

Building a Base Possibilities List Using

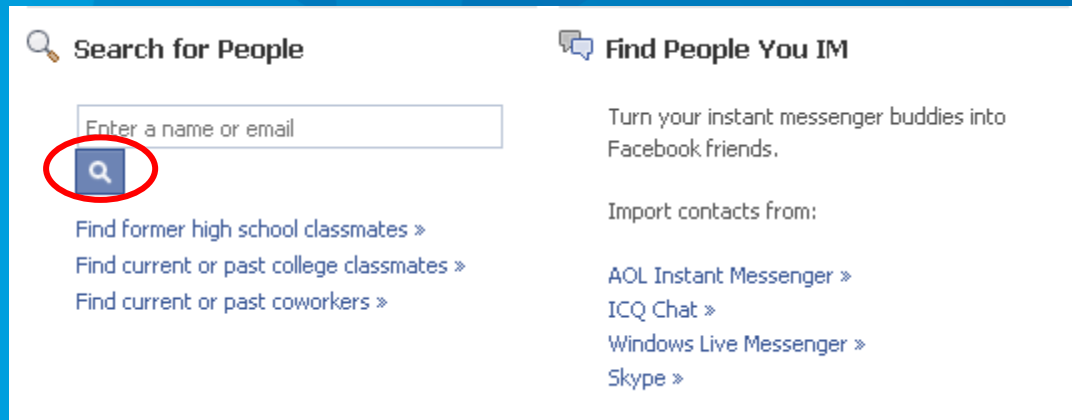
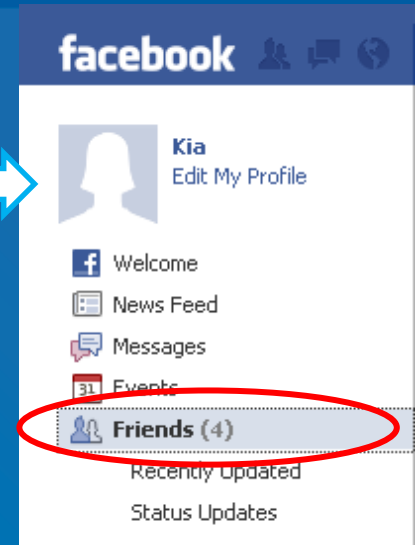
facebook

Search for contacts on facebook

- Make a list of contacts to find on facebook
 - High School classmates
 - Search three (3) years before and after graduation
 - College classmates
 - Search three (3) years before and after graduation
 - Organization, Associations and Groups
 - Current customers
 - Search other Social Network platforms
 - LinkedIn
 - Gather
 - Yelp

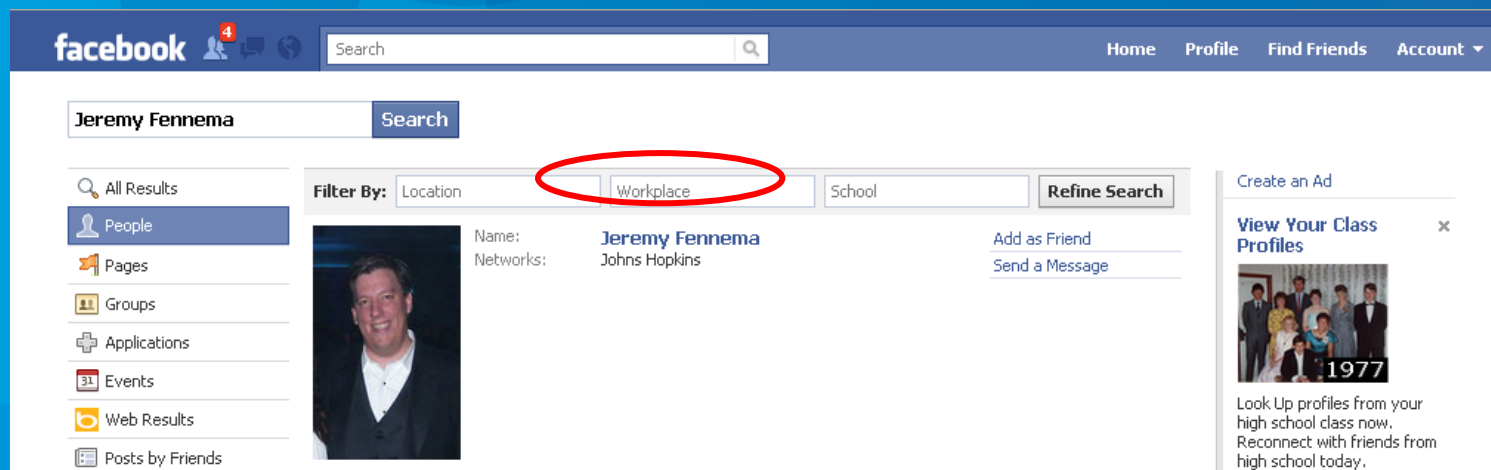
Search for contacts on facebook

- Click on Friends in the left-hand panel under your profile picture
- Search for contacts in your list by entering their name or email and click the search button



