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BusinessBASE™
Powerfully Simple, Simply Powerful

Where Business Comes From

The BusinessBASE™ system is designed to be a business building system that you’ll use FOR THE REST OF YOUR CAREER. We know from massive research where business really comes from, and it’s not from where most business people think. Statistics show that 66% of all the business generated by 95% of successful professionals today comes from only four sources:

• Family
• Friends
• Close Acquaintances
• Referrals generated by the first three groups

Building Your Business

We believe that the most effective thing any business professional can do to build his or her business, both in the short and long term, is to become more visible, more likable, and to find creative ways to get more people to remember you. People do business with people they know, like and remember.

A BusinessBASE™ IS NOT a mailing list. Building your BusinessBASE™ is simple, but not easy. Your BusinessBASE™ is a collection of people that personally know you by name, face, reputation, and the experiences you’ve had together. Putting someone on a mailing list does not give you any influence, and influence is the key word in the term Sphere-of-Influence. We believe you already have a Sphere-of-Influence, but the biggest success opportunity you can have throughout your career lies in doing the right kinds of things to build and implement your BusinessBASE™. This requires time and thoughtful effort on your part. It must be genuine, personal, meaningful and based on your willingness to “give” before you “get.” It must be nurtured, cared for, guarded and respected. It is not a “sales ploy.” It is something you build, and as they say in the movies, “If you build it, they will come.”

Make a friend first and a sale later. Many professionals today complain that they don’t like the rejection they experience in building a business. People get rejected because they put themselves in that position. By making a decision to make a friend first and a sale later, you’ll always find yourself on the winning side of business development.
Building your business should be fun, not painful! The BusinessBAS™ is fun because there is never any pressure on you or the VIPs in your sphere!

When the pressures are gone, the possibility of failure goes with it. If you’re not having fun in your career, regardless of how much money you make, you can’t call yourself successful. Make at least one new friend a day, everyday. No matter what business you’re in, you have the opportunity to make one new friend. Maybe you’ll have to slow down and look around, but they’re there all right. You just have to see them.

The best way to build and keep your BusinessBASE™ is by “Send-Call-See.” In the course of a year, you need to be in contact with the people in your BusinessBASE™ monthly if you expect to get their business or receive their word-of-mouth referrals. Occasionally calling to share a PERSONAL conversation will ensure you’re remembered. Now, add to that an opportunity to see someone on a PERSONAL basis and you effectively earn their trust.

Take care of the people who pay your bills. More business will come from your current customers than from all the business you could ever get from beating the bushes, IF you treat them right. Your existing customers are your keys to success. You’d be naive not to take special care of them.

Bad news travels fast; good news travels faster. Anyone who has been in business more than a week can tell you that word-of-mouth is the most effective advertising. It’s not for sale and you can’t buy it, but if you plan on being a success, you better get it. This BusinessBASE™ System will guarantee your success.
Getting Started
Building Your BusinessBASE™

Five Steps to Help You with Your BusinessBASE™

Having ProspectsPLUS!®, you already know that there are hundreds of ways to effectively begin building a better business relationship with each person in your BusinessBASE™.

Step 1: Print 250 copies of your BusinessBASE™ Profile Sheet (letter size, double sided, three hole punched).

Step 2: Purchase a 2”, three-ring binder and a set of alphabetic dividers at your local office supply store. Insert the pages and dividers in binder.

Step 3: Carefully go through the 150 questions entitled, “Who Do You Know?” It’s a great idea to do this with your spouse at home in the evening, that way he/she can help come up with additional names. THE FIRST TIME YOU GO THROUGH THE QUESTIONS, WRITE DOWN JUST THE NAMES OF THE PEOPLE WHO COME TO MIND.

Step 4: Once you have recorded the names of the people you know in your BusinessBASE™, the next step is to begin building more detailed profile for each. This will take time, so don’t be in a rush. Some names will never have completed profiles. Initially, the most important information you’ll need is correctly spelled names, addresses, email addresses and phone numbers. As you begin to know people better, you’ll gather more information.

