

- **S**ocial Circles/Friends
- **M**oms of Your Kids' Friends
- **A**cquaintances
- **R**elatives
- **T**hose Next Door

YOUR **SMART** LIST

Use the chart below to do a FAST & FUN 15 minute brainstorm of people you know. It is important to list everyone who pops to mind, without prejudging! It's natural to want to edit your list in your head – she would love it, she would not, etc. but stay the course! This is when you get to step out of your comfort zone – you are going to be so surprised with who says YES! We recommend you reach out to them with a brief phone call, share your excitement about your Initials, Inc. business and offer them all 3 opportunities to be a part of your new adventure with you: **SHOP. HOST. JOIN.** Then you let them decide! If you don't catch them on the phone, leave them a message and follow up with a quick email – the fortune is ALWAYS in the follow up!

FRIENDS	FAMILY	CO-WORKERS
NEIGHBORS	PARENTS OF CHILDREN'S FRIENDS	CLUBS/ORGANIZATIONS
SPOUSE'S FRIENDS/ CO-WORKERS	CHURCH FRIENDS	ACQUAINTANCES FROM KIDS' ACTIVITIES
COMMUNITY ACQUAINTANCES	FRIENDS WHO LOVE TO HAVE PARTIES	TEACHERS/SCHOOL RELATIONSHIPS

Building your ongoing Party calendar starts right HERE with your SMART list – it is SUPER important to your business to always be introducing NEW people to your business! Our most successful Creative Partners commit to 5 contacts each day – 5 contacts in 5 days = 25 connections each week to build YOUR business!

Once you have each block filled we recommend you take a quick picture with your cell phone so you always have it handy and can make notes of new additions as you meet new people. Remember, this is an ever changing list as you and your life are always moving! We recommend completing a fresh SMART LIST once a quarter (or 4 times a year). As a matter of fact, go ahead now and create a reminder for 3 months from today on your mobile device's calendar so you won't forget when it's time for a refresh! You will be so surprised to see where your new circles are forming every 3 months and what new people you have to follow-up with!

HAVE FUN! MAKE MONEY!