

# The Name Game

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~ Who do you know that is a BUSINESS OWNER?

- a.
- b.
- c.

~ Who do you know that is an ENTREPRENEUR?

- a.
- b.
- c.

~ Who do you know that has GOOD PEOPLE-SKILLS?

- a.
- b.
- c.

~ Who do you know that is a HARD WORKER?

- a.
- b.
- c.

~ Who do you know that LOVES CHOCOLATE?

- a.
- b.
- c.

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~ Choose the TOP 2 individuals with whom you would like to network with on this list.

- a.
- b.

~ CLARIFICATION:

Once completed, you will have an effective list of individuals with whom you may network. Now, these individuals may or may not join the business with you right now; just keep networking.

~ EXPECTATIONS:

Clarify your expectations. You are asking them to help you brainstorm and come up with a handful of names. You simply want to identify individuals. The end result is a list. What you do with this list is a completely separate project; keep them separate.

~ PURPOSE:

Please understand that the purpose of this exercise is to help you: (1) Identify 15 qualified individuals you already know (i.e. build a list) and to (2) Choose two specific individuals from that list to network with. Your top 2 will also perform this same “name identification” exercise. Remember, you will be focusing your networking activities with two people at a time.

~ GOAL:

Carefully consider the goal of this exercise – which is to: (a) Build your list first and then (b) Network with your top two prospects in order to identify their 15 contacts and their top two prospects. The goal is not necessarily to recruit the people identified on the list all at once. Remember, you will be targeting 2 people at a time and focusing on those two individuals’ networks.

~ PROCESS:

Enjoy the process! The process is about “drilling down.” In other words, first, you will identify your 15 contacts and choose your top two. Then, you will help your top two individuals identify their 15 contacts and choose their top two prospects (and so on and so forth). You will continue to repeat the process until the network list-making stalls and/or completely stops. Literally, it could be 10 generations or more of prospecting before you hit either “pay dirt” or a “dead end.” Drill away!

~ Once you have finished the Name Game, follow these steps below:

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~STEPS: ((( THE VERBAGE & ORDER OF THE STEPS IS VERY IMPORTANT – FOLLOW THEM EXACTLY )))

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|---------------------|-------------------------------------------------------------------------------------------------|
| Step 1: Contact     | Contact your 2 prospects (In person if local, by phone if long distance – no email).            |
| Step 2: Question    | <b><i>“Hey, did I catch you at a good time?”</i></b>                                            |
| Step 3: Explain     | <b><i>“I need a favor – I’m working on a project.”</i></b>                                      |
| Step 4: Invite      | <b><i>“Will you please take a few minutes right now and help me brainstorm?”</i></b>            |
| Step 5: Ask         | <b><i>“Let me explain why we’re doing this after we finish brainstorming – is that ok?”</i></b> |
| Step 6: Take Action | Start filling in the “Name Game” Sheet.                                                         |
| Step 6: Close       | <b><i>“Thanks for the help!”</i></b>                                                            |
|                     | <b><i>“Ok, so, I started a new international business.”</i></b>                                 |
|                     | <b><i>“I feel it’s a good investment.”</i></b>                                                  |
|                     | <b><i>“How interested would you be in seeing a Prospectus?”</i></b>                             |
| Step 7: Repeat.     |                                                                                                 |

\*If they want to learn about what you’re doing, send them to:

xe-energy.com  
CoolChoc.com