

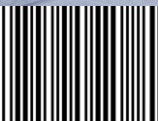
REFERRALS

MAGAZINE



THE ULTIMATE Memory Jogger

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Remembering Keepsakes with THE ULTIMATE MEMORY JOGGER

If we were still in contact with every single person who has ever impacted our lives with their brilliance, encouragement, wisdom, kind spirit, monetary investments, or tough love, our databases would be premier goldmines and our lives would constantly overflow with treasure.

Referrals Coach Michael J. Maher created the ultimate memory jogger that would literally make us think of every person who has come into our lives. “That doesn’t mean we vow to stay in contact with those people, but we want to remember the great ones we tend to forget through time or distance. It’s a proactive approach to adding names to your database. We tend to be very reactive. We need to stay in contact with the best people we have met with in our entire lives,” Maher said.

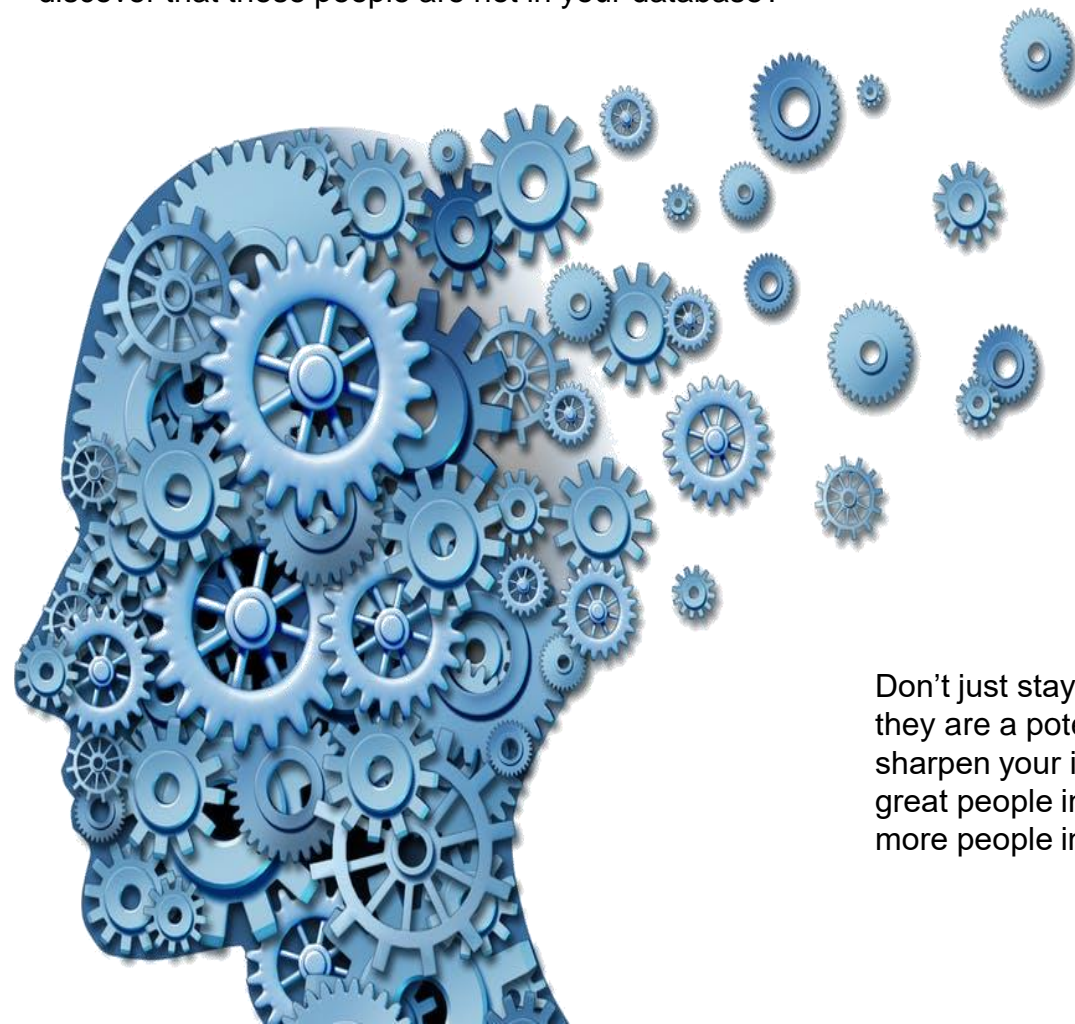
So what do you do if you haven’t been keeping in touch with all of the quality, good-natured people you have encountered on your journey? And, worse, what if you discover that these people are not in your database?

