



Your Sphere
of Influence

Tips for Identifying Your Sphere of Influence

Who do you know to help you grow
your business through referrals?

The major source of business is generated from an agent's Sphere of Influence.

Who do you know that would be willing to help you grow your business through referrals?

The following list will be helpful in getting you started.

- Your family (children, grandchildren)
- Your immediate family
- Your spouse's immediate family
- Your extended family
- Your spouses extended family
- Your spouse's co-workers
- Your close friends
- Friends near previous homes
- Former business associates
- Your neighbors
- Members of your congregation, clergy or ministries
- Your HOA or Condo Association
- Your high school/college classmates
- Your children's school:
 - Teachers
 - Classmates parents
 - Athletic team parents
 - PTA members
- Fellow hobbyists
- Fellow club members/civic activists
 - Fellow athletes
 - Recreational and gym partners
- Public figures who know you
- Merchants you deal with on a regular basis
 - Your hair stylist
 - Your dry cleaner
 - Your pet groomer
 - Your carpet cleaner
 - Your postman
 - Your automobile salesperson
 - Your decorator
 - Your plumber/painter/electrician
 - Restaurant personnel
- Real estate related service providers
 - Builders/developers
 - Architects
 - Property managers
 - Commercial specialists
- Professional acquaintances
 - Lawyers
 - Insurance agent
 - Accountant
 - Bankers
 - Family's doctors
 - Family's dentist
 - Family's optician or optometrist
- Other corporate executives

Other: Employees of local SPCA, local tarot card reader or psychic, , driver of your kids school bus, board members of chamber of commerce, local clubs (republican, demo, Elks, Moose), mechanics.

Ideas for Building Your List

Past Transactions (majority of your list)

These are the relationships you've already developed and want to continue to grow. Past clients are your best opportunity for referrals and repeat transactions and should be the majority of your mailing list.

Potential Future Clients

Those you've connected with that could possibly be a source of a future transaction. Sending an item of value will make a good impact and help develop a relationship.

Family & Friends

Don't assume that your family and friends know exactly what you do. Remind them to continue to use you as their resource for any referrals with any Real Estate needs!

Past and Current Career Connections

Leverage anyone you've ever worked with in the past. Send to previous coworkers, managers, and executives from your past career. Remember to send to mortgage lenders, title companies and financial advisors you've worked with in the past.

Hobbies, Activities, Church

Your child's sport coach, teachers in your child's school and those you meet through your hobbies and activities. All connections could be a prospect client.

Neighbors

As a resident of your neighborhood, you're already an expert in your area. Reminds your neighbors you're their LOCAL professional.

Local Business

Your mechanics, salons, and doctors. Anywhere there is a waiting room is perfect to make an impression on visitors.



There are a lot of other people you may not think about. **Have you contacted...**

- Personal telephone/address book
- Holiday card list
- Family (including extended and out of town)
- Friends
- Old Neighborhood
- Civic activities
- People who sell you things
- People you lunch with
- Places you shop
your pharmacy, grocery, etc.
- People at your bank
- Health Club
- School or College Alumni
- Tennis, golf, hobbies
- PTA
- Your wedding party
- Wedding planner
- Wedding photographers
- Your neighbors
- Your barber or hair dresser
- Your florist
- Where you advertise
- Auto mechanic
- Insurance agent
- People who work on your home
- Gas station
- Travel agent
- Hardware store
- Mail person
- Email addresses
- Your doctor clinic
- Attorney
- Accountant
- Plumber
- Past Customer
- Past business associates
- Divorce Attorneys
- Estate Planners
- Pediatricians or dentists
specializing in children
- Psychologist
- OBGYN
- Marriage Counselors
- HOA Board Members:
Directors of Senior Citizen Centers
- Local Chapters of VFW:
Moose, Social Clubs within your Community
- Local Chamber of Commerce:
Chapter and Board Members
- Borough Hall Council Members
- Parents friends
- Old teachers
- Parents of Children friend
- Sports Coaches
- Gym friends
- Divorce Attorneys
- Funeral Parlors
- First home buyers
- Military families
- Any professional who sends you something

