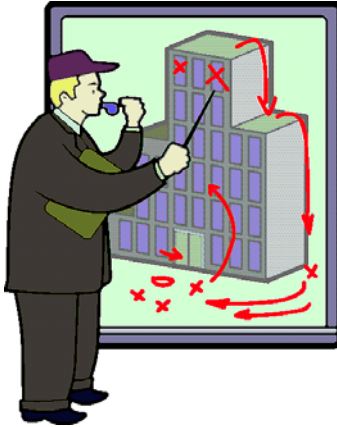




# THE PROSPECTOR

How to Prospect Your Way to Millions  
by Paul J. Meyer

Issue #9



## MORE ON BUILDING

## CENTERS OF INFLUENCE

In the last newsletter we listed the different types of *Centers of Influence*. Now I want to share how to develop them.

Be sure you have recorded your list of Centers of Influence in your Pre-Paid Legal Personal Success Planner, your Palm Pilot, or your computer.

**1.**

You need to **prioritize these Centers of Influence** by

- ◇ How well you know the person,
- ◇ How much leverage they have, and
- ◇ How they relate to you and to what you are doing.

This will tell you how well they will do in helping you build your business.

**2.**

**Prioritize your top 10 or 20 Centers of Influence** from the best to the worst.

**3.**

**Develop a *Plan of Action*** for the care and feeding of a good Center of Influence. In other words, it's a two-way street! You need to have an interest in that person just as much as he or she has in you.

**4.**

**Study your Centers of Influence** . . . their likes, their dislikes, their hobbies, their activities, their families. You could begin very simply by recording their business, professional address, residence, phone numbers, e-mail address, and fax numbers.

**The more you know about your Centers of Influence the better they will treat you.** I have a Plan of Action for each person on my Center of Influence list.

*How do you get a Center of Influence to help you?* **You ASK!**

- ◆ I have discovered over the years that people are good . . . wonderful . . . and great!
- ◆ **People want to help you**, BUT you have to ask!
- ◆ And you must be specific!
- ◆ They may not even know how to be a good center of influence, so you have to tell them.

*Example:* "Mr. Jones, I would like you to be a silent partner for me and introduce me to people I might not otherwise know. You have a lot of influence in this area and I know you are proud of it, and it's taken a lot of years to get where you are! I will be very appreciative and very thankful for your help and assistance!"

Additionally, you develop Centers of Influence by remembering them on holidays, birthdays, asking about their children, etc.

Master this skill and you'll never make another cold call -- and you won't need to buy names from lead generation programs!

*More to Come!*

