

TOP 50 LIST

Write down the names and phone numbers of everyone you know – family, friends, neighbors, co-workers, acquaintances, etc. When creating your list, don't rule people out by prejudging their response to holding a party or becoming a Consultant. If a name comes to mind and you think, "Oh, she would never hold a party," add her name to the list anyways. This exercise is meant to help you identify all the people you know, not create a list of only those who may book a party – that will come later. Besides, this is a great opportunity you have to offer! You want to approach everyone and let them make up their own minds. Some of the least likely people on your list will surprise you. Plus, even if the original person does not hold a party, she may know of other people who would.

Use the following Top 50 exercises to help jog your memory so you can list as many people as possible.

Answer 10 Questions and Get Your First 10 Parties or Recruits

- 1) Who is your best friend? _____
- 2) Who is the friend who searches for a sale? _____
- 3) What is the name of a friend who dresses with extra sex appeal or flair? _____
- 4) Who is a friend who calls you to attend one demonstration or another? _____
- 5) Who is the funniest friend you have? _____
- 6) Who could really use a girls' night out? _____
- 7) Who has some extra time on her hands? _____
- 8) Who is your most popular friend? _____
- 9) Who has kids who are in a lot of expensive activities? _____
- 10) Which friend is a full-time homemaker? _____

Remember Your Relatives

- 1) Who is your closest relative? _____
- 2) Who in your family orders from catalogs often? _____
- 3) Who is the life of every holiday party? _____
- 4) Who loves meeting new people? _____
- 5) Who has recently married? _____
- 6) Who in your family has the most friends? _____
- 7) Which relative has lived in their community the longest? _____
- 8) Which family member has the most stories to tell? _____
- 9) Who is most in need of some fun? _____
- 10) Who has the most daughters? _____

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Ask Your Acquaintances

- 1) Who talks about her boyfriend or husband the most? _____
- 2) Who always has a smile on her face and is positive? _____
- 3) Who talks about needing extra money the most? _____
- 4) Who has recently gotten engaged? _____
- 5) Who works part-time? _____
- 6) Who is the center of attention when you spend time with her? _____
- 7) Has anyone at the office passed around any catalog for you to look at? _____
- 8) Who is a single Mom? _____
- 9) Which one have you heard complain about not having enough money to pay bills? _____

- 10) Who has recently graduated from college or gotten a divorce and can use some extra cash? _____

Keep thinking! The average person knows over 300 people. I know someone who is:

- 1) On a diet _____
- 2) Owns a cat _____
- 3) Owns a dog _____
- 4) In their 20's _____
- 5) In their 30's _____
- 6) In their 40's _____
- 7) Unemployed _____
- 8) Working part-time _____
- 9) In need of extra money _____
- 10) Moving into a new apartment/house _____

Now that you have a list of people you know, go back and rate each name by placing three stars (★★★) next to anyone you believe to be your best booking lead; placing two stars (★★) next to anyone who may be a good possibility and a star (★) next to the names that are “maybes” or least likely to book a party.

At the same time you're building your potential booking list, you want to be thinking about building your sales organization. Circle the name of anyone who'd you like to talk to about the Pure Romance opportunity. The thought of obtaining both bookings and recruits should go hand-in-hand right from the beginning.