There are a lot of other people you may not think about. **Have you contacted...**

- Mechanic
- School teacher
- Principal
- Gas station worker
- Mayor
- Landlords
- Favorite Waitress
- Restaurant workers
- Social Media (Facebook, LinkedIn)
- Old coworkers
- Contractors
- Town hall
- Town officials
- Commercial Agents
- Furniture stagers
- Fire/water damage companies
- Bridal boutiques
- Car salesmen
- Family doctor
- Retirement communities
- Old sports teammates
- Old college friends
- Organization committee members
- Dog walker
- _____
- _____
- _____
- _____



100 Mailing List Ideas

1. The most successful leader you know.
2. The person who knows everyone.
3. The best athlete you know.
4. The most successful entrepreneur you know.
5. The person everyone goes to for advice.
6. The best teacher you know.
7. The person most involved in the community.
8. The most optimistic person you know.
9. The most health-conscious person you know.
10. The best salesperson you know.
11. Who is dissatisfied with his/her job?
12. Who is unhappy with his/her income?
13. Who is concerned about the environment?
14. Who owns his/her own business?
15. Who is money oriented/motivated?
16. Who needs extra money?
17. Who enjoys being around high energy people?
18. Who are your friends?
19. Who quit their job/out of work?
20. Your brother/sisters?
21. Your parents?
22. Your cousins?
23. Your children?
24. Your aunts/uncles?
25. Your spouse's relatives?
26. Who did you go to school with?
27. Who do you work with?
28. Who is retired?
29. Who works part-time jobs?
30. Who is laid off?
31. Who bought a new home?
32. Who answers classified ads?
33. Who gave you a business card?
34. Who works at night?
35. Who delivers pizza to your home?
36. Who has been in networking marketing?
37. Who needs a new car?
38. Who wants to go on vacation?
39. Who works too hard?
40. Who was injured at work?
41. Who lives in your neighborhood?
42. Who sells Avon or Mary-Kay?
43. Who sells Tupperware?
44. Who wants freedom?
45. Who likes team sports?
46. Who is a fund-raiser?
47. Who watches television often?
48. Who likes political campaigns?
49. Who works on cars?
50. Who are social workers?
51. Who is in the military?
52. Who do your friends know?
53. Who is your dentist?
54. Who is your doctor?
55. Who does your nails?
56. Who does your taxes?
57. Who works at your bank?
58. Who is on your holiday card list?
59. Who is in real estate?
60. Who is in real estate?
61. Who repairs your house?
62. Who works for the government?
63. Who is unemployed?
64. Who attends self-improvement seminars?
65. Who reads self-help books?
66. Who reads books on success?
67. Your children's friend's parents?
68. Who was your boss?
69. Your parents' friends?
70. Who have you met while on vacation?
71. Who waits on you at restaurants?
72. Who cuts your hair?
73. Who manages your apartment?
74. Who has children in college?
75. Who likes to dance?
76. Who sold you your car?
77. Who did you meet at a party?
78. Who likes to buy things?
79. Who have you met on a plane?
80. Who does volunteer work?
81. Who is your boss?
82. Who calls you at home?
83. Who calls you at work?
84. Who delivers your paper?
85. Who handles your gardening?
86. Who watches your children?
87. Who attends your church?
88. Who did you meet on the street?
89. Who have you met through your friends?
90. Who tailors your clothes?
91. Who sells cosmetics?
92. Who bags your groceries?
93. Who is overweight?
94. Who recycles?
95. Who has allergies?
96. Who is wealthy?
97. Who exercises regularly?
98. Who will help you?
99. Who belongs to the Chamber of Commerce?
100. Who haven't you listed yet?