



TOP 50 LIST

Write down the names and phone numbers of everyone you know – family, friends, neighbours, colleagues, acquaintances, etc. When creating your list, don't rule people out by prejudging if they will be interested in April Nites. If a name comes to mind and you think, "Oh, she would never hold a party," add her name to the list anyway. This exercise is meant to help you identify all the people you know, not create a list of only those who may be interested in April Nites – that will come later. You want to approach everyone and let them make up their own minds. 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.

Friends

1)

2)

3)

4)

5)

Neighbours

1)

2)

3)

4)

5)

Colleagues

1)

2)

3)

4)

5)

Answer 30 Questions and Get Your First 10 Parties or Recruits

- 1) Who is your best friend? _____
- 2) Who is the friend who loves a bargain? _____
- 3) What is the name of a friend who you think is extra 'sexy!?' _____
- 4) Who is a friend who regularly holds different party plan nights? _____
- 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 attend lots of expensive activities? _____
- 10) Which friend is a stay-at-home mum? _____

Remember Your Relatives

- 1) Who is your closest relative? _____
- 2) Who in your family orders from catalogues or online often? _____
- 3) Who is the life and soul of the 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? _____

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 centre of attention when you spend time with her? _____
- 7) Has anyone at the office passed around any catalogues for you to look at? _____
- 8) Who is a single mum? _____
- 9) Which one have you heard complain about not having enough money to pay bills? _____

- 10) Who has recently graduated from uni or got divorced 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 or dog _____
- 3) In their 20's _____
- 4) In their 30's _____
- 5) In their 40's _____

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 team. Circle the name of anyone who’d you like to talk to about the April Nites opportunity. The thought of obtaining both bookings and recruits should go hand-in-hand right from the beginning.