

Success Potential Evaluation

This fun little exercise may be the most important thing you will ever do for your business. We have all heard “It is not What you know, but Who you know”. Our business is a word of mouth business that depends largely upon the quality of a person’s circle of influence. This little exercise helps potential team members to get a realistic idea of their probability for true success in our industry.

Try to accomplish this exercise as fast as possible: 2 – 3 minutes (5 min max)

1. **Quickly write down First Name and Last Initial** of everyone that comes to mind when going through the Memory Jogger. Writing down the last initial helps you remember who you were thinking about afterward.
2. **Move to the next category only when the current category is no longer helpful** to recall names quickly enough. The goal is to put as many names on the paper as possible within the allotted time, not necessarily names in each category.
3. **Write down every person over 18 that comes to mind, not who you think would be interested.** We will sort them out later. This exercise is mostly designed to discover the kind of people you know.
4. **If you can’t remember the name of the person just describe them** Example: The tall policemen, or the guy at the pharmacy....
5. **Have fun! This is NOT a test.** This is for your benefit and to help you gauge your potential for success in our industry. Make it a fun contest for yourself.
(The national average is 15 names. The national record is 104!)

Who do you know that comes to mind when you think of the following categories?

Family on your Father’s side	Family on your Mother’s side
Spouse’s family	Best Friend(s)
Your Spouse’s best friends	Friends and Acquaintances
Current/Most Recent Coworkers	Current/Most Recent Bosses
Coworkers at other jobs	Bosses at other jobs
Closest High School Friends	Closest College Friends
High School Teachers	College Professors
People you play/played sports with?	Current/Past Coaches
People with similar hobbies	Successful Corporate Professionals
Business Owners / Entrepreneurs	People on Facebook
People on Twitter	People on MySpace
People who email you frequently	General Physician
OB-GYN / Pediatricians	Dentists and staff
Chiropractors / Massage Therapists	Ministers / Rabbis / Imams
Hairdressers / Manicurists	Neighbors on your left/right
Other Current / Past Neighbors	Kids Teachers / Coaches
Parents of your kids friends	Counselors / Therapists
Landscapers	Housekeepers
Attorneys & Judges	Mechanics
Fitness Coaches / Trainers	Nutritionists / Naturopaths
Decorators & Interior Designers	Artists / Photographers
Musicians/Singers/Songwriters	Hotel / Apartment Staff
Real Estate Agents / Investors	Alternative Health Practitioners
College Students	Athletes / Celebrities
Retirees / Pensioners	Nurses /Hospital Staff
Carpenters, Plumbers, Electricians	Pilots & Flight Attendants
Network Marketers	Police Officers
Secretaries and Personal Assistants	Stay At- Home Parents
Insurance Agents	Car Salespeople

Retail Workers	Veterinarians & Animal Groomers
Mail Carriers and couriers	Waitresses / Bartenders
Editors / Writers	Firefighters
Volunteers	Financial Advisors & Accountants
Pharmacists	ONE MINUTE BONUS ROUND: Look
in your mobile phone contacts for	people over the age of 18.

Your Name: _____ Total # Names: _____ Sub Totals: M= ___ K= ___ \$= ___
 B= ___ H= ___

<u>First Name</u>	<u>Last (Initial)</u>	<u>Identifiers</u>	<u>First Name</u>	<u>Last (Initial)</u>	<u>Identifiers</u>
M = Married / K = Has Kids / \$ = Currently Employed / B = Owns a Business / H = Owns a Home					
1.		M K \$ B H	43.		M K \$ B H
2.		M K \$ B H	44.		M K \$ B H
3.		M K \$ B H	45.		M K \$ B H
4.		M K \$ B H	46.		M K \$ B H
5.		M K \$ B H	47.		M K \$ B H
6.		M K \$ B H	48.		M K \$ B H
7.		M K \$ B H	49.		M K \$ B H
8.		M K \$ B H	50.		M K \$ B H
9.		M K \$ B H	51.		M K \$ B H
10.		M K \$ B H	52.		M K \$ B H
11.		M K \$ B H	53.		M K \$ B H
12.		M K \$ B H	54.		M K \$ B H
13.		M K \$ B H	55.		M K \$ B H
14.		M K \$ B H	56.		M K \$ B H
15.		M K \$ B H	57.		M K \$ B H
16.		M K \$ B H	58.		M K \$ B H
17.		M K \$ B H	59.		M K \$ B H
18.		M K \$ B H	60.		M K \$ B H
19.		M K \$ B H	61.		M K \$ B H
20.		M K \$ B H	62.		M K \$ B H
21.		M K \$ B H	63.		M K \$ B H
22.		M K \$ B H	64.		M K \$ B H
23.		M K \$ B H	65.		M K \$ B H
24.		M K \$ B H	66.		M K \$ B H
25.		M K \$ B H	67.		M K \$ B H
26.		M K \$ B H	68.		M K \$ B H
27.		M K \$ B H	69.		M K \$ B H
28.		M K \$ B H	70.		M K \$ B H
29.		M K \$ B H	71.		M K \$ B H
30.		M K \$ B H	72.		M K \$ B H
31.		M K \$ B H	73.		M K \$ B H
32.		M K \$ B H	74.		M K \$ B H
33.		M K \$ B H	75.		M K \$ B H
34.		M K \$ B H	76.		M K \$ B H
35.		M K \$ B H	77.		M K \$ B H
36.		M K \$ B H	78.		M K \$ B H
37.		M K \$ B H	79.		M K \$ B H
38.		M K \$ B H	80.		M K \$ B H
39.		M K \$ B H	81.		M K \$ B H
40.		M K \$ B H	82.		M K \$ B H
41.		M K \$ B H	83.		M K \$ B H
42.		M K \$ B H	84.		M K \$ B H