

Centre of Influence

Talking to People You Know is an exceptional method for creating business. Much like building your referral program, marketing to your centre of influence is widely underutilized. This group of people is probably the least tapped into referral base you have. After all, we don't want to bother people we know with our business, do we? To that I say, "Bull!"

There are no better fans than those people who know your character, your trustworthiness and your commitment to helping others. However, most investors have a difficult time contacting these people and soliciting their help. I believe you should create a list of everyone in your life you know. And when I say, "know," I am only referring to those people you can call on the telephone or send an e-mail to. I am not talking about the acquaintances we have in our lives, like the postal worker or the teacher of our children. The people you want to contact are in what's called your "Centre of Influence."

Here is an example of a partial list of your Centre of Influence.

Mary Smith 1324 South Street Bakersfield Ca 93308 661-555-4854 Sister
Bill Smith 1324 South Street Bakersfield CA 93308 661-555-4854 Brother-in-Law
Melba Jones 1001 A Street Bakersfield Ca 93301 661-555-0114 Mom's Friend

Again, your list should include everyone you can call or e-mail. No matter what your relationship is to the person, if they will know you by name, then put them on your list of people you know. One note: only put people on your list who live in the city in which you plan to buy houses. Asking Grandma, who happens to live two states away, to refer you to her friends will not be the highest and best use of this marketing program. With that said, everyone else will be.

THE FOLLOWING ARE EXAMPLES OF TYPES OF PEOPLE WHO COULD BE IN YOUR CENTRE OF INFLUENCE.

- mother and mother-in-law
- father and father-in-law
- brothers
- sisters
- former and current brothers-in-law
- former and current sisters-in-law
- past and present CPA
- past and present attorney
- past and present real estate agent
- landlord
- hair dresser
- manicurist
- massage therapist
- workout trainer
- tailor
- pool service rep

- gardener
- doctor
- all members of a charity organization you might belong to
- church members you know
- anyone you have donated money to—ever
- co-workers
- former co-workers
- former employers
- current employer
- current customers of your current job (be sure to first get approval from your supervisor)
- former customers
- drinking/social buddies
- college friends
- high school friends

You can see that the list can go on and on. I will caution you not to prejudge anyone that comes to mind as being someone who will not be receptive to your new endeavour.

Everyone changes, and if four years ago you didn't have the best of relationship with them, so what.

Don't let that stop you from including them.

The second type of person will be your acquaintances, those people that you come in contact with on a daily or weekly basis but don't really socialize with or know that well. The following is a list of that type of person.

- bank teller
- grocer
- child's school teacher
- pest control technician
- air conditioning tech
- auto mechanic
- person in your office complex
- receptionist at your gym
- postal carrier
- gardener
- parking attendant
- computer tech