

## Memory Joggers

Use these questions to help jog your memory while building out your database.

What are the names of the members of your family?

What are the names of your spouse's family?

What are the names of your "extended" family?

What is the name of your best friend?

What is the name of your spouse's best friend?

What are the names of your very close friends?

What are the names of your spouse's very close friends?

What are the names of your children's friends' parents?

What are your children's teachers' names?

What are your children's coaches' names?

What are your children's school principals' names?

What are your children's dentists' names?

What are your children's doctors' names?

What is your children's optometrist's name?

Who cuts your children's hair?

Who sells your children's clothes?

Who is your children's school bus driver?

Who is your children's Sunday school teacher?

Who cuts your hair?

Who does your dry cleaning?

Who does your manicures, pedicures, facials?

Who do you purchase gasoline from?

Who services your cars?

Who do you buy tires from?

Who sold you your current car?

Who have you purchased cars from in the past?

Who cleans your cars?

Who is your mailman?

Who do you know at your church/place of worship?

Who do you see in the convenience store you most often go to?

Who is the checker you usually go to in your grocery store?

Who is your pharmacist?

Who are your doctors?

Who are your spouse's doctors?  
Who is your Pastor, Minister, Priest, Bishop, or Rabbi?  
Who owes you money?  
What is the name of your favorite teller at the bank?  
Who do you borrow money from at the bank?  
Who is your stock broker?  
Who is your financial planner?  
Who prepares your taxes?  
Who does your accounting?  
Who is your veterinarian?  
Who grooms your pets?  
Who takes care of your pets when you are out of town?  
Who did you get your pets from?  
Who have you given your pet's babies to?  
Who owns your favorite restaurant?  
Who waits on you most frequently at your favorite restaurant?  
What is the name of your favorite bartender?  
Who do you routinely see at your favorite night club?  
Who do you know on a first name basis at your country club?  
Who do you play golf with?  
Who do you ski with?  
Who do you talk to in your health club?  
Who do you play racquetball with?  
Who do you play tennis with?  
Who do you see at your children's sporting events?  
Who do you go to concerts with?  
Who do you go to the movies with?  
Who do you go to plays, theaters, galleries or museums with?  
Where do you go for breakfast and who do you talk to?  
Who is your attorney?  
Who would you call if you had an air-conditioning problem?  
Who is your pest control person?  
Who would you call to fix your roof?  
Who would you call if you had an electrical problem?  
Who picks up your trash?  
Who is your overnight delivery person?  
Who mows your lawn / shovels your snow?

## ◆ Generating More Repeat & Referral Business

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Who does your landscaping?  
Who built your house?  
Who is your landlord?  
What is the name of the insurance agent who insured your home?  
What is the name of the insurance agent who sold you life insurance?  
What is the name of the insurance agent who holds your health insurance?  
What is the name of the insurance agent who handles your car insurance?  
Who do you buy your clothes from?  
Who is your tailor / seamstress / dressmaker?  
Who do you buy make-up / cosmetics from?  
Who did you buy your computer from?  
Who fixes your computer?  
Who fixes other small appliances?  
Who is your travel agent?  
Who is your printer?  
Who did you receive holiday cards from last year?  
Who did you send holiday cards to last year?  
Who changes your oil?  
Who do you buy furniture from?  
Who repairs or upholsters your furniture?  
Who do you buy arts and crafts from?  
Who do you buy office supplies from?  
Who do you see at your office building?  
Who do you buy your liquor from?  
Who do you buy meat from?  
Who do you buy seafood from?  
Who do you buy hardware from?  
Who do you know in law enforcement?  
Who do you know in politics?  
Who have you done business with in the past?  
Who do you know at service organization meetings?  
(Optimists, Lions Club, Rotary, etc.)  
Who do you know from fraternal organizations? (Elks, VFW, Mason, etc.)  
Who do you know from a social organization you are a member of?  
Who do you know from trade or industry groups that you belong to?  
Who do you buy carpet, drapes, and appliances from?  
Who are your old high school classmates who are still around?  
Who are your old coaches that are still around?

Who are your old teachers that are still around?  
Who are your old school principals that are still around?  
Who are your old college fraternity / sorority / brothers / sisters who are still around?  
Who are your old college buddies that are still around?  
Who are your old military friends that are still around?  
Who is your florist?  
Who did you invite to your wedding?  
Who are your neighbors?  
Who did you buy your boat from?  
Who did you buy your motorcycle from?  
Who did you buy your motor-home/camper from?  
Who is your jeweler?  
Who repairs your jewelry?  
Who is your photographer?  
Where do you get your pictures developed?  
Who do you buy your electronics from?  
Who do you know in your homeowners' association?  
What are the names of your co-workers from your previous jobs?  
What are the names of your previous neighbors?  
Who do you know from the day-care center?  
What are the names of your spouse's past neighbors?  
What are the names of your parents' best friends?  
What are the names of your spouse's co-workers?  
Who do you buy advertising from?  
Who are the suppliers and vendors who come to your work place?  
Who is currently trying to sell you something?  
Who made your will / living trust?  
Who officiated your wedding?  
Who delivers your water?  
Who do you buy shoes from?  
Who maintains your safety and security systems?  
Who are your bowling buddies?  
Who do you play cards with?  
Who handles your communications equipment?  
Who would lend you \$100.00 with a phone call?