

PROSPECT LIST: MEMORY JOGGER

Prospect List

As you create this list, remember that you are offering people a gift — a great product or an incredible opportunity that could offer them freedom!

The DOs and DON'Ts of Making a List

✓ DO make your list as long as possible

- ✓ It's your greatest asset when starting your business.
- ✓ The longer your list, the greater your posture.
 - If you have a list of only 10 people and the first five say no, you'll feel disappointed.
 - But if you have a list of 100 and the first five say no, you still have 95 more people to contact!

✗ DON'T ever prejudice anyone

- ✓ They could end up in someone else's organization. If you think they're great, someone else probably does too!
- ✓ You never know what people will do—or who they might lead you to.
 - **Think:** What's greater—the risk or the reward?

Steps to Developing Your Warm Market List

1. Use the Memory Jogger

Create a list of at least **75–200 people** you know on a first-name basis. Include email addresses and phone numbers.

1. Go through your Facebook contacts and cell phone contacts.
2. You can even use the Yellow Pages as a Memory Jogger.
3. Start with the letter "A" and ask yourself:
4. "Who do I know who is an Accountant? A Banker? A Carpenter?"
Review the Memory Jogger to help you brainstorm.

2. Organize your contacts

You may want to split your paper in half:

1. Put local contacts on one side (for local launch events).
2. Put long-distance contacts on the other side.

3. Make your first contacts

These are the people you'll reach out to first to share:

1. Your business story
2. Your product story
3. Your company story

4. Use your **upline** for **3-way calls** to help introduce and support your new prospects.

PROSPECT LIST: MEMORY JOGGER

Use this list to help you remember people and write their names down as they come to you.

Across the street	Tallest	Has a dangerous job	Linked In	School principal
Electrician	YMCA	Pilot/airline employee	Computer programmer	Military:
Motel owner	Basketball team	Unemployed	Hunter	Love people
Soccer Mom	Former roommate	Wedding:	Real Estate Agent	Does odd jobs
Nurse	On a diet	Car repair	Who you call for help	Likes to camp
Adventurist	Taxi driver	Has a pick-up truck	My Space	School reunions
Enthusiastic	YWCA	Play cards with	Confident people	Air Force
Moustache	Best dressed	Vacationed with	In another city	Love to learn new
Sold you a car	Friends	Attended	Realtor	Downsized/laid
Orthodontist	On the corner	Carpenter	Work out with	Likes to debate
Always having parties	Teachable people	Has expensive taste	Other networking	Seamstress
Entrepreneurial	Family:	Player's parents	Contractor	Army
Music Lessons	Best personality	Waitress	In management	things
Son/Daughter just	Furniture salesman	Best Man	Recent promotion	off/fired
Pediatrician	Optimistic	Cell phone contacts	Workaholic	Likes to play golf
Ambitious	Teachers	Has hunting license	groups	Secretary
Eyeglasses	Brother	Plays an instrument	Cowboy hat	Coast Guard
Music Teacher	Best salesman	Was in my carpool	Interior decorator	Own small businesses
married	Garage Mechanic	Bridesmaids	Red head	Drives Cadillac
Surgeon	Out of state	Choir	Works a second job	Little League
Apartment Manager	Teaches my kids	High Achievers	People Who:	Self motivated people
Fingernail technician	Cousin	Policeman	Co-worker	Navy Buddy
Natural leaders	Best smile	Was my teacher	Just had a baby	Want more in life
Spa or health club	Goal oriented people	Groomsman	Repaired my...	Drives Chevy
Clubs:	Owns a restaurant	Christmas card list	Works for the city	Mailman
Art Instructor	Team concept people	High School	Are underinsured	Sells business clothes
Fire Chief	Grandparents	Positive thinker	Dance class/teacher	R.O.T.C.
Needs more money	Blonde hair	Wears a beard	Just married	family
Speech class	Goes bowling with me	Maid of Honor	electronics	Drives Dodge
Book club	Owns my apartment	Church	Works for the state	Minister
Attractive	Tells jokes	High School reunion	Are uninsured	Sells flowers
Fireman	Other Relatives	Postman	Day care center	Veterans
Neighbors	Boss	Web designer	Lab technician	Want out of debt
Stepchildren	Golf Pro	Photographer	Restaurant owner	Drives Ford
Golf club or group	P.T.A.	Coaches	Works in sales now	Most integrity
Bald Headed	Thrifty	High self esteem	Have organizational	Senior citizen
Former boss	Parents	Preacher	Deep voice	Medical:
New car	Bought car from you	Wedding list	Landlord	Want to retire
Student	Good with computers	Networking Groups:	Rides the bus	Dry Cleaners
Lion's club	Painted my house	College	Works nights	Most likely to succeed
Bank Tellers	Track team	High voice	skills	Sheriff
Former Church	Sister	Printer	Delivers Parcels &	Chiropractor
Notary Public	Bowling league	Wedding photographer	Librarian	Want to work for
Successful people	Grocery store worker	Alumni association	Runs a beauty shop	Drycleaner
Rotary club	Parent's friends	College coach	Works shifts	Most outgoing
Barber	Twins	Hobbies	Like a challenge	Shortest
Former co-worker	Uncle	Public speaking skills	Packages	Dentist
Office manager	Brunette	Welder	Lifeguard	themselves
Surgeon	Handsome	Facebook	Salesperson	Eat out with
Toastmasters	Pay too much in taxes	College students	Works weekends	Most popular
Baseball team	Uncles/Aunts	Home address book	Like helping charities	Single Dad
Former Neighbors	In-laws	Quit smoking	Doctor	Dietician
Office skills	Bus driver	Where you grew up	Likes cards	Family Doctor

W.H.I.P. Prospect Ranking System

What W.H.I.P. Stands For:

The acronym W.H.I.P. represents the four key qualities of a great prospect or business partner:

W – Work Ethic

Reliable, consistent, and willing to put in the effort to achieve results.

H – Hungry

Ambitious, goal-driven, and eager to create change or build something meaningful.

I – Integrity

Honest, trustworthy, and dependable – someone who does the right thing even when no one is watching.

P – People Person

Positive, friendly, and connects well with others. A team player who uplifts those around them.

How to Use the W.H.I.P. System

This system helps you identify and prioritize who to reach out to first when building your business or team.

1. Make your list.

Start with your warm market – family, friends, coworkers, and acquaintances. (Use your Prospect Memory Jogger for ideas!)

2. Rank each person using the W.H.I.P. criteria.

1. If someone has **all four traits**, they're a **4**.
2. If they have **three traits**, they're a **3**.
3. If they have **two traits**, they're a **2**.
4. If they only show **one trait**, they're a **1**.

3. Everyone gets a call.

1. You'll eventually contact everyone on your list – but **start with your 4s** first.
2. Then move to your 3s, then 2s, and finally your 1s.
3. The higher the score, the more likely they'll engage, take action, or become a leader in your organization.

4. Keep updating your rankings.

People change! As you connect with prospects and learn more about them, adjust their W.H.I.P. rating.

Remember...

Everyone deserves the chance to see the opportunity.

But by calling your **W.H.I.P. 4s first**, you'll build **momentum, confidence**, and a **winning team** faster.

