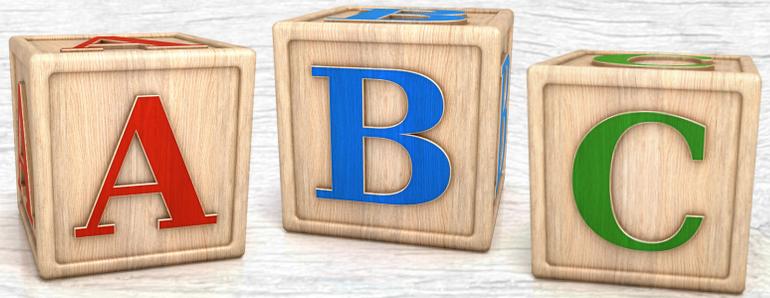


Success is as Easy as



Knowing who you have in your database will help you determine the lead generation activities that will produce the most results. Having a prioritized database will also make your day more fun — you'll be spending your time with people you want to work with and like!



A Clients

- Have sent you multiple referrals
- Your advocates
- Focus: Appreciate these people



A Clients

- Most likely to refer you
- Have to be reminded you are “never too busy”
- Focus: Provide value to these people



B Clients

- Would refer you, if asked
- Need to be shown how to refer you
- Focus: Deepen these relationships



C Clients

- New additions to your database
- Might refer you in the future
- Focus: Build a relationship with these people



D Clients

- People to be deleted from your database
- They already have someone they refer business
- Focus: Move forward without these people

Take Action:

1. Sort and rank your database into A, B, C and D categories.
2. If your database is large, identify your top 100 clients.
3. Send all clients in your newly sorted database a hand-written personal note!