



Grow your own business with PROJECT 10 X 10

When you start your career as an Annique Consultant, it can feel like a daunting task knowing who to sell to. Annique Consultant, Business Builder and Managing Director Award winner **MICHELLE GOODWIN** explains how.

During the honeymoon phase as an Annique Consultant we approach everyone, within our comfort circle, that we're almost certain will buy from us. Loyal family, friends and colleagues are often eager to support our new venture. This is the easy part of selling. Some will fall in love with the product and become lifelong customers and others will feel they have done their duty after one or two orders. After a few months we are left with a handful of consistent customers. But, in order to grow your business and your income you need to do precisely that – grow. This means you need to continuously increase your customer base. At this point many Consultants will come back and say: 'but I have asked EVERYONE I know'. This is where the 10 x10 list comes into play – a hugely powerful tool and exercise that I still use myself and encourage all my Consultants to use as well.

What is a 10 X 10 list & how does it work?

We all know, and know of, a lot more people than we realise and we very often pre-judge people, deciding for ourselves who we think will use Annique and who won't. Until you have actually approached someone, you won't know what their current needs are or how our products will stand to benefit them. Your 10x10 list is your starting point to grow your customer base.

1 Write down 10 categories of people you may know. Social media friends and followers; phone contacts; children's teachers/friends mothers; neighbours – past and present; church members; service providers (hairdresser, nail technician, dentist, insurance broker); school and university friends; you and your partners' work colleagues, past and present; family of family and friends; social clubs / sport contacts;

2 Write down 10 names next to each category. Important: Do not ask yourself if they will buy Annique, just write down their names. You now have a list of 100 people you have not yet approached.

3 Contact everyone on the list and share enticing information

4 Ask each contact for at least 1 referral.

5 Never stop working on your 10 x 10 list – keep adding categories and contacts.