

STEP 2 – Contacts

Developing a Contact List

Just as a building contractor needs supplies and raw materials to construct a building, myEcon Business Builders need a large pool of contacts to plug into the myEcon system to build a distribution network and customer base. In this section you will find several strategies to help you build your contact list. Your initial list should be between 25 and 100 contacts. As you begin to master the additional strategies you should be able to grow your contact list to 2000 or more contacts over time.

A – Your Initial Contact List

Making your Initial contact list should be a top priority of every new business Associate. You will use the people on this list to help them build a business, potentially transforming their lives. Your initial contact list is the foundation upon which your new business will be built.

IMPORTANT KEYS TO DEVELOPING YOUR INITIAL CONTACT LIST:

- 1. Add names, don't eliminate them** Resist the tendency to eliminate people from your list because you think they are too busy or make too much money. This is a major mistake. Remember, it's not just who you know, but who they know as well.
- 2. Use the executive memory jogger** The purpose is to “jog” your memory for every quality person you know.
- 3. Use the paper contact list or the electronic contact/activity log list** Fill in the contact information and additional information about the contacts on your list. Make a copy of the list for you and your upline leader so he can help you contact the people.

Executive Memory Jogger

1. Work with
2. Boss
3. Partner
4. Elevator Person
5. Landlord
6. Security Guard
7. Vending Sales
8. Secretary
9. Typing Pool
10. Caterer
11. Customer
12. Parking Attendant
13. Coffee Shop
14. Car Pool
15. Personal Manager
16. Salesperson
17. Boss's Lunch
18. Lunch with
19. Competition
20. Repair Person
21. Copier Person
22. Union
23. Complainer
24. Inspector
25. Credit Union
26. Pension Plan
27. Fired Up Male
28. Fired Up Female
29. Delivery Person
30. Express Mail
31. UPS
32. Mailman
33. Lost Job
34. Almost lost job
35. Will be laid off next
36. Has been laid off
37. Job hunting male
38. Job hunting female
39. Hates job
40. Missed last promotion
41. Walking encyclopedia
42. Most likable
43. Needs part-time job
44. Engineer
45. New Employee
46. Operator
47. Payroll
48. Contractor
49. Movers/Shakers
50. Guard
51. Preacher
52. Nurse
53. Dentist
54. Doctor
55. Surgeon
56. Chiropractor
57. Therapist
58. Carpenter
59. Auto Mechanic
60. Car Sales
61. Body Repair
62. Gas Station
63. Teacher
64. Substitute Teacher
65. Banker
66. Teller
67. Policeman
68. Highway Patrol
69. Home Builder
70. Painter
71. Roofer
72. Insulator
73. Landscaper
74. Wallpaper Hanger
75. Carpet Layer
76. Hospital Worker
77. Department Store
78. Grocery Store
79. Convenience Store
80. Waitress
81. Waiter
82. Chef
83. Cashier
84. Dishwasher
85. Auto Supply
86. Electrician
87. Hardware Store
88. Truck Driver
89. Pharmacist
90. Funeral Director
91. Flower Shop
92. Health Spa
93. Restaurant Business
94. Dry Cleaners
95. Electronics Store
96. TV Repair
97. Furniture Repair
98. Movie Rental
99. Appliance Salesperson
100. Cable TV
101. Eye Center
102. Tire Store
103. Realtor
104. Office Supplies
105. Copier Salesperson
106. Vacuum Cleaner
107. Phone Installer
108. Pest Control
109. Cosmetic Sales
110. Carpet Cleaners
111. Golf Pro
112. Appliance Repairman
113. Bowl with
114. Hunt with
115. Golf with
116. Fish with
117. Tennis with
118. Ski with
119. Throw Darts with
120. Softball with
121. Baseball with
122. Football with
123. Soccer with
124. Racquetball with
125. Handball with
126. Swim with
127. Fire Chief
128. Fireman
129. Volunteer firefighter
130. Scout Master
131. Den Leader
132. Barber
133. Beautician
134. Auctioneer
135. Sells siding
136. Family Pictures
137. Photographer
138. Guidance Counselor
139. Youth Director
140. Sister-in-law