Then, right now is the time to take a trip down memory lane. The ultimate memory jogger download helps you do just that. So go ahead and track down that old workout buddy who left your gym for a new membership elsewhere; the nanny who cared for your children tirelessly for three years before leaving to start a family of her own; and what about the jeweler who went above- and-beyond to find you the perfect wedding ring, and even attended your wedding.

Maher remembers a time when one of his top-producing coaching clients missed out on an opportunity because she lost touch with a good friend. “We were talking about reconnecting with people in her database. She had been in the business for about seven or eight years. I told her to make calls from her database, starting with the people she knows the best and may have seen or talked to recently.”

“She calls this person she hadn’t talked to in years (they were best friends in high school). The lady answered and she was happy [my client] called. Then her friend said she was just thinking about her because they were getting ready to sell their house. But she went with someone else at her company, her friend’s No. 1 competitor. The point is that they should have stayed in touch the whole time. They lost touch and lost business, and lost the ability to be in a relationship with a good person. If she had called two weeks ago, she may have gotten her as a client.”

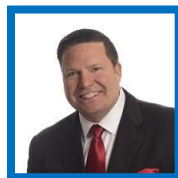
Don’t just stay in touch with people because you know they are a potential client. But allow their iron to sharpen your iron. “Reconnect because we all need great people in our lives. We don’t need quantity or more people in our lives. It’s amazing how many



people can be in our lives, with social media and the Internet. But what we need are the greatest of the great . . . the really good people . . . the ones we really need to embrace and keep close forever.”

Take Action:

Your assignment is to download the ultimate memory jogger right now. Try to remember quality people from your past. Take two or three out of the 50 to 100 people that may come to mind, and add them to your database. Really seek to reconnect with these two or three. Be sure to get all contact information, including mobile, email and social media profiles.

