


KEBIE WHITEHEAD

“THE MASTER LIST”

AGENDA

- **Build List**
 - **Star System**
 - **Creating List**
 - **Maintaining List**
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WHO IS

- In your cell phone (contacts)
- In your friend list on Facebook
- In your follow list on IG
- In your Email Contacts

BUILD LIST WITH THIS



MEMORY JOGGER

Use Memory Jogger

PDF

Who do you do Business with?

The bottom of the slide features a decorative graphic consisting of several overlapping geometric shapes. On the left, there is a red triangle pointing towards the center. To its right is a larger, light brown triangle pointing towards the left. The background of the bottom section is a solid, light olive green color.


MASTER LIST

- Constantly add names/phone numbers to your Master List
- Start with a list of 50 names, eventually 100
- Living and Breathing List (Active List)
- Running in to people – cold market a warm market
- Can use social media as well

BUILD MASTER LIST

- Master List is your INVENTORY
- Without it you are NOT in Business
- Compare to Sandwich Shop (Ads, Billboards) if you are not paying for that ... you are the AD
- FREE word of mouth advertising

MASTER LIST

- 3 Ring Notebook (loose-leaf paper)
 - NEAT in ABC order
 - Document Last Conversation (neat and clean)
 - Stay in the funnel (seasons, timing)
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STAR SYSTEM

Qualify People but do not judge

- * Own Business, Hard Worker, Has a Job
- * Educator, Coach, Trainer, Works With Public, In Sales
- * Busy people
- * Works from home, Travels, Leadership Role
- * Works in Community, Volunteers, Helping People

STAR SYSTEM

Qualify People but do not judge

***Wants Better**

***Want Additional Stream of income**

***Works a Job: Needs A Tax Write Off**

***Business Owners**

***Leads/ Supervisors/ Managers/ Directors**

STAR SYSTEM

Qualify People but do not judge

- * People working multiple jobs
- * People who attend networking groups
- * Opened minded: happy positive life of the party
- * Realtors/Insurance Agents/Anyone in Sales
- * Commission Based People: Hair Stylists, Consultants, Contractors

NEVER JUDGE YOUR LIST


Allow people to make their own decisions

Do not judge your list

-She won't ... He is

-No is not right now

MASTER LIST ON PAPER

- Writing it down is the MAGIC (attraction marketing and mental purging)
 - Think it, ink it
 - Not tracking sheets (weekly sheets taught in next module)
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MASTER LIST IS BUSINESS PLAN

- If you were audited – Where is your Business Plan ****your list****
 - Show me the work you have done
 - Integrity of you Business
 - Successful people have lists
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