Step 5: Once the first five steps have been completed and you have created a BusinessBASE™ Profile on each person in your Sphere of Influence, you are ready to begin working on the communication aspect of the System. We suggest that you start with something simple such as a postcard or personal brochure from your ProspectsPLUS!® system.
How To Use Your BusinessBASE™
The Tools You Need to Know

Eight Steps to Take You Through Your BusinessBASE™

1. Your BusinessBASE™ should always be kept in a private place, out of the reach of others. It contains valuable and confidential information, and is the result of extensive efforts on your part.

2. Your BusinessBASE™ should be reviewed by you on a daily basis, Monday through Friday. On the first day of the month contact all of the people in your BusinessBASE™ whose last name begins with the first letter of the alphabet. On the second day of the month contact all the people in your BusinessBASE™ whose last name begins with the second letter of the alphabet, etc. In other words, “A” thru “Z” are the 26 letters in the alphabet and there are approximately 22 business days in each month. By implementing this system nobody slips through the cracks and you touch everybody in your BusinessBASE™ every 30 days via Send-Call-See. This equates to approximately 11 contacts a day, five days a week. This is your most important job everyday and it should take you about an hour a day.

Building your BusinessBASE™ to 250 people will ensure your long range success and actually give you something to sell when you retire. A good rule of thumb to remember is that by using the BusinessBASE™ you should do at least 50 transactions a year as a result of your efforts. Think about it! According to the National Association of REALTORS®, the average person moves every five to seven years. All 250 people in your BusinessBASE™ will not move this year or next year, but, approximately 20% of them will make a move THIS YEAR. You will not do business with all of the people in your BusinessBASE™; however, you should expect to receive referrals from at least 80% of the people within two years. After a few months of using the system you have earned the right to ask for referrals. A good way to ask for referrals is by asking how someone else’s business is going. A natural response from them to you is, “How’s your business?” This provides you an excellent opportunity to share with them that approximately 66% of your business is coming from people you know and from referrals. You should also explain that you are expanding your business and also ask if they know of anyone who would appreciate being kept updated on what’s happening in the real estate market, might be interested in selling, or if they have any friends or family members who are going to be moving into the area in the next year.

Do not ask for referrals every time you talk to someone in your BusinessBASE™ or pretty soon, they will not want to talk to you. By mentioning the importance of referrals in your business once or twice a year, you will have achieved your objective.
3. There are two requirements for each person you place into your BusinessBASE™:

1. **Does this person live in the geographic area that I do business in?** If not, put them on your mailing list; they should not be in your BusinessBASE™.

2. **Does this person have the ability to qualify for a loan?**

   After using your BusinessBASE™ for a minimum of three months, it’s a good idea to go through your BusinessBASE™ for the purpose of eliminating people who are no longer relevant for whatever reason. If you feel uncomfortable communicating with someone after three months, remove.

4. Your BusinessBASE™ should be the first entry step with a new person coming into your “Sphere-of-Influence.” When you meet someone new, the very first thing you should do is enter them into your BusinessBASE™ Manual. Later you can use your BusinessBASE™ Manual as a database building tool for your computer. In essence, the BusinessBASE™ system is a hard copy contact management system that allows you quick reference to information that will help you build your business. When you are on the phone with someone, you should have your BusinessBASE™ open to that person’s profile so you don’t have to rely on memory. It also allows you to make notes during the conversation that you can use later.

5. Before making a telephone call to people in your Sphere-of-Influence, take a moment to look up their profile in your BusinessBASE™. This will remind you of numerous things that will make your conversation much more personal and therefore, much more effective. Place a copy of the 30 reasons to contact someone in the front of your BusinessBASE™ for reference.

6. Place extra blank pages behind those individuals’ profiles with whom you have frequent contact. The purpose for this is to keep hand written notes on your conversations. These too can later be entered into your computer files.

7. Place a month-at-a-glance calendar for the entire year in the back of your BusinessBASE™. Note each person’s birthday and anniversary on the calendar for the year. The first of each month do your cards for the entire month and mail them out. It’s better to be early, than late on remembering an important day in a person’s life.

