

The seven steps to build your ideal

prospect list

THE
7
STEPS

The **FRIENDS** system

- Step 1. **F**riends
- Step 2. **R**ecords
- Step 3. **I**ndustry
- Step 4. **E**-marketing
- Step 5. **N**etworking
- Step 6. **D**irectory
- Step 7. **S**ame Name