

## **P.E.A.R.L.S + C**

### **How to Prioritize Your Top 20 Names**

- 1. Make an enormous list of names!**
  - a. Add contact info or where to find it when you can, but if you don't have it readily available, don't worry - you can find it later!**
  - b. Don't pre-judge these names based on if you think they will hear you out, they need or don't need the product, or whether they can afford it! Just write names down.**
  - c. Leave room beside your names to write some of the letters from the acronym P.E.A.R.L.S + C**
- 2. Here is the list of what each letter in the acronym stands for:**
  - a. P = People People. These are friendly, social folks.**
  - b. E = Entrepreneurs. These folks have a "money making" spirit.**
  - c. A = Achievers. They like to climb a ladder and are competitive**
  - d. A = Athletes. They or someone they love might be athletic.**
  - e. R = Resources. They know people or have \$\$ equity to get started**
  - f. R = Recognition. They might be motivated by recognition.**
  - g. L = Leader. They have influence and people trust them.**
  - h. S = Stable. Life isn't in turmoil for them right now.**
  - i. C = Caring & Compassionate. Speaks for itself!**
- 3. Go thru your list many times and put letters by each name that describes the attribute or characteristic the name on your list has.**
- 4. Choose the 20 names from your list that have the most letters by their name.**
  - a. You might have some P.E.A.S., E.A.R.S., or an E.A.R.L!**
- 5. These are your Top 20 Hot List that you will want to talk to your Sponsor or your Upline leader about and choose your path to connect them with the message of ASEA using the Calls & Webinars document.**