8. Be consistent and don’t give up. Commit to use the system for a year and you’ll be impressed with your results. “Send-Call-See” builds relationships that will last a lifetime.
Who Do You know...
150 Questions to Help Build Your Business Relationships

1. What are the names of the members of your family?
2. What are the names of your spouse’s family?
3. What are the names of your “extended” family?
4. What is the name of your best friend?
5. What is the name of your spouse’s best friend?
6. What are the names of your very close friends?
7. What are the names of your spouse’s very close friends?
8. What are the names of your children’s friends’ parents?
9. What are your children’s teachers’ names?
10. What are your children’s coaches’ names?
11. What are your children’s principals’ names?
12. What are your children’s dentists’ names?
13. What are your children’s doctors’ names?
14. What are your children’s optometrists’ names?
15. Who cuts your children’s hair?
16. Who sells you your children’s clothes?
17. Who is on the PTA Board at your children’s school?
18. Who is your children’s Sunday school teacher?
19. Who cuts your hair?
20. Who does your dry cleaning?
21. Who does your pedicures, manicures, facials?
22. Who do you purchase gasoline from?
23. Who services your car(s)?
24. Who do you buy tires from?
25. Who sold you your current car(s)?
26. Who have you purchased cars from in the past?
27. Who cleans your car(s)?
28. Who is your mailman?
29. Who do you know at your church?
30. Who do you see at the convenience store you most often go to?
31. Who is the checker you usually go to at the grocery store?________________________________________________
32. Who is your pharmacist?________________________________________________________________________
33. Who is your doctor(s)?__________________________________________________________________________
34. Who is your spouse’s doctor(s)?________________________________________________
35. Who is your Pastor, Minister, Priest, Bishop, Rabbi?________________________________________________
36. Who owes you money?_________________________________________________________________________
37. What is the name of your favorite teller at the bank?________________________________________________
38. Who do you borrow money from at the bank?_______________________________________________________
39. Who is your stock broker?________________________________________________________________________
40. Who is your financial planner?___________________________________________________________________
41. Who prepares your taxes?________________________________________________________________________
42. Who does your accounting?_______________________________________________________________________
43. Who is your Veterinarian?________________________________________________________________________
44. Who grooms your pets?___________________________________________________________________________
45. Who takes care of your pets when you’re out of town?_______________________________________________
46. Who did you get your pets from?_______________________________________________________________
47. Who have you given your pet’s babies to?________________________________________________________
48. Who owns your favorite restaurant?________________________________________________________________
49. Who waits on you most frequently at your favorite restaurant?________________________________________
50. What is the name of your favorite bartender?______________________________________________________
51. Who do you routinely see at your favorite bar or nightclub?__________________________________________
52. Who do you know on a first name basis at your country club?________________________________________
53. Who do you play golf with?_______________________________________________________________________
54. Who do you ski with?___________________________________________________________________________
55. Who do you talk to at your health club?____________________________________________________________
56. Who do you play racquetball with?________________________________________________________________
57. Who do you play tennis with?____________________________________________________________________
58. Who do you attend your children’s sporting events with?___________________________________________
59. Who do you go to concerts with?________________________________________________________________
60. Who do you go to the movies with?________________________________________________________________
61. Who do you go to the plays, theaters, galleries or museums with?___________________________________
62. Who do you go to breakfast with, and who do you talk to?__________________________________________
63. Who is your attorney?___________________________________________________________________________
64. Who would you call if you had an air-conditioning problem?_____________________________________________
65. Who is your pest control person?_______________________________________________________________
66. Who would you call to fix your roof?_____________________________________________________________
67. Who is your electrician?______________________________________________________________________
68. Who is your plumber?________________________________________________________________________
69. Who is your Federal Express person?___________________________________________________________
70. Who mows your lawn / shovels your snow?_____________________________________________________
71. Who did your landscaping?____________________________________________________________________
72. Who built your house?__________________________
73. Who is your landlord?__________________________
74. What is the name of the agent who insures your home?___________________________________________
75. What is the name of the agent who sold you your life insurance?________________________________
76. What is the name of the agent who handles your car insurance?___________________________________
77. Who did you get your tattoo from?_____________________________________________________________
78. Who do you buy your clothes from?_____________________________________________________________
79. Who is your tailor / seamstress / dressmaker?_____________________________________________________
80. Who do you buy make-up and/or cosmetics from?________________________________________________
81. Who did you buy your computer from?_________________________________________________________
82. Who fixes your computer?_____________________________________________________________________
83. Who fixes your other small appliances?________________________________________________________
84. Who is your travel agent?_____________________________________________________________________  
85. Who did you receive Christmas Cards from last year?_____________________________________________
86. Who did you send Christmas Cards to last year?_________________________________________________
87. Who changes your oil?_______________________________________________________________________
88. Who do you buy arts and crafts from?____________________________________________________________
89. Who do you buy furniture from?_______________________________________________________________
90. Who repairs or upholsters your furniture?________________________________________________________
91. Who do you buy office supplies from?____________________________________________________________
92. Who do you see at your office building?________________________________________________________
93. Who do you buy your liquor from?______________________________________________________________
94. Who do you buy your meat from?_______________________________________________________________
95. Who do you buy seafood from?_______________________________________________________________
96. Who do you buy hardware from?_______________________________________________________________