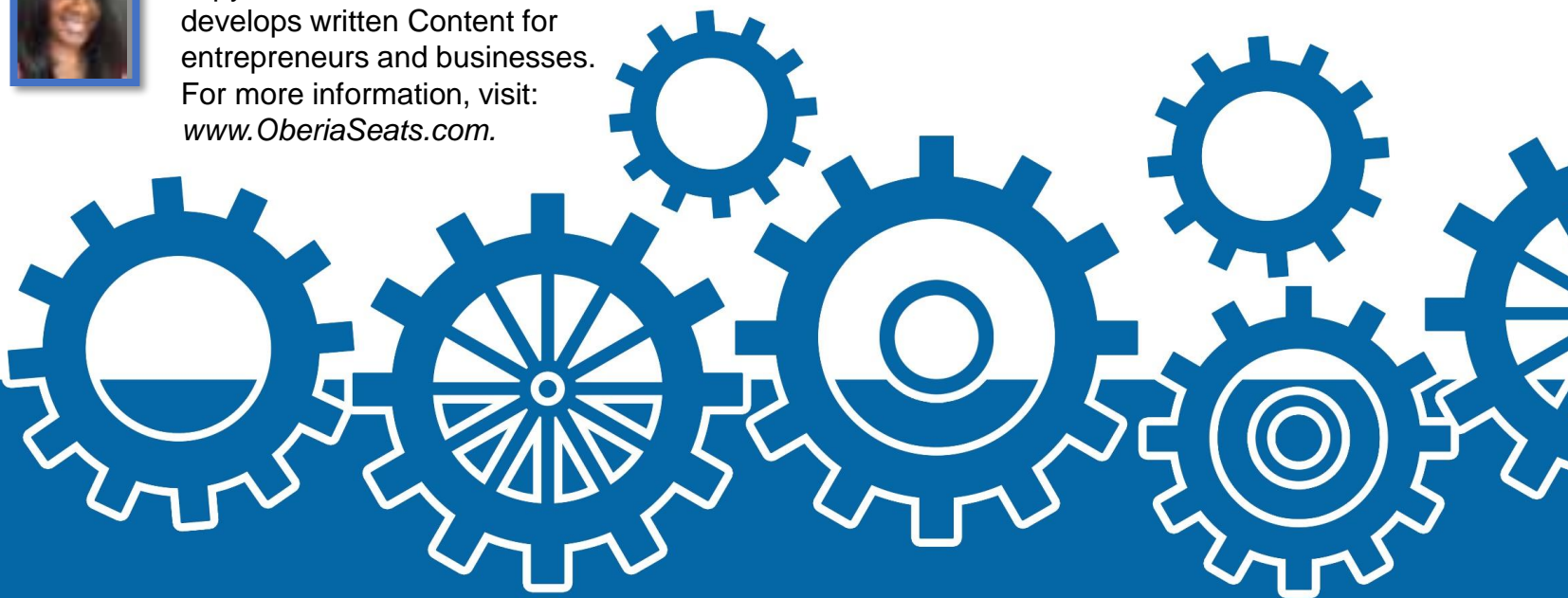


MICHAEL J. MAHER is a top-rated speaker, author, and coach who has worked with hundreds of businesses and helped trained thousands of sales executives. His book (7L)

The Seven Levels of Communication Go from Relationships to Referrals has been a number one best seller for 8 straight years on Amazon and was named one of the 20 Top-Rated Business Books of All Time by Hubspot. His teachings have been endorsed by such well-known authors and business experts as Gary Keller, cofounder of Keller Williams Realty and author of The One Thing, Dr. Ivan Misner, founder of BNI, Dave Ramsey, author of EntreLeadership and The Total Money Makeover, and dozens more. Michael travels throughout the nation discussing the new type of sales environment called The Generosity Generation. His widely popular GenGen Events are attended by tens of thousands of sales people each year. Each event benefits Maher’s #GiveBack Foundation. For additional information visit <http://www.REFERCO.com>



O'BERIA SEATS is a freelance writer, copywriter, and content creator who develops written Content for entrepreneurs and businesses. For more information, visit: www.OberiaSeats.com.



ULTIMATE MEMORY JOGGER

The members of your own family

- ! Father and Mother
- ! Father-In-Law / Mother-In-Law
- ! Grandparents
- ! Children
- ! Brothers & 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

Those who are your closest friends with whom you associate 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 sales people
- ! Car salespeople

ULTIMATE MEMORY JOGGER

Who do you know in...

