

Activity 1 – Creating a Sphere of Influence Database

1. Decide what system or tool you will use to keep your SOI contacts in an organized
2. Set up the tool and begin entering contacts
3. Brainstorm every contact you have. You should continue to do this over the course of a week or two and add to it as you remember people you know.
4. Continue to add to your list every day.

Triggers to remember SOI's

- Members of your family
- Your spouse's family
- Your extended family
- Your best friend
- Your spouse's best friend
- Your close friends
- Your spouse's close friends
- Your children's friends' parents
- Your children's teachers' names
- Your children's coaches' names
- Your children's principals' names
- Your children's doctor and dentists' names
- Your children's tutors' names
- Your children's optometrists' names
- Your children's barber or hairstylist
- Your barber or hairsylist
- Your bartender
- Your waiters and waitresses
- The PTA Board at your children's school
- Your children's Sunday school teacher
- Your dry cleaner
- The person who does pedicures, manicures, facials
- Your gas attendant
- Your mechanic
- Your car salesman
- Your auto detailer
- Your mailman
- Members of your church
- Members of community organizations you belong to
- Your grocer
- People you often see at the market or local convenient store
- Business owners you know