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97. Who do you know in law enforcement?
98. Who are your local politicians?
99. Who have you done business with in the past?
100. Who do you know at service organization meetings? (Chamber of Commerce, Rotary, etc.)
101. Who do you know from fraternal organizations? (Elks, VFW, Masons, etc.)
102. Who do you know from social organizations you’re a member of?
103. Who do you know from trade or industry groups that you belong to?
104. Who do you buy carpets, drapes, appliances from?
105. Who are your old high school classmates who are still around?
   (Get out your yearbook or search the online reunion forums)
106. Who are your old coaches?
107. Who are your old teachers that are still around?
108. Who are your old principals that are still around?
109. Who are your old fraternity/sorority, brothers/sisters who are still around?
110. Who are your old college buddies that are still around?
111. Who are your old military friends that are still around?
112. Who is your florist?
113. Who do you rent videos from?
114. Who did you invite to your wedding?
115. Who are your neighbors?
116. Who did you buy your motorcycle from?
117. Who did you buy your motorhome / camper from?
118. Who is your jeweler?
119. Who repairs your jewelry?
120. Who is your photographer?
121. Who develops your pictures?
122. Who do you buy your electronics from? (TV, stereo, etc.)
123. Who do you know in your homeowner’s association?
124. What are the names of your previous neighbors?
125. Who do you know from the daycare center?
126. What are the names of your spouse’s past neighbors?
127. What are the names of your parents’ best friends?
128. What are the names of your spouse’s co-workers?
129. Who do you buy advertising from?

130. Who are the suppliers and vendors who come into your workplace?

131. Who is currently trying to sell you something?

132. Who made your will / living trust?

133. Who baptized your children?

134. Who married you?

136. Who do you buy shoes from?

137. Who maintains your safety and security systems?

138. Who are your bowling buddies?

139. Who do you play cards with?

140. Who handles your communications equipment? (Pagers, cell phones, etc.)

141. Who would lend you $100 with a phone call?

142. Who did you buy your boat from?

143. Who is your furnace repairman?

144. Who is your mover?

145. Who do you know at the tanning salon?

146. Who do you buy pizza from?

147. Who is your pawn broker?

148. Who is your printer?

149. Who are your “online” network connections? (LinkedIn, MySpace, Active Rain, etc.)

148. Who is your Rolls Royce dealer? (Get to know him well!)
30 Ways to Make People Feel Good
Things Any Good Business Would Know

1. Remember Their Birthday
2. Send Them Movie Tickets
3. Thank Them For Everything
4. Invite Them To Go Somewhere
5. Recognize Their Achievements
6. Send Them Event Tickets
7. Stop In Just To Say Hi
8. Call For No Real Reason
9. Call Just To Say Hi
10. Invite Them To Lunch
11. Fax Them a Joke
12. Invite Them To Your Party
13. Send Them an Article
14. Smile When You See Them
15. Pass On Compliments About Them
16. Introduce Them To Other People
17. Tell Them They Look Great
18. Brag About Their Accomplishments
19. Notice Their “New” Anything
20. Let Them Do The Talking
21. Remember Their Name
22. Tell Them Your Jokes
23. Ask About Their Spouse (By Name)
24. Ask For Their Help
25. Thank Them For Their Business
26. Accept Their Help
27. Send Them a Pizza
28. Let Them Be Your Friend
29. Send Them a Gag Gift
30. Touch Them When You See Them
30 Reasons to Contact Someone
A List of Things You Could Call About