- ! Accounting
- ! Acting
- ! Advertising
- ! Aerobics
- ! Air Force
- ! airline
- ! Alarm Systems
- ! Animal Health/Vet
- ! Antiques
- ! Apartment
- ! Architect
- ! Army
- ! Art
- ! Artificial Nails
- ! Asphalt
- ! Athletics
- ! Auctioneer
- ! Automobile
- ! Baby-Sitters
- ! Banking
- ! Barber
- ! Baseball
- ! Basketball
- ! Beauty salon
- ! Beepers
- ! Bible School
- ! Bicycles
- ! Blinds
- ! Boats
- ! Bond/Stocks
- ! Books
- ! Bookkeeping
- ! Boys Clubs
- ! Broadcasting
- ! Brokers
- ! Builders
- ! Buses
- ! Cable TV
- ! Cameras
- ! Camping
- ! Crafts
- ! Credit Union
- ! Day Care
- ! Delivery
- ! Dentists
- ! Dermatologists
- ! Designers
- ! Doctors
- ! Driving Range
- ! Dry Cleaners
- ! Dry Wall
- ! Education
- ! Electrician
- ! Engineering
- ! Entertainment
- ! Eye Care
- ! Fax Equipment
- ! Farming
- ! Film Industry
- ! Firemen
- ! Fishermen
- ! Florists
- ! Food Service
- ! Furniture
- ! Gardens
- ! Gift Shops
- ! Girls Clubs
- ! Golfing
- ! Government
- ! Graphic Arts
- ! Grocery Stores
- ! Gymnastics
- ! Hair Care
- ! Handicapped
- ! Handyman
- ! Hardware
- ! Health Clubs
- ! Health Ins.
- ! Hearing Aids
- ! Helicopters
- ! Hiking
- ! Horses
- ! Hospitals
- ! Hotels
- ! Hunting
- ! Ice Cream
- ! Ice Skating
- ! Income Tax
- ! Insurance
- ! Investments
- ! Janitor
- ! Jewelry
- ! Judo
- ! Karate
- ! Kindergarten
- ! Leasing
- ! Libraries
- ! Lighting
- ! Livestock
- ! Loans
- ! Luggage
- ! Lumber
- ! Mail
- ! Management
- ! Manufacturing
- ! Mathematics
- ! Mechanics
- ! Mental Health
- ! Miniature Golf
- ! Mobile homes
- ! Mortgages
- ! Motels
- ! Motion Pictures
- ! Movie Theatres
- ! Museums
- ! Music
- ! Mutual funds
- ! Navy
- ! Newspapers
- ! Nurses
- ! Nutrition
- ! Office Machines
- ! Office Furniture
- ! Oil Changes
- ! Optometrists
- ! Orthodontist
- ! Painting
- ! Parking
- ! Parties
- ! Pediatricians
- ! Pedicures
- ! Pensions
- ! Perfume
- ! Personnel
- ! Pest Control
- ! Pets
- ! Pharmacies
- ! Phones
- ! Photography
- ! Physician
- ! Pianos
- ! Pizza
- ! Plastics
- ! Pollution
- ! Pools
- ! Preschools
- ! Printing
- ! Property Mgmt.
- ! Psychiatrists
- ! Psychologists
- ! Publishers
- ! Racing
- ! Radio
- ! Railroad
- ! Rehabilitation
- ! Religion
- ! Rental agencies
- ! Reporters
- ! Resorts
- ! Rest Homes
- ! Restaurants
- ! Roller Blading
- ! Roofing'
- ! Safety
- ! Sales
- ! Sandblasting
- ! Satellites
- ! School
- ! Screen Printing
- ! Scuba Diving
- ! Secretaries
- ! Security
- ! Self Defense
- ! Sewing
- ! Sheetrock
- ! Shoe repair
- ! Siding
- ! Signs
- ! Singing
- ! Skating
- ! Skeet Shooting
- ! Skiing
- ! Skin Care
- ! Soccer
- ! Social Services
- ! Softball
- ! Software
- ! Spas
- ! Sporting goods
- ! Steam cleaning
- ! Stereos

ULTIMATE MEMORY JOGGER

Do You Know Anyone That Lives in the Following States?

! Alabama	! Indiana	! Nebraska	! South Carolina
! Alaska	! Iowa	! Nevada	! South Dakota
! Arizona	! Kansas	! New Hampshire	! Tennessee
! Arkansas	! Kentucky	! New Jersey	! Texas
! California	! Louisiana	! New Mexico	! Utah
! Colorado	! Maine	! New York	! Vermont
! Connecticut	! Maryland	! North Carolina	! Virginia
! Delaware	! Massachusetts	! North Dakota	! Washington
! Florida	! Michigan	! Ohio	! West Virginia
! Georgia	! Minnesota	! Oklahoma	! Wisconsin
! Hawaii	! Mississippi	! Oregon	! Wyoming
! Idaho	! Missouri	! Pennsylvania	
! Illinois	! Montana	! Rhode Island	

Another way to look at the Memory Jogger...

