



CIRCLE OF INFLUENCE

What are Circles of influence? Everyone has circles of influence. Circles of influence consist of the people you already know who are prime candidates for Fish Window Cleaning's services. They are not limited to just your brother-in-law, best friend or next door neighbor. Rather, everyone you encounter daily in the course of business and personal life is a potential customer. Most of them are in need of your service (for their home or business) or are already receiving it from a competitor.

Below is an Opportunity List. Take a few minutes and reflect on who these people are and how you might approach them based on the fact that you receive services from them or that as your friends, they are going to want to share in your success. Use this list to create a "Circle of Influence" contact list within your email.

Please Note: Use the form provided at the end of these examples to list your Circles of Influence.

Those you do business with:

- Insurance Agents:
 - Home
 - Business
 - Auto
 - Life
 - Health
 - Other
- Real Estate Agents/Builders:
 - Who you bought your home from
 - Who you used to lease your office
- Friends in the business. They want your referral as badly as you want theirs.
- Banks:
 - Personal bank or credit union
 - Lenders where you have home or auto loans. They have a vested interest in your success.
- Car Dealers/Recreational Equipment Dealers:
 - Dealers where you purchased any vehicle you are currently driving
 - Motorcycle, boat, and RV dealers



- Service providers
- General Businesses: In this category include those used by you, your family members, and your employees.
 - Hair, Tanning, or Nail Salons
 - Gyms, Karate, or Dance Studios, etc.
 - Golf Courses, Country Clubs, or Sports Complexes
 - Childcare Providers
 - Dry Cleaners
 - Restaurants you visit frequently
- Garden Centers, Nursery, or Florist
- Utility Companies (Cable, Gas, Electric)
- The town hall or other government buildings in your neighborhood
- Personal Contacts:
 - Don't forget to think outside of the box; you clean homes and businesses. Many of these individuals are the decision maker. Remember to ask both spouses in the event they fail to mention it to the other.
 - Parents of your children's friends
 - Church members
 - Fraternal Organization Members
 - Your neighborhood
 - Extended family
 - Your children's school system



Circles of Influence Opportunity List

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