Law / Mother-in-Law
- Grandparents
- Children
- Brothers & Sisters
- Aunts & Uncles
- Nieces & Nephews
- Cousins
- Step Parents & Step Children

Closest Friends with Whom You Associate Regularly:

- Family Friends
- Neighbors
- Church Members

The People You Know in Organizations & Clubs:

- Civic Clubs
- Rotary Club
- Exchange Club & Jaycees
- Political Clubs
- Lodges, Elks, Moose, etc.
- Missionary Societies
- Brotherhood Groups
- Sisterhood Groups
- Merchant and Agricultural Organizations
- School Groups, Boosters, Alumni, PTA, etc.

List of Acquaintances You Already Have Available:

- Facebook Friends
- LinkedIn Contacts
- Birthday Card List
- Holiday Card List
- Email Address Book
- Cell Phone Contacts
- Church Directory
- Alumni Directory

People Who Are Decision Makers:

- Business Owners
- Human Resource Directors
- Office Managers
- Centers of Influence

Those You Have Been Associated With in the Past:

- Schoolmates
- Former Employers
- Former Co-Workers
- People in Your Hometown
- Military Cohorts



Those You Do Business With:

- Doctor
- Lawyer
- Accountant
- Realtors
- Barber & Stylist
- Beauticians
- Merchants
- Grocers
- Dry Cleaners
- Postal Workers
- Jewelers
- Waiters & Waitresses
- Car Dealerships
- Office Equipment Retailers
- Insurance Sales People

Who Do You Know Associated with the Following:

Accounting	Detectives	Laundries	Skiing
Acting	Diet Industry	Leasing	Skin Care
Advertising	Doctors	Libraries	Soccer
Aerobics	Driving Ranges	Lighting	Social Services
Air Force	Dry Cleaners	Livestock	Softball
Airlines	Dry Wall	Loans	Software
Alarm Systems	Education	Luggage	Spas
Animal Health/Vet	Electrician	Lumber	Sporting Goods
Antiques	Engineering	Mail	Tailors
Apartments	Entertainment	Management	Tanning
Architect	Eye Care	Manufacturing	Salons
Army	Farming	Mathematics	Taxes
Art	Film Industry	Manufacturing	Teachers
Artificial Nails	Firemen	Mechanics	Telecommunications
Asphalt	Fishermen	Mental Health	Telemarketing
Athletics	Florists	Miniature Golf	Television
Auctioneer	Food Service	Mobile Homes	Tennis
Automobile	Furniture	Mortgages	Theaters
Babysitters	Gardening	Motels	Therapists
Banking	Gift Shops	Motion Pictures	Tile Layers
Barbers	Girls Clubs	Museums	Tires
Baseball	Golfing	Music	Title Companies
Basketball	Government	Mutual Funds	Tools
Beauty Salons	Graphic Artists	Navy	Towing
Bible School	Grocery Stores	Newspapers	Townhouses
Bicycles	Gymnastics	Nurses	Training
Blinds	Hair Care	Nutrition	Transmissions
Boats	Handyman	Office Machines	Trucking
Bonds/Stocks	Hardware	Office Furniture	Typesetting
Books	Health Clubs	Oil Changes	Unions
Bookkeeping	Health Insurance	Optometrists	Universities
Boys Clubs	Hearing Aids	Orthodontists	Upholstery
Broadcasting	Helicopters	Painting	Used Cars
Brokers	Hiking	Parking	Vacuum Cleaners
Builders	Horses	Parties	Vending
Buses	Hospitals	Pediatricians	Veterans
Cable TV	Hotels	Pedicures	Video
Cameras	Hunting	Pensions	Volunteers
Camping	Ice Cream	Perfumes	Wallpaper
Crafts	Ice Skating	Personnel	Waste
Credit Unions	Income Tax	Pest Control	Watches
Day Care	Insurance	Pets	Water Skiing
Delivery	Investments	Pharmacies	Weddings
Dentists	Janitors	Phones	Wine
Dermatologists	Jewelry	Photography	Writing
Designers	Kindergarten	Plastics	Zoos

Who Do You Know Who Lives in the Following States:

Alabama	Massachusetts	South Dakota
Alaska	Michigan	Tennessee
Arizona	Minnesota	Texas
Arkansas	Mississippi	Utah
California	Missouri	Vermont
Colorado	Montana	Virginia
Connecticut	Nebraska	Washington
Delaware	Nevada	West Virginia
Florida	New Hampshire	Wisconsin
Georgia	New Jersey	Wyoming
Hawaii	New Mexico	
Idaho	New York	
Illinois	North Carolina	
Indiana	North Dakota	
Iowa	Ohio	
Kansas	Oklahoma	
Kentucky	Oregon	
Louisiana	Pennsylvania	
Maine	Rhode Island	
Maryland	South Carolina	

Questions to Remember Prospects:

1. Who is retired?
2. Who owns his/her own business?
3. Who just bought a new home?
4. Who just had a baby?
5. Who has a special needs child?
6. Who just adopted a baby?
7. Who is an empty nester?
8. Who just had a grandchild?
9. Who is the HR Director for every one of your clients?
10. Who are the beneficiaries of all of your client's policies?
11. Who are the guardians of your client's children?
12. Who is in the military?
13. Who is dissatisfied with his/her job?
14. Who is unhappy with His/her income?
15. Who has an outgoing personality?
16. Who is money oriented?
17. Who needs extra money?
18. Who enjoys being around high-energy people?
19. Who are your friends?
20. Who quit their job?
21. What about your spouse's/partner's relatives?
22. Who do you go to school with?
23. Who is retired?
24. Who works part-time?
25. Who gave you a business card?
26. Who asked you to connect on Social Media?
27. Who works at night?
28. Who delivers pizza to your home?
29. Who do you like the most?
30. Who drives nice cars?
31. Who goes on vacations regularly?
32. Who works too hard?
33. Who lives in your neighborhood?
34. Who sells Mary Kay cosmetics?
35. Who sold you your home?
36. Who closed your home loan?
37. Who sells anything from home?
38. Who likes team sports?
39. Who is a fund raiser locally?
40. Who owns an advertising agency?
41. Who has family overseas?
42. Who seems to always know what is happening in the community?
43. Who closes commercial and business loans?
44. Who is your dentist?
45. Who is your doctor?
46. Who is your pediatrician?
47. Who is your veterinarian?

48. Who does your taxes?
49. Who sells real estate?
50. Who is in retail sales?
51. Who is building a new business?
52. Who has taken out a recent business expansion loan?
53. Who are your teachers or your children's teachers?
54. Who services your car?
55. Who sells new and used cars?
56. Who repairs your house?
57. Who works for the government?
58. Who do you know in college?
59. Who reads books on success?
60. Who are the parents of your children's friends?
61. Who have you met on vacation?
62. Who waits on you at your favorite restaurant?
63. Who lives in an expensive home?
64. Who has a lot of friends?
65. Who have you met at the gym while exercising?
66. Who would really help you if you needed it?
67. Who belongs to the Chamber of Commerce?
68. Who cuts or styles your hair?
69. Who manages your apartment?
70. Who has children in college?
71. Who did you meet at a cooking or dance class?
72. Who did you meet at a party?
73. Who does volunteer work?
74. Who delivers your mail?
75. Who watches your children while you are away?
76. Who is your daycare provider?
77. Who attends your church?
78. Who handled your wedding arrangements?
79. Who tailors your clothes?
80. Who sells cosmetics?
81. Who sells shoes?
82. Who is your pharmacist?
83. Who is your child's orthodontist?
84. Who is interested in new and innovative ideas?
85. Who haven't you listed yet?

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