List Your Warm Market First

Address Book
Business Cards
Christmas Card List
Neighborhood List
College Friends
Co-workers
Old co-workers
Teachers

List Your Relatives Next

Parents	Cousins
Brothers	Grandkids
Aunts	Father-In-Law
Nieces	Mother-In-Law
Nephews	Brother-In-Laws
Grandparents	Sister-In-Laws
Sister	Other-In-Laws
Uncles	

Who Sold Me My...?

Appliances	Fishing Bait	Tires And Auto Parts
Boat	Furniture	Gaming Systems
Business cards	Glasses/contacts	Stereo
Camper	HDTV	Vacuum cleaner
Car	House	Wedding items
Computer	Hunting license	
Craft Supplies	Office Equipment/Supplies	
Fishing license	Telephone/Cell Phone	

ULTIMATE MEMORY JOGGER

Who Is/Are My...?

Accountant	Doctor's Office employees	Minister(s)	Retired Relatives
Association members	Donut Shop Manager	MLM friends	Bottled Water Supplier
Auto mechanic	Dry Cleaner	Neighbors	Coffee Supplier
Bowling Team members	Fed Ex Driver	Optometrist	Florist
Bus driver	Fireman	Paperboy	Sports Team members
Car salesman	Fishing buddies	Pharmacist	Supermarket managers
Card group	Florist	Police	Tailor
Child Care Provider	Friends Housekeeper	Property Manager	Hairdresser
Children's friends' parents	Hunting buddies	Favorite Waitresses	Truck Drivers
Church members	Insurance Agent(s)	Favorite Waiters	UPS Driver
Club members	Jeweler	Computer Tech	Veterinarian
Convenient Store Manager	Lawyer	ISP Support Person	Barber
Co-workers	Leasing Agent	Pet Groomer	Day Care Owner
Delivery Person	Mailman	Retired Coworkers	
Dentist Office employees	Maintenance Person	Retired Friends	

I Know Someone Who Is A...

Antique Dealer	Real Estate
Art Instructor	Lifeguard
Avon Rep	Model
Bank Teller	Motel Owner
Bus Driver	Music Teacher
Carpenter	Notary Public
Chiropractor	Nurse
Contractor	Office Manager
Dietitian	Pilot / Stewardess
Editor	Printer
Electrician	Restaurant Owner
Fire Chief	Seamstress
Fisherman	Secretary
Garage Mechanic	Security Guard
Golf Pro	Sheriff
Interior Decorator	Student
Lab Technician	Tupperware Rep
Librarian	Waitress Welder

I Know Someone That...

Cuts My Grass	Teaches My Kids
Delivers Parcels/ Packages	Was in my Car Pool
Dry Cleans My Clothes	Was my Best Man
Goes Bowling with Me	Was My Maid of Honor
Hung My Wallpaper	Was My Navy Buddy
Is in My Book Club	Was my Photographer
Is in Rotary, Lions	Was my Professor
Is My Baby-sitter	Was My Teacher
Is my Barber/Hairdresser	
Is my Former Boss	
Lives Next Door	
Owns My Apartment	
Painted My House	
Repaired My TV	
Sells Ice Cream	
Sells Me Gasoline	
Teaches Ceramics	

ULTIMATE MEMORY JOGGER

I Almost Forgot About...

Judges
 Fast Food Chain Employees Hotel Managers
 Motel Managers
 Emergency Medical Service
 Farmers

Agriculturalist
 Conservation Officers
 Gas Stations
 Monument Business
 Funeral Director
 Grain

Landscapers
 Title Agent
 Speech Therapist

This Is Too Fun To Stop, So...

