



Building Your Contact List to 100 People and Beyond

Creating your contact list is about identifying the people who you can connect with to share Arbonne products and the Opportunity. To be successful, your list must be as full as possible and should continue to grow along with your business. To get started, think of every person you know in every aspect of your life. Develop your connections by making it your mission to gather contact information from everyone you meet, wherever you are, whether in person or on social media.

Follow these steps to help you get started:

1. **Write down the names of every person you know from all aspects of your life** (e.g. family, friends, work or business colleagues, church, your child's school). Even if you think they might not be a prospect, write them down. This is the beginning of your contact data base and you want to build it as comprehensively as you can without pre-judging people's interest before you even get started.
2. **Challenge yourself to multiply your list by including all of the people your contacts know.** Some might be connections already on your list, some you may not have initially thought of, and some you will be able to add when you simply ask each contact, "Who do you know...?"
3. **Add at least two new people to your list every day.** Between all of the places you go and all of the people you connect with on social media, your scope is endless. It's up to you to always make the connections and grow your network. You can add 624 new contacts to your list if you do it consistently for six days every week in just one year — each one representing a new opportunity to sell Arbonne products and share the Arbonne Opportunity.
4. **Expand your network with a purpose.** Meet new people by joining a gym, volunteering, starting a hobby or joining a group on social media. This can help you continue to spread the word further about Arbonne's products and the Opportunity.

Once you have your initial list, put your contacts into categories that will help organize your activity. Here are some suggestions:

- Close family and friends — This is the group of people you will want to immediately share your new business with as well as all the fantastic products you've discovered.
- Prospects for product — These are the people you will want to connect with over social media, text, email or phone to introduce Arbonne and to try to schedule time to share and sell your favourite products with them. You can introduce these prospects to your favourite products on social media through your posts along with your Before & After photos. Keep in mind, prospects for product often choose to become Independent Consultants once they've been exposed to our great products, the people, and the culture.
- Prospects for the Arbonne Opportunity — These are the people who you think will benefit from and be interested to hear about the Arbonne Opportunity. Schedule time to connect with them in person or virtually to let them know what you are doing and how they could become a part of Arbonne too.



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Memory Jogger Tool

Use this tool to help you think of everyone you can include on your initial 100 list. Remember — this list is just the beginning!

- Start with the lists you already have including:
 - Current address book/online
 - Email addresses list
 - Cell phone contacts
 - Holidays cards list
 - Wedding invite list
 - Child's birthday invitee list
 - Business cards list
 - Social media:
 - ◆ Facebook
 - ◆ LinkedIn
 - ◆ Pinterest
 - ◆ Twitter
 - ◆ Skype
 - ◆ Instagram
- Members of your family:
 - Father and Mother
 - Father-in-Law/Mother-in-Law
 - Grandparents
 - Children
 - Brothers and sisters
 - Aunts and uncles
 - Nieces and nephews
 - Cousins
- Your friends and people you associate with regularly:
 - Neighbours
 - Co-workers
 - Church members
 - Hobby buddies
 - Sports friends or teammates of yourself, your spouse or your children
 - People you do business with

Call to Action

- Add at least two more names to your contact list every day
- Keep meeting new people and expanding your network — both in person and on social media
- Once you've made a connection, engage your new contact without delay and begin to form your relationship

You are responsible for the contact information you gather, so make sure to save this information within My Office or in a secure and confidential location.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at iccs.arbonne.com.

