

JERRY CLARK'S- "BUILDING A LIST"

Building your business is like a manufacturer of goods - You Need Raw Materials.

- ❖ The Raw Material of your business is **PEOPLE**.
- ❖ As you put people through the system, you are sorting. Your end product will be distributors.
- ❖ The purpose of the LIST- is to briefly interview people to see if they are open to Make money and to Improve their health.
- ❖ When you are building your LIST, there are two types of people.
- ❖ "WARM MARKET" these are people you know and they are easily **Accessible, Approachable, and Duplicatable**
- ❖ They have a. **GOLD MIND MENTALITY**
- ❖ **EXAMPLE:** If you discover a GOLD MIND, and you need help, you would share this GOLD MIND with your love one's first. Wouldn't you? **YOU AGREE!!!!**
- ❖ Your GOLD MIND is your business/You need to share it.

WHY YOU MAKE A LIST

- ❖ Write the names down- easy to track what took place and how many people come into the business.
- ❖ More names, better possibilities of getting distributors.
- ❖ **EXAMPLE:** If a person listed and contacted (200) people, there is a better chance of selecting distributors than a person who contacted (5) people.
- ❖ **DON'T PRE-JUDGE, THOSE WHO YOU THINK WON'T WILL, AND THOSE WHO YOU THINK WILL WON'T. YOU WILL NEVER KNOW UNLESS YOU ASK.**

RATE YOU LIST:

- ❖ Focus on those people who you think have a greater chance of success in your business.

TWO SYSTEMS TO RATING YOUR LIST

1. THREE CHECK SYSTEM-

- ❖ look for someone that have intense desire to change some things in their lives.
- ❖ Some one who is a PEOPLE PERSON - Teachers, Nurses, Social workers, and Counselors
- ❖ Someone who you can influence, the more you know a person, the greater influence you have on them. That's why you have more influence on your WARM MARKET.

2. 1-10 Scale Rating System

- ❖ (1-4) Little or no formal education, low income, low management skills, low people skills, and low self esteem.
- ❖ (5-7) some formal education, college degree, good communication and management skills, and better self esteem.
- ❖ (8-10) these are Entrepreneurs, intense desire, good self esteem, want to excel, unteachable, and know it all.
 - ❖ Note: As a rule these (3) different scales of people usually associate themselves with people that have the similar characteristics.
 - ❖ Example:
 - (1-4) tend to know other (1-4's)
 - (5-7) knows other (5-7's)
 - (8-10) knows other (8-10's)

In Summary:

- ❖ Make a decision about who are going to contact first!!!! QUALITY OR QUANTITY.
- ❖ (1-4) Needs an opportunity, but may not believe or see an opportunity.
- ❖ (5-7) produces your best distributors (24-45 years old. They are also looking for ways and means to do more.
- ❖ (8-10) Remember these type of people are untouchable; know it all, therefore you want to work this list to find the ones that are teachable and coach able.
- ❖ **Note:** Remember you want to rate your list leveraging your time to focus on those people that
- ❖ have a better chance of doing something to help you spread this opportunity in a big way.