1. Nice To Have Met You
2. You Might Like This Article
3. Nice To See You Again
4. Saw This Cartoon
5. Let's Get Together Soon
6. I Heard a Compliment About You
7. Was Thinking About You
8. I’ve Got a Good Idea For You
9. Happy Birthday
10. Saw Your Ad In The Paper
11. Happy Anniversary
12. Great News
13. Merry Christmas
14. Had a Dream About You
15. Wish You The Best In The New Year
16. (Something) Reminded Me Of You
17. Happy Easter
18. I Need Your Opinion
19. Happy Halloween
20. Been Awhile
21. How Was Your Day
22. Just Saw a Good Movie
23. Thanks For Your Business
24. Thanks For The Referral
25. Thanks For Introducing Me To
26. I’ve Got an Extra Ticket To
27. I Heard About Your New
28. Are You Going To
29. What Do You Think About
30. Do You Know Of a Good
Name ___________________________________________________________  Birthday _____________________
(or attach business card)
Address_______________________________________________________________________________________
City ______________________________________  State/Prov_______________  Zip/PC ______________
Cell (______)______________________________ Office (______)_________________________________
Home (______)____________________________  FAX (______)_________________________________
Email ________________________________________________________________________________________

Others
Married: ☐ Yes ☐ No     Spouse Name _______________________________________________________________
Anniv. ___________________________ Birthday ___________________
Divorced: ☐ Yes ☐ No     Separated: ☐ Yes ☐ No     Widowed: ☐ Yes ☐ No
Engaged: ☐ Yes ☐ No     Children: ☐ Yes ☐ No
Name ___________________________________________________________  Birthday _____________________
Name ___________________________________________________________  Birthday _____________________
Name ___________________________________________________________  Birthday _____________________

Education
College: ☐ Yes ☐ No     Name: ________________________________________   Graduated: ☐ Yes ☐ No
Degree ________________________________________________________________________________________
Post Grad Study ________________________________________________________________
Military: ☐ Yes ☐ No
Branch ___________________________ Rank @ Discharge ___________________________
Faith _____________________________________________________________     Active: ☐ Yes ☐ No

Personal Characteristics
☐ Positive    ☐ Negative    ☐ Private Person    ☐ Visible Person    ☐ Outgoing    ☐ Attentive
☐ Academic    ☐ Outdoor Type    ☐ Indoor Type    ☐ Active    ☐ Talker
☐ Independent    ☐ Careful    ☐ Salary Income    ☐ Commission Income    ☐ Computer Literate
☐ Non-Smoker    ☐ Smoker    ☐ Non-Drinker    ☐ Drinker    ☐ Heavy Drinker
**Hobbies and Memberships**

- Hobbies & Recreation Interests
- Fraternal Memberships
- Social Memberships

**Employment**

- Current Business/Occupation
- Employer
- Title
- Job Description
- Professional/Trade Memberships
- Honors & Awards

**Relationship**

- Where & How Did You Meet This Person?
- Were You Introduced By Someone? [Yes] [No]
- If Yes, Who?
- What Is Their Relationship?
- Who Does This Person Know That Might Be Important To You?
- Does This Person Know You By Face? [Yes] [No] By Name? [Yes] [No] By Profession? [Yes] [No]

**Contact**

- Send/Date
- Comments
- Call/Date
- Comments
- See/Date
- Comments
- Estimated Annual Production
- Friends In Our Office

**Notes / Transactions**
Compliments of ProspectsPLUS!

We wish you every success in building your BusinessBASE™ and invite you to take advantage of the powerful resources available to you online at www.prospectsplus.com! The all new, interactive Master Marketing Schedule is waiting for you! There you’ll find at least two campaign ideas per week – with over eight categories to choose from each month. Discover timely tips and up-to-the-minute marketing strategies for today’s competitive agent as well.

Don’t miss out – get your FREE account today and tap into the best that this business has to offer!