TURNKEY SYSTEM

141. Brother-in-law	179. Jaycees	216. Hotel Business	254. Bookkeeper
142. Father-in-law	180. Play Bridge	217. Printer	255. Architect
143. Mother-in-law	181. Play Bingo	218. Surveyor	256. Best Fund-Raiser
144. Brother	182. Table Tennis	219. Radio Announcer	257. Tree Surgeon
145. Sister	183. Pool	220. Sportscaster	258. Computer Sales
146. Father	184. Trivial Pursuit	221. Writer	289. Railroad Conductor
147. Mother	185. Monopoly	222. Journalist	260. Game Warden
148. Cousin	186. Rides with	223. Editor	261. Cab Driver
149. Aunt	187. Jogs	224. Publisher	262. Bus Driver
150. Uncle	188. Runs Track	225. Tanning Salon	263. Cat Lover
151. Grandfather	189. Basketball	226. Arcade	264. Dog Lover
152. Grandmother	190. Plays with kids	227. Baker	265. Animal Trainer
153. Niece	191. Climbs mountains	228. Librarian	266. Doll Maker
154. Nephew	192. Hang Glides	229. Accountant	267. Direct Sales
155. Best Friend	193. Karate	230. Machine Shop	268. Social Worker
156. Spouse Best Friend	194. Your Principal	231. Paints Billboards	269. Makes good fudge
157. Farmer	195. Your Teacher	232. Pilot	270. Health Food Shop
158. Army	196. Your Coach	233. Flight Attendant	271. Seamstress
159. Navy	197. Kid's Principal	234. Air Traffic Control	272. Bookworm
160. Air Force	198. Kid's teacher	235. Ambulance Driver	273. Likes to sing
161. Marines	199. Kid's Coach	236. Armored Car	274. Likes to eat
162. Baby sitter	200. Music Teacher	237. Telephone Operator	275. Lawn Maintenance
163. Sisters-in-laws	201. Piano Teacher	238. Travel Agent	276. Cellular phone
164. Brothers-in-laws	202. Hates to lose	239. Antique Dealer	277. Rotisserie League
165. Neighbor on right	203. Loves to compete	240. Piano Tuner	278. Satellite TV
166. Neighbor on left	204. Lamaze Class	241. Service Station	279. Internet
167. Across the street	205. Kiwanis	242. Sign Painter	280. Computer Whiz
168. Behind	206. Lions Club	243. Who you camp with	281. E-Mail List
169. Down Street	207. Rotary	244. Locksmith	282. Voice Mail List
170. Parent's right	208. Good cook	245. Upholsterer	283. Online Service
171. Parent's left	209. Friend's Parents	246. Veterinarian	284. Laptop Computer
172. Best Man	210. Lawyer	247. Notary Public	285. Software
173. Maid of Honor	211. Highway Dept.	248. Orthodontist	286. Computer Games
174. Matron of Honor	212. Professor	249. Dance Teacher	287. Desktop Publishers
175. Bridesmaids	213. Sunday School Teacher	250. Loves seafood	
176. Ushers	214. Child's Sunday School Teacher	251. Wears contacts	
177. Fellow Church Members		252. Computer Repair	
178. Plumber	215. Chamber of Commerce	253. Cabinet maker	

Prospect – Referral Contact List

REFERREE'S NAME	EMAIL	HOME PHONE	CELL PHONE
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PRIMARY FIRST NAME	LAST NAME	EMAIL	OCCUPATION	AGE
HOME PHONE	CELL PHONE	WORK PHONE	RELATIONSHIP	NUMBER OF CHILDREN
SPOUSE'S FIRST NAME	LAST NAME		OCCUPATION	AGE
NOTES				

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NOTES				

B – New Baseshop Associate’s Initial List

Keep a copy of your new Baseshop Associate’s contact list. This list represents a continuation of your warm market list. You will help the new Baseshop Associate build their business using his list. Also, in the event the new Associate decides not to build his business, ask his permission to contact the people on the list. You can put the recruits you get from the list under that Associate but, in your baseshop or pay the Associate a referral fee. Each new Baseshop Associate should provide you with at least 25 to 50 contact names. Each new Associate In your baseshop provides 25 to 50 new contacts, it’s perpetual, and you can never run out of contacts when you master this technique. You may not get all the names at one time, but be persistent, consistent, organized and focused on building your contacts through other Associates. You will use the names to help them make money and make yourself money simultaneously. Add the contact names to the Contact List.

