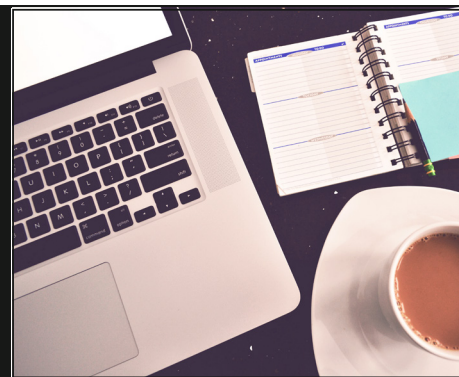


Who Needs to be in my Database?

A Special Report on Making a Warm List



A warm list is a database of friends, family, and people who have done business with and trust you.

Family

Surprisingly, many of your family members think of you as their family member, not a professional. Getting them into your database and reminding them about what you do will get them thinking about you in a different way.

- Grandparents
- Parents
- Siblings
- Nieces
- Nephews
- Aunts
- Uncles
- In-laws
- Cousins
- Children

Service people at home

Try and get their home address, but if not, simply ask for a card and ask whether they would mind if you kept in touch.

- Appliance repair people
- Plumber
- Lawn care professional
- Landscaper
- Interior designer
- Builder of your home (if new)
- Mailman
- Delivery people (packages, food, milk, water – whatever!)
- Painter
- Carpet cleaner
- Groomer
- Veterinarian
- Electrician
- Installers of every type
- Housecleaner
- Window washer
- Snow plower
- Feng Shui professional
- Pest removal professional
- Garbage men
- Sales people for everything you buy for your home
- Florist
- Banker
- Restaurant owner of your favorite restaurants

Friends

It may be easier to remember to add everyone if you think of the group they are related to.

- Childhood friends
- College friends
- Current friends
- Neighbors
- Co-workers

Associations & Groups

It may be easiest if you acquire a directory and simply input the names. Take the time to send a special mailing or make a phone call to introduce yourself, remind them of your common association, and ask if you may stay in touch.

- Church congregation
- Support groups
- Networking groups
- Homeowners association
- Sports teams/leagues or workout classes

Kid related

There is nothing that binds people like children. You share a common love and there is a certain amount of "built-in trust" already present if you share a love of a child.

- School teachers
- School principal
- Parents of kid's friends
- Pediatricians
- Coaches
- Instructors (dance, martial arts, etc.)
- Hair cutters
- PTO members
- Nanny/babysitter

Professionally related

OK, maybe you don't add professionals in the same field as you to your database, but there are plenty of other professional associations to offer your expertise to.

- Support staff
- Every Realtor you ever met
- Every lawyer you ever met
- Every financial planner you ever met
- As many people who work at other companies in your building as you can find

Service people at work

They have you in their database, right? It should be easy to ask for their information as well, pointing out if they ever need a mortgage you would love to help them.

- Repair people
- Lawn care professional
- Landscaper
- Mailman
- Delivery people (courier service, UPS, DHL, FedEx)
- Painter
- Carpet cleaner
- Coffee/soda delivery people
- Cleaners
- Window washer

Car related

A car is a pretty expensive thing to purchase and keep up. Your car care professionals would probably love to return the favor with a referral (if they know and remember what you do).

- Car detailer
- Mechanic
- Car salesman
- Tire repair/sales person
- Oil change technician

Personal care related

Whether you consider yourself "high maintenance" or not, chances are you know a fair number of personal care professionals.

- | | |
|--|---|
| <input type="checkbox"/> Massage therapist | <input type="checkbox"/> Herbalist |
| <input type="checkbox"/> Hair stylist | <input type="checkbox"/> Healers of all kinds |
| <input type="checkbox"/> Nail tech | <input type="checkbox"/> Clerks at your favorite stores |
| <input type="checkbox"/> Dry cleaner | <input type="checkbox"/> Nutritionist |
| <input type="checkbox"/> Personal shopper | <input type="checkbox"/> Trainer |
| <input type="checkbox"/> Laser hair removal technician | <input type="checkbox"/> Pharmacist |
| <input type="checkbox"/> Doctor | <input type="checkbox"/> Chiropractor |
| <input type="checkbox"/> Dentist | |

Get them to come to you

No matter how hard you try to be proactive and ask people for their information, sometimes you just miss a few. Make sure it is easy for them to sign up to be in your database.

- ❑ Get everyone in your team to ask each new caller, visitor, or appointment for permission to keep in touch.
- ❑ Run a competition on your website or through other mediums. Include a tick box, already ticked, for receiving future offers.
- ❑ Promote a 'sign up' form on the home page of your website (or better still on every page within your site) that automatically places their details into your contact database.
- ❑ Have a sign up link in the signature file on all your team's outgoing emails (i.e. at the end of each email).
- ❑ Look at every point of contact you have with people and ask people to join your database at:
 - Seminars
 - Workshops
 - Trade shows
 - Networking functions
- ❑ An important factor in getting people to join your database is the signup form you ask them to complete. Here are some tips for the form:
 - It needs to be easy and fast for the user
 - Briefly describe what they are signing up for and its frequency so they know what they are getting
 - Keep the details requested under 7 items
 - Where possible, use drop-down boxes
 - Ideally use a form that automatically updates your contact list to save you time
 - Use incentives to encourage signups, including raffles, prizes, eBooks, white papers or discounts

The Bottom Line

Before you try to prospect to a cold list, expand your warm list. Chances are you could double, triple or more your database (and your business) simply by adding the people you already know!