***Take Action!*  Direct Sales Lead Generator**

THE NAME OF THE GAME IS NAMES!! To get the most out of this tool, it is recommended that you watch this short video

[https://youtu.be/L3rZp1fIV34](https://youtu.be/L3rZp1fIV34%22%20%5Ct%20%22_blank)

Start filling in the table below – and do not worry if for now you do not have all the information. This is an exercise to get you to start listing names. Maybe you remember the person but not their full name – that is okay just put on the list including something like Bill – the guy that played right wing on my college hockey team. We will worry about what to do with those names later.

1. Who do you know?
	1. Family
	2. Friends
	3. Classmates from school, college or university even if you have lost contact with them.
	4. Co-workers
	5. People from the gym or you played sports with even if you have lost contact with them.
	6. People you buy from like your Manicurist, Hair Stylist, Financial Adviser, Chiropractor
	7. People you are connected to on Social Media like Facebook, LinkedIn, Twitter, Instagram, etc. If you can see their first level connections drill down and look at them as you may be reminded of people you both know that are not directly linked to you.
2. Do not prejudge – at this point you are just listing names not trying to decide who might or might not listen or buy! Remember the adage that

“Those You Think Will, Won’t and Those You Think Won’t, Will”

Set a Goal to Generate a List of at Least 100 Names. If you are using this electronic version, you can easily add more rows beyond 100 by hitting the tab button when you get to the bottom. If you prefer to print and fill in manually just add as many more rows as you need or use extra papers.

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