

Prospect Memory Jogger

Don't Forget About Even One Person You Know!

Did you know that based on studies, the average person knows just under 1000 people, acquaintance level and up? These are your contacts or "warm market." We are in the midst of a Home Based Business Boom. In fact, it is so significant that analysts, who are documented in many of the most popular financial magazines you see every day, are referring to this boom as the "**#1 Professional Trend**"; **The progression to the "Home Based Business."**

This is happening for a couple of reasons...

1) The economy is the worst it has been in any of our lifetimes. We are seeing things happen in the corporate world, to a degree we have never seen before and this is absolutely devastating families financially. These things are stripping good people of their income and retirements that they have been pouring their lives into for many, many years. Unfortunately these stories are no longer rare; they are now common place... things like down sizing, corporate corruption, cut-backs, layoffs, out sourcing, etc. Home Based Businesses are the solution for either taking full control of one's financial future or at least creating a "back up" plan in preparation for the day they go to work and find that it "all changed" over night.

2) The other reason for this boom is that people are finally starting to realize the significance of some fairly recent tax laws that have been put in place to encourage the development and growth of small business. Many think that our economy is predominately driven by companies like Microsoft, Coca Cola, Wal-Mart, etc. Not so, in fact, 70% of the economy is driven by small business and as small business grows and prospers, so does our economy. Therefore, the government has instituted laws that allow for phenomenal financial benefits through tax advantages/deductions to encourage the initiation and growth of small businesses. By re-classifying many of our normal expenses as "business expenses", through incorporating our business into our normal activities with the honest "pursuit of profit" and treating your business "as a business", Home Based Business Owners can gain access to literally thousands of dollars annually with a very small time commitment. The average American over-pays their taxes every year by \$3,000 to \$9,000, this according to the former lead tax attorney for the IRS, Sandy Botkin. Mr. Botkin was the one responsible for training the other attorney's on the IRS payroll. As a living, he now shows tax payers how to keep this money through training programs and seminars.

You should always consult and rely upon your tax advisor for your guidance. The most valuable investment, aside from your business itself, is to get a good tax advisor that knows these laws so you don't have to... many just know how to complete the tax returns.

Every 8 seconds...

Another Person Joins A Home Based Business!

Are they going to be in your business? Only if they know about it!



If your list is not "written down", it is not a "list"

If it is not a "list", you will never remember everyone that is on it!

Your Prospect Memory Jogger

The members of your own family

Father and Mother

Father-In-Law / Mother-In-Law

Grandparents

Children

Brothers and Sisters

Aunts and Uncles

Nieces and Nephews

Cousins

Those you meet in organizations or clubs

Civic groups, Rotary, exchange, Jaycees

Political clubs

Lodge, Elks, Moose, Etc.

Missionary societies, brotherhood groups

Merchants or farm organizations

School groups, boosters, alumni, PTA, etc.

List of acquaintances already available

Christmas card list

Address book

Day timer, planner

List of fellow employees

Church directory

People who are decision makers

Business owners

Human Resources Directors

Office managers

Your closest friends and those you associate with regularly

Friends and Neighbors

People you work with

Church members

Sunday school class members

Those you have been associated with in the past

Schoolmates
Former co-workers
People in your home town
Military cohorts

Those you do business with

Doctor, lawyer, barber, merchants, grocer,
gas station attendant, dry cleaner, postal worker,
beauticians, jewelers, waiters/waitresses

People you know who are in direct sales

Business/office machine salespeople
Insurance/ Real Estate sales people
Car salespeople

Do You Know Anyone Associated With Any of the Following Areas?

Accounting	Boys Clubs	Food Service
Acting	Broadcasting	Furniture
Advertising	Brokers	Gardens
Aerobics	Builders	Gift Shops
Air Force	Buses	Girls Clubs
Airline	Cable TV	Golfing
Alarm Systems	Camping	Government
Animal Health/Vet	Crafts	Graphic Arts
Antiques	Credit Union	Grocery Stores
Apartment	Day Care Delivery	Gymnastics
Architect	Dentists	Hair Care
Army	Dermatologists	Handicapped
Art	Designers	Handyman
Artificial Nails	Detectives	Hardware
Asphalt	Diet Industry	Health Clubs
Athletics	Direct Mail	Health Insurance
Auctioneer	Disk Jockey	Hearing Aids
Automobile	Doctors	Helicopters
Baby-Sitters	Driving Range	Hiking
Banking	Dry Cleaners	Horses
Barber	Dry Wall	Hospitals
Baseball	Education	Hotels
Basketball	Electrician	Hunting
Beauty salon	Engineering	Ice Cream
Beepers	Entertainment	Ice Skating
Bible School	Eye Care	Income Tax
Bicycles	Fax Equipment	Insurance
Blinds	Farming	Investments
Boats	Film Industry	Janitor
Bond/Stocks	Firemen	Jewelry
Books	Fishermen	Judo
Bookkeeping	Florists	Karate

Kindergarten	Phones	Skiing
Laundries	Photography	Skin Care
Lawn Care	Pianos	Soccer
Leather	Pizza	Social Services
Leasing	Plastics	Softball
Libraries	Plumbing	Software
Lighting	Podiatrist	Spas
Livestock	Police	Sporting goods
Loans	Pollution	Steam cleaning
Luggage	Pools	Stereos
Lumber	Preschools	Stocks
Mail	Printing	Surgeons
Management	Property Management	Surveyors
Manufacturing	Psychiatrists	T-Shirts
Mathematics	Psychologists	Tailors
Mechanics	Publishers	Tanning
Mental Health	Racing	Salons
Miniature Golf	Radio	Taxes
Mobile homes	Railroad	Teachers
Mortgages	Real Estate	Telecommunications
Motels	Rehabilitation	Telemarketing
Motion Pictures	Religion	Television
Movie Theatres	Rental agencies	Tennis
Museums	Reporters	Theatres
Music	Resorts	Therapists
Mutual funds	Rest Homes	Tile Layers
Navy	Restaurants	Tires
Newspapers	Roller Blading	Title Companies
Nurses	Roofing	Tools
Nutrition	Safety	Towing
Office Machines	Sales	Townhouses
Office Furniture	Sandblasting	Training
Oil Changes	Satellites	Transmissions
Optometrists	School	Trucking
Orthodontist	Screen Printing	Typesetting
Painting	Scuba Diving	Unions
Parking	Secretaries	Universities
Parties	Security	Upholstery
Pediatricians	Self Defense	Used Cars
Pedicures	Sewing Sheetrock	Vacuum Cleaners
Pensions	Shoe repair	Vending
Perfume	Siding	Veterans
Personnel	Signs	Video
Pest Control	Singing	Volunteers
Pets	Skating	Wallpaper
Pharmacies	Skeet Shooting	Waste

Watches
Wine
Zoos

Water Skiing
Woodworking

Weddings
Writing

Who Do You Know That Lives in the Following States?

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

South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

Last but not least if you really want to create a huge list, take the time to go through the Yellow Pages, phone contacts list, email contacts, Holiday card list, Church Directory, Children's connections like sports, music, scouts, etc.

Again YOUR LIST is your biggest commodity, Make it count!!!