STEP 3: BUILD YOUR 3-TIER LIST

Your Warm Market = people you already know — and who know, like and trust you.
Today, you are simply making the list. **Do not pre-judge. Keep adding names as they come to you.**

TIER 1 THEY'VE TOLD ME	TIER 2 I KNOW	TIER 3 PEOPLE I KNOW
They have personally told you about a physical need, problem, income need, or something they're looking for.	You are aware of a possible need or issue, **but they have not personally told you.**	People you know and have a relationship with, but **you don't know whether they have a particular need.**
1. _____ Need/Note: _____	1. _____ Need/Note: _____	1. _____ Connection/Note: _____
2. _____ Need/Note: _____	2. _____ Need/Note: _____	2. _____ Connection/Note: _____
3. _____ Need/Note: _____	3. _____ Need/Note: _____	3. _____ Connection/Note: _____
4. _____ Need/Note: _____	4. _____ Need/Note: _____	4. _____ Connection/Note: _____
5. _____ Need/Note: _____	5. _____ Need/Note: _____	5. _____ Connection/Note: _____
6. _____ Need/Note: _____	6. _____ Need/Note: _____	6. _____ Connection/Note: _____
7. _____ Need/Note: _____	7. _____ Need/Note: _____	7. _____ Connection/Note: _____
8. _____ Need/Note: _____	8. _____ Need/Note: _____	8. _____ Connection/Note: _____
9. _____ Need/Note: _____	9. _____ Need/Note: _____	9. _____ Connection/Note: _____
10. _____ Need/Note: _____	10. _____ Need/Note: _____	10. _____ Connection/Note: _____
11. _____ Need/Note: _____	11. _____ Need/Note: _____	11. _____ Connection/Note: _____
12. _____ Need/Note: _____	12. _____ Need/Note: _____	12. _____ Connection/Note: _____
13. _____ Need/Note: _____	13. _____ Need/Note: _____	13. _____ Connection/Note: _____
14. _____ Need/Note: _____	14. _____ Need/Note: _____	14. _____ Connection/Note: _____
15. _____ Need/Note: _____	15. _____ Need/Note: _____	15. _____ Connection/Note: _____
16. _____ Need/Note: _____	16. _____ Need/Note: _____	16. _____ Connection/Note: _____
17. _____ Need/Note: _____	17. _____ Need/Note: _____	17. _____ Connection/Note: _____

DON'T DECIDE FOR THEM. Your job today is not to decide who will be interested, who can afford it, or who will say yes. Your job is simply to write the names down.

KEEP THIS LIST HANDY. New names will pop into your head, and you'll meet new people. This list is now part of your Resources.