

Defining Your Sphere Of Influence

Your Sphere of Influence will include your friends, family, business associates, and your past clients of course. This is the group of people who are going to provide you with countless referrals. All you need to do is simply ask for them! The people who know and trust you will be glad to talk with you, and they will give you referrals if they know the kind of referrals you want. Take the time to educate them about who and what you want for referrals; about how you will treat that referral, and about how you will thank them for making the referral. Make it easy and comfortable for them to help you be successful.

In order to build your referral business, it is important that you develop your sphere of influence. There are several ways of doing this. Below you will find a few suggestions:

- ✓ Make a list of everyone in your extended family
- ✓ Make a list of all of your friends
- ✓ Make a list of your past associates from previous jobs
- ✓ Make a list of your past clients
- ✓ Make a list of your current associates from professional groups, church, and social organizations

One way to build your sphere of influence is to make a list of activities that you enjoy doing such as:

- Hiking
- Cycling
- Cooking
- Wine tasting
- Marathons
- Theatrical productions
- Community Service Organizations
- Chamber of Commerce
- Toastmasters
- Make A Wish Foundation
- Special Interest Organization

Then you join a club or organization that focuses on this activity. It's a great way to meet new people who have similar interests as yourself, and a wonderful way to expand your Sphere! Be sure to volunteer whenever possible for community events such as organizing the 4th of July Parade, Holiday events, or local events that the community attends. Another great way to expand your Sphere of Influence is to volunteer to help with sporting events that involve the youth in your community.

When speaking with people from your sphere, you will want to use the **F.O.R.D. Technique**

FAMILY – OCCUPATION – RECREATION – DREAMS

F. stands for FAMILY

- How are you doing?
- How is your family doing?
- How is (spouse)?
- How are your kids?

O. stands for OCCUPATION

- How is your job going?
- How is your business doing?
- Are you looking forward to retirement?
- How long since you changed companies?



R. stands for RECREATION

- What have you been doing lately?
- So, are you still (riding bikes, sailing, racing cars, etc)?
- By the way, how was your trip to _____?
- Just out of curiosity, what are you doing to enjoy yourself?

D. stands for DREAMS

- So, what are your plans for the future?
- Just out of curiosity, have you made any vacation plans yet?
- So, what are your plans for the holidays?
- So, what will you be doing with your time now that you have retired?

Sphere of Influence - Action Plan

The key to “touching” your Sphere is to do it consistently. We recommend making these calls during the week of the 22nd each month. Focus on the F.O.R.D. technique, and just have a conversation with the people in your sphere. Have plenty of lead sheets handy, so when they give you a referral, you can start a lead sheet with the referrals name and contact information on it, remember to **NOTE** where the lead came from and say thank you in a way that will ensure they continue to provide you with more!