

Your Database

ASSEMBLING AND ADDING PEOPLE TO YOUR DATABASE

What is a Database?

It is a list of relationships—the people you already know.

If you don't currently have this, start by making a list of everyone you know: Your current clients, past clients, sphere of influence, friends and family, social circles, business relationships, online network.

This doesn't have to be a huge list to start. Remember: It's not who *you* know it's who *they* know.

Spend one hour doing this and then take a break. Go for a walk. Then spend another hour expanding your list.

Once you have your list, start calling them and be sure to use the Mayor Campaign dialogue as explained below.

Where Do I Find People to Add to My Database and How Do I Do It?

Every day brings new opportunities to meet people. Whether you're at a little league game, a networking event, or just scrolling through your Facebook feed, there will always be plenty of chances to connect.

As you go through your day, make it a point to take an interest in other people and start conversations.

Here are some ideas for making connections:

- Follow up with old leads and previous clients
- Call business partners and vendor relationships
- Attend networking events
- Call or go see your best clients
- Reach out on social media (Facebook, Instagram, Linked-In, etc.)
- Attend parties/social functions
- Participate in neighborhood events (community yard sales, picnics, etc.)
- Volunteer in your community
- Attend sporting events



Your Database (continued)

Once you're out there making connections, here's how to determine if this is someone to add to your database:

Use the Mayor Campaign Dialogue to find out if someone already has an agent they'd refer their friends and family to or whether you could be that person. Even someone you know well might have a relative or close friend in the business they'd use as their agent so they may not be someone for you to add to your database. Or, conversely, they might think you have plenty of clients and aren't necessarily interested in their business unless you ask.

You may need to ask three or four people to get one to add to your database—but that's okay! Don't be afraid to ask.

The key is to use the Mayor Campaign **"as you go."** At first you need to be intentional about doing this and making it part of how you think and interact with others. As you're out at a restaurant, you're online chatting with a Facebook friend, at a networking event, at the grocery store checkout, at the dry cleaners, at the little league game, or at a birthday party—make an effort to get to know people. Ask questions to learn more about them and during the conversation you'll be able to use the Mayor Campaign.

WANT TO SEE HOW IT'S DONE?

Watch *The Mayor Campaign Role Play* with J'aime Nowak.