C – Friendship Farming

A SYSTEM TO TURN STRANGERS INTO FRIENDS

There are four questions you can ask (in order) when casually visiting with a stranger. This is called the FORM System. This system flows more naturally if you prime the pump first by volunteering personal information about yourself. For example, when waiting in a customer service lounge at an auto service center, you might say to another nearby patron, I sure hope they finish my car soon. I’ve got to get to my son’s Little League game in 30 minutes. Are your children involved in Little League or any other sports? This light info and conversation can lead to a 3 to 5 minute conversation. You can keep the conversation going by using the acronyms for FORM.

F Stands for Family. You might ask him or her if they have kids, did they grow up here in town, etc.

O Stands for Occupation. What does he or she do for living? How long? Does he or she like his or her job?

R Stands for Recreation. Perhaps you have a common recreational interest.

M Stands for Message. Tell the prospect what you do, pique his or her interest. Get his or her name (ask for business card) to call or visit in the future and share the rest of the story.

Option 1- You might say “I own a business in which we show people how to **increase their cash-flow and minimize their taxes**, I don’t know if it’s some thing you are interested in but, I would gladly give you some free information. Do you have an email address and contact number.”
Get her name, number and email address.

Option 2 - You might say “I own a business in which we show people how to **increase their cash-flow and build investment income**, I don’t know if it’s some thing you are interested in but, I would gladly give you some free information. Do you have an email address and contact number?” Get her name, number and email address

D – Business Card Prospecting

This form of prospecting is best done as you go through your daily routine.

You meet people and see new people daily at the grocery stores, at church, your kid’s schools, ball games, restaurants, etc. As you go through your day look for opportunities to start conversations with strangers or acquaintances (people you see, but don’t know their name or anything about them). You can start a conversation with topics like sports, weather or news. Stay away from topics such as religion, politics or negative topics. For example: “Wow, It’s really hot today.” or “I really hope (my favorite team’s name) will do well this season or game.” or “This city is really growing.”

When the other person begins to converse with you steer the conversation toward F.O.R.M. (Family, Occupation, Recreation and Money). As you begin to finish the conversation, say to the prospect, “I have really enjoyed our conversation and, by the way, I am a business owner here in ___ (your city) and we help people **increase their cashflow and minimize their taxes**. I don’t know if it’s some thing you are interested in but, I would love to give you my Business Card.”

Have two business cards handy. Take one out and while handing it to the person say, “Here’s my card, do you have one?”

Nine times out of 10 if they have one they will give it to you. If they do not have a business card, simply say, “That’s okay, just give me an email address and contact number and I’ll send you some free information.” Write the number and email address on the back of your card. No matter what happens after you get the number, do not stay there and try to tell them details about the business. You’re not prepared – no materials and you’re not in a business setting. Wait 24 to 48 hours, send the info you promised and a few days later contact the prospect about a BPM of some kind. If you don’t get the BPM appointment continue dripping good news about myEcon and related topics to the person and try for an appointment for a BPM on a later date.

E – Brochure Prospecting

Purchase a quantity of brochures from myEcon, attach your business card to each brochure and pass out three brochures each day as you meet new people. Simply say, “I’m a business owner here in (your city) and would like to give you a brochure about my company.” About 20% of the time, this will generate a conversation and a new prospect. If the prospect asks “what kind of business is it?” Do not get into great detail about the company. Simply say to the prospect, “We show people how to increase their cashflow and minimize their taxes, I would be happy to get you some free info on my company.” My business card is attached to the brochure, do you have a business card”? If he has a card, he will give it to you and you have another contact. If the prospect does not have a card, ask the prospect for an email address and contact number. You can write the number on one of your cards or put it in your phone address book. Add the name to your Contact List. Send the contact the free info you promised within 24 to 48 hours. Contact the prospect for a BPM appointment of some kind within a few days. If you don’t get the appointment continue to drip positive info about myEcon or related topics to the person and try for an appointment for a BPM on a later date.

