

# Prospect Memory Jogger

## Don't Forget About Even One Person You Know!

Did you know that based on studies, the average person knows just under 1000 people, acquaintance level and up? These are your contacts or "warm market." We are in the midst of a Home Based Business Boom? In fact, it is so significant that analysts, who are documented in many of the most popular financial magazines you see every day, are referring to this boom as the **"#1 Professional Trend"; The progression to the "Home Based Business."** This is happening for a couple of reasons...

1) We are seeing things happen in the corporate world, to a degree we have never seen before, that are absolutely and totally devastating families financially. These things are stripping good people of their income and retirements that they have been pouring their lives into for many, many years. Unfortunately, these stories are no longer rare, they are now common place... things like down sizing, corporate corruption, cut-backs, layoffs, out sourcing, etc. Home Based Businesses are the solution for either taking full control of one's financial future or at least creating a "back up" plan in preparation for the day they go to work and find that it "all changed" over night.

2) The other reason for this boom is that people are finally starting to realize the significance of some fairly recent tax laws that have been put in place to encourage the development and growth of small business. Many think that our economy is predominately driven by companies like Microsoft, Coca Cola, Wal-Mart, etc. Not so. In fact, 70% of the economy is driven by small business and as small business grows and prospers, so does our economy. Therefore, the government has instituted laws that allow for phenomenal financial benefits through tax advantages/deductions to encourage the initiation and growth of small businesses. By re-classifying many of our normal expenses as "business expenses", through incorporating our business into our normal activities with the honest "pursuit of profit" and treating your business "as a business", Home Based Business Owners can gain access to literally thousands of dollars annually with a very small time commitment. The average American over-pays their taxes every year by \$3,000 to \$9,000, this according to the former lead tax attorney for the IRS, Sandy Botkin. Mr. Botkin was the one responsible for training the other attorney's on the IRS payroll. As a living, he now shows tax payers how to keep this money through training programs and seminars. One huge advantage we have as RTAs with YTB is that we are in one of the very, very few businesses that can LEGITIMATELY write off our travel expenses as a "business expense", while at the same time keeping our vacation "a vacation." As "Travel Professionals", we don't continuously "interrupt" our vacation to do things that "emulate" business activities to "justify" the "business purpose/effort." Our travel is our business and everything we do familiarizes and teaches us more about what we are selling. ***You should always*** consult and rely upon your tax advisor for your guidance. The most valuable investment, aside from your business itself, is to get a good tax advisor that knows these laws so you don't have to... many just know how to complete the tax returns. Understanding this aspect of your business alone will make it where regardless of anything you do or do not do with YTB, you and your family will never be able to afford to be without YTB.

**Every 8 seconds...**

**Another Person Joins A Home Based Business!**

Are they going to be in your business?... Only if they know about it!



**If your list is not "written down", it is not a "list"**

If it is not a "list", you will never remember everyone that is on it!

# Your Prospect 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

## Do You Know Anyone Associated With Any of the Following Areas?

- |                     |                 |                  |                   |
|---------------------|-----------------|------------------|-------------------|
| ! Accounting        | ! Doctors       | ! Leasing        | ! Pollution       |
| ! Acting            | ! Driving Range | ! Libraries      | ! Pools           |
| ! Advertising       | ! Dry Cleaners  | ! Lighting       | ! Preschools      |
| ! Aerobics          | ! Dry Wall      | ! Livestock      | ! Printing        |
| ! Air Force         | ! Education     | ! Loans          | ! Property Mgmt.  |
| ! airline           | ! Electrician   | ! Luggage        | ! Psychiatrists   |
| ! Alarm Systems     | ! Engineering   | ! Lumber         | ! Psychologists   |
| ! Animal Health/Vet | ! Entertainment | ! Mail           | ! Publishers      |
| ! Antiques          | ! Eye Care      | ! Management     | ! Racing          |
| ! Apartment         | ! Fax Equipment | ! Manufacturing  | ! Radio           |
| ! Architect         | ! Farming       | ! Mathematics    | ! Railroad        |
| ! Army              | ! Film Industry | ! Mechanics      | ! Real Estate     |
| ! Art               | ! Firemen       | ! Mental Health  | ! Rehabilitation  |
| ! Artificial Nails  | ! Fishermen     | ! Miniature Golf | ! Religion        |
| ! Asphalt           | ! Florists      | ! Mobile homes   | ! Rental agencies |
| ! Athletics         | ! Food Service  | ! Mortgages      | ! Reporters       |

