

CHAMPIONS AND ADVOCATES



■ Who are your Champions and Advocates

Who do you want to spend more time with? :

Who is that person who calls you with great ideas for **YOUR** business or the ones who always comment or send you referrals?

Who are your favorite clients? :

Who are five people you admire? :

Who are five leaders in your business community? :

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Who are the people you always connect with at networking events? :

Who are five people who serve the same market as you? :

Who are the people your clients hire just before and right after you? :

(For example, in the case of real estate agents, it could be a contractor, home inspector, or mortgage broker.)

Who are your current referral partners? :

Who are your hot prospects or potential business partners? :