My Broker
 My Bank Teller
 The Scuba Instructor
 The Karate Teacher
 The Piano Teacher
 My Landscaper
 The Guy Delivering My Gas
 The Coffee Shop Group
 The Cub Scout Leader
 People I Met At The Fair
 The Taxi Driver
 My Garbage Man/Woman

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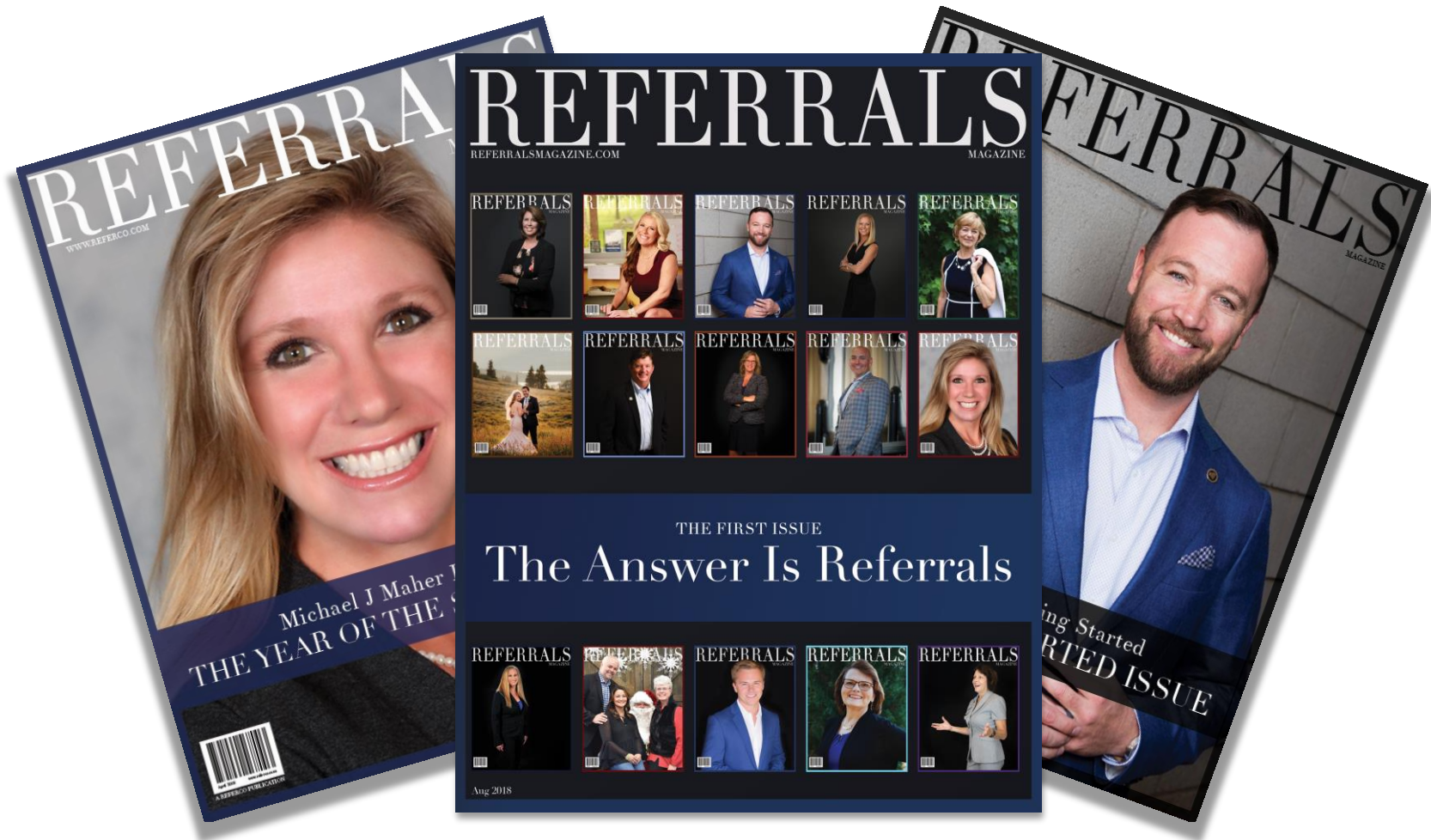
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