! Athletics	! Food Service	! Mortgages	! Reporters
! Auctioneer	! Furniture	! Motels	! Resorts
! Automobile	! Gardens	! Motion Pictures	! Rest Homes
! Baby-Sitters	! Gift Shops	! Movie Theatres	! Restaurants
! Banking	! Girls Clubs	! Museums	! Roller Blading
! Barber	! Golfing	! Music	! Roofing'
! Baseball	! Government	! Mutual funds	! Safety
! Basketball	! Graphic Arts	! Navy	! Sales
! Beauty salon	! Grocery Stores	! Newspapers	! Sandblasting
! Beepers	! Gymnastics	! Nurses	! Satellites
! Bible School	! Hair Care	! Nutrition	! School
! Bicycles	! Handicapped	! Office Machines	! Screen Printing
! Blinds	! Handyman	! Office Furniture	! Scuba Diving
! Boats	! Hardware	! Oil Changes	! Secretaries
! Bond/Stocks	! Health Clubs	! Optometrists	! Security
! Books	! Health Insurance	! Orthodontist	! Self Defense
! Bookkeeping	! Hearing Aids	! Painting	! Sewing Sheetrock
! Boys Clubs	! Helicopters	! Parking	! Shoe repair
! Broadcasting	! Hiking	! Parties	! Siding
! Brokers	! Horses	! Pediatricians	! Signs
! Builders	! Hospitals	! Pedicures	! Singing
! Buses	! Hotels	! Pensions	! Skating
! Cable TV	! Hunting	! Perfume	! Skeet Shooting
! Cameras	! Ice Cream	! Personnel	! Skiing
! Camping	! Ice Skating	! Pest Control	! Skin Care
! Crafts	! Income Tax	! Pets	! Soccer
! Credit Union	! Insurance	! Pharmacies	! Social Services
! Day Care	! Investments	! Phones	! Softball
! Delivery	! Janitor	! Photography	! Software
! Dentists	! Jewelry	! Physician	! Spas
! Dermatologists	! Judo	! Pianos	! Sporting goods
! Designers	! Karate	! Pizza	! Steam cleaning
! Detectives	! Kindergarten	! Plastics	! Stereos
! Diet Industry	! Laundries	! Plumbing	! Stocks
! Direct Mail	! Lawn Care	! Podiatrist	! Surgeons
! Disk Jockey	! Leather	! Police	! Surveyors
! T-Shirts	! Theatres	! Trucking	! Volunteers
! Tailors	! Therapists	! Typesetting	! Wallpaper
! Tanning	! Tile Layers	! Unions	! Waste
! Salons	! Tires	! Universities	! Watches
! Taxes	! Title Companies	! Upholstery	! Water Skiing
! Teachers	! Tools	! Used Cars	! Weddings
! Telecommunications	! Towing	! Vacuum Cleaners	! Wine
! Telemarketing	! Townhouses	! Vending	! Woodworking
! Television	! Training	! Veterans	! Writing
! Tennis	! Transmissions	! Video	! Zoos

**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

! Florida  
! Georgia  
! Hawaii  
! Idaho  
! Illinois

! Indiana  
! Minnesota  
! Mississippi  
! Missouri  
! Montana

! Ohio  
! Oklahoma  
! Oregon  
! Pennsylvania  
! Rhode Island

! West Virginia  
! Wisconsin  
! Wyoming

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