Add contacts on facebook

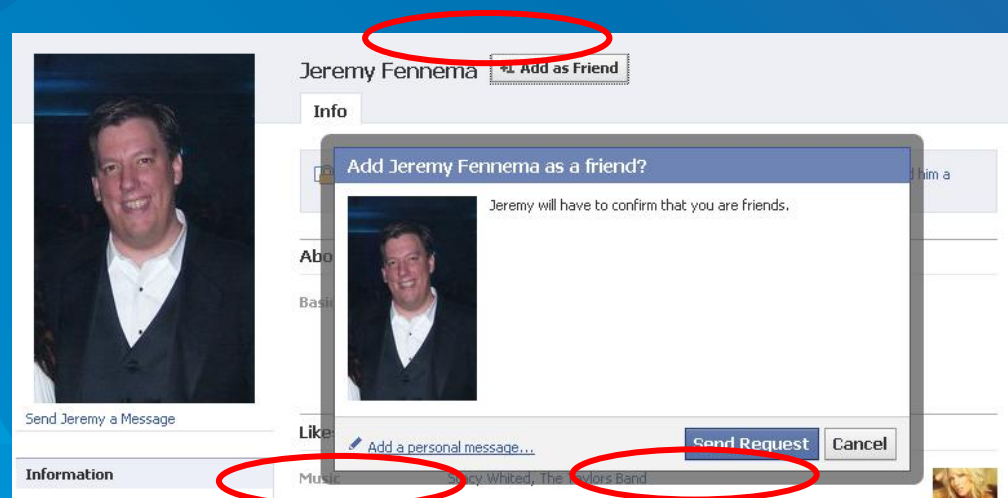
- Click your contacts name and review their profile to confirm that you have selected the correct individual from your possibilities list
- Remember, we're focused on –prospecting–, think about your reasons for spending time here and who you are 'friend'-ing



The screenshot shows a Facebook search results page for the name 'Jeremy Fennema'. The search bar at the top contains the name and a search icon. Below the search bar, the name 'Jeremy Fennema' is displayed with a 'Search' button. On the left side, there is a navigation menu with options: All Results, People, Pages, Groups, Applications, Events, Web Results, and Posts by Friends. The main content area shows search filters: 'Filter By: Location', 'Workplace', and 'School'. The 'Workplace' filter is circled in red. Below the filters, there is a profile card for 'Jeremy Fennema' with a photo, name, and network information (Johns Hopkins). To the right of the profile card are buttons for 'Add as Friend' and 'Send a Message'. On the far right, there is a section titled 'Create an Ad' and 'View Your Class Profiles' with a photo of a high school class from 1977.

Add contacts on facebook

- Click Add as Friend button
- Click Add a personal message...
 - Your message should open up the dialog with this person. "Hey Jeremy, remember me from High School, I can't believe it's been 20 years, how have you been?"
- Click the Send Request button



Add contacts to Possibilities List

- Once they have accepted your friend request add them to your Possibilities List along with their email address
- Now the most important part starts. Start talking with them over Facebook, email, etc, and start the cultivation process.

How to increase Base Possibilities

- Now, let's look at increasing our possibility list further
- Wouldn't you agree that some of your friends probably remember people that you don't?
- Click on a friend
- Look at the friends listed on their page to find individuals that you may know

How to increase Base Possibilities

- Remember, you're focused on friends that you want to cultivate as prospects
- Send out Friend Requests
 - Again, include message to open up the dialog with this person.
 - "Hey Jeremy, remember me from High School, I can't believe it's been 20 years, how have you been?"
- Once they have accepted your friend request add them to your Possibilities List along with their email address
- Begin dialog and cultivation process

How to increase Base Possibilities

- Now, let's look at increasing our possibility list EVEN further!
- Look for other possible contacts that you do not know by clicking on their friends
- Read their profile and wall comments to gather information and find individuals you want to talk to, that you want to build a dialog with.

How to increase Base Possibilities

- Find links and things you have in common within their comments to build rapport
- Send Friend Request
 - Include message about who you are and your mutual friend and the commonalities/connections that you both share
 - “Hi Sue, we have a mutual friend in common, Jeremy, and I noticed that you’re also into Golf and wind surfing, just thought I’d reach out to say hi. Those are some great shots of you guys windsurfing down in Cabo, bet that was a great time!”

How to increase Base Possibilities

- Once they have accepted your friend request add them to your Possibilities List with their email address
- Begin dialog and cultivation process

How to increase Base Possibilities

- Remember, this process of cultivation is the same process you would generally use in person.
- Develop rapport, cultivate the relationship
- Build on mutual connections and interests
- Make sure you're always filling the funnel
- Contact five (5) individuals per night to build relationships with to fill the "Bean Jar"