F. – Center of Influence Referrals

Contact people with a measure of Influence, (grandparents, religious leaders, politicians, civic leaders, etc.) and ask for their help. Explain what we do in myEcon very quickly, in less than 5 minutes. Tell the person of Influence that your business helps people minimize taxes, build part time business income and build Investment Income. Tell the person of Influence you would be grateful if they could direct you to a few people that might have some interest or gain some benefit from your business model. The person of Influence definitely knows someone that could benefit from myEcon. People of Influence quite often are willing to help others, after all that’s often how they became influential. Always send a thank you note to the person of Influence and report good news back to them. Build a lasting relationship and get referrals on going. Add the names to the Contact List.

G – Referral Exchanges

Meet with multiple professional sales people like a car sales person, real estate sales person, Insurance sales person, etc and discuss setting up a referral exchange. Each person should get a good understanding of the other person’s business and their target market. Agree to send each other leads. The members of the exchange should meet periodically, maybe once or twice a month for 30 to 45 minutes. Add the names to the Contact List.

H – Coupon Prospecting

Develop short coupon style advertisements and place them in strategic high traffic locations – grocery store bulletin boards, community center bulletin boards, community newspapers, etc.

Examples:

EARN \$2,000 TO \$5,000 MONTHLY AS A PART-TIME TRAVEL AGENT.

Free Info – CALL XXX-XXX-XXXX

OVER-TAXED – UNDERPAID

Increase your take home pay \$400 Monthly Immediately!

FREE INFO – CALL XXX-XXX-XXXX

Fastest Growing Industry in The World. EARN up to \$10,000 Monthly Via Online Shopping

FREE INFO – CALL XXX-XXX-XXXX

Drink Great Tasting Coffee – Lose 3 to 5 lbs. Weekly

Free info – XXX-XXX-XXXX

You must be prepared to immediately answer the prospects questions and direct them to a BPM of some kind.

I – Friendship Borrowing System

Relationship marketing is the key to your long-term success in myEcon. All of the great builders in myEcon have mastered the art of getting referrals from satisfied clients. Referrals will provide you with an endless supply of prospects for recruiting and product sales. You can also generate leads using the S.T.E.A.M. system.

SAMPLE SCRIPT FOR ASKING FOR REFERRALS

Explain to your prospects, happy clients, friends, relatives or business associates that you are seeking a certain type of person. Tell them when you say a word, they should give you the names of people who pop into their heads. This is called the Steam System. Each letter of STEAM represents one of the following words.

Sales – Who do you know, that is a great salesperson? What did you buy lately? Who sells himself/herself well?

Teacher – Who comes to mind when I say teacher? School teachers (they often need summer jobs). Sunday school teachers or anyone who teaches well

Enthusiastic – Who is the most enthusiastic person you know? Who do you know that always seems positive and has a great attitude about life?

Ambitious – Who do you know who really wants to be a success, or is a success? Who is the person that goes to bed the latest and gets up the earliest?

Money Motivated – Who do know that really wants to make more money? Has one of your friends been talking about needing extra money? Who just sent kids to college? Add the names to the contact list.

J – CD Prospecting

Purchase a quantity of the “Tax Advantages of a Home Based Business” CD’s and Brochures. Go to high traffic areas, networking events, ball games, BBQs and other social events where you may be able to start casual conversations with individuals. Use the techniques in the Business Card Prospecting section to start the conversation. However, instead of using the business card line, simply say “I am a manager with a national company that helps people increase cashflow and minimize taxes. I would like to give you a free audio CD about the concept and get your opinion.” Give the prospect the CD and get their contact info. (email/phone #)

K – Social Media and Online Marketing

A complete Online Marketing and Social Media System is being built at the time this manual is being completed. A supplement to this section will be available online in the third quarter of 2014.