



ASSIGNMENT 1: Sources & Partners

In this exercise, you are to list of as many people as you know who match any of these criteria:

SOURCES:

- 1) They are your **RAVING FANS** -- they know, like and trust you
- 2) They are likely to **know the kind of people you'd like to have as clients**
- 3) **Their opinion is highly respected** by people who know them
- 4) They are not only able but likely to be **WILLING to help you** . . . if you ask them

PARTNERS

- 5) They are in a business that is **servicing a similar clientele to your own**
- 6) They **offer non-conflicting products, programs or services** to your own
- 7) They have a 'fire-in-the-belly' . . . i.e. they **want to grow their business and revenues**

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