

## Who "Could" Be in Your Sphere of Influence

### Family

Parents  
Grandparents  
Children  
Brothers  
Sisters  
Cousins  
Second Cousins  
Nieces / Nephews  
Aunts / Uncles  
In-Laws

### Friends

Your Best Friend  
Your Close Friends  
Parents Friends  
Spouse's Friends  
Friends of the Family  
Fraternity Brothers / Sorority  
Sisters Golf / Tennis / Bowling /  
Cycling / Poker Buddies  
High School Friends / Yearbook

### Your Social Circle

Alumni Associations  
Bible Study Group  
Church Members  
Church Officials  
Fantasy Football (or whatever  
sport) Fraternal Organizations  
(Elks, Masons, VFW, Shriners)  
Health Club Members  
Members of your country club  
Minister / Pastor / Priest /  
Rabbi Neighbors  
Networking group  
Old Neighbors

### Professional Connections

Advertising Agency Cell  
Phone Salesperson  
Computer Repair  
Graphic Designer  
Home Owners Association  
Media Sales  
Representative Military  
Connections

Office Supplies  
Old Co-Workers and Bosses  
Printer  
Website Designer  
Charity Groups  
Industry Associations

### Kid Connections

Babysitter  
Children's Coaches  
Children's Friends Parents  
Children's Teacher  
Day Care Provider  
Music Instructors  
Principal  
School Counselors  
School PTA Board  
Sunday School Teacher  
Tutor  
Vice Principal

### The People You Pay

Anyone you write a check, swipe  
a card or hand some cash to!  
Accountant  
Appliance Repair  
Attorney  
Auto Mechanic  
Banker  
Bartender  
Car Dealer  
Carpet Cleaner  
Charities you donate to  
Chiropractor  
College Professors  
Contractor  
Decorator  
Dentists  
Doctors  
Dog Walker  
Doggy Daycare  
Dry Cleaner  
Electrician  
Florist  
Golf Pro  
Grocer

Gun Dealer  
Hair Stylist  
Handyman  
Homebuilder  
Housekeeper  
Insurance Agent  
Jeweler  
Landlord  
Landscaper  
Locksmith  
Mail Carrier  
Manicurist  
Massage Therapist  
Neighbors  
Nursing Home  
Optometrist  
Orthodontist  
Painter  
Pediatrician  
Personal Trainer  
Pest Control  
Pet Groomer  
Pet Sitter  
Pharmacist  
Photographer  
Physical Therapist  
Plumber  
Pool Cleaner  
Restaurant Owners  
Restaurant Servers  
Seamstress  
Stock Broker /  
Investment Advisor  
Tanning Salon  
Trash Remover  
Travel Agent  
Veterinarian  
Wedding Planner

### Social Media

Facebook Friends  
LinkedIn Connections  
ActiveRain Blog  
Twitter Followers  
Classmates.com  
Instagram

## Who “Should” Be in Your Sphere of Influence If You Specialize In...

### **First Time Home Buyers or Young Couples**

*Consider credit counselors, educators, insurance agents, property managers, daycare providers, wedding planners, fitness centers*

### **Luxury Homes**

*Consider jewelers, luxury car dealers, financial planners, country clubs, travel agents, interior designers, tutors*

### **Empty Nesters or Maintenance Free Living**

*Consider retirement planners, golf courses, travel agents, charitable organizations, landscapers, lawn maintenance companies, handymen*

### **Specific Neighborhoods or Parts of Town**

*Consider all local businesses, HOA boards, school boards, local elected officials, country clubs, churches*

### **Investment / Fix and Flip**

*Consider contractors, remodelers, bankers, handymen, plumbers, electricians*

### **Vacation / 2nd Homes**

*Consider property managers, cleaning services, sporting goods suppliers, home furnishing suppliers, local restaurants and entertainment venues, pet boarding facilities*

### **Seniors**

*Consider estate planners, physicians, church organizations, assisted living facilities*

### **New Families**

*Consider daycare providers, school officials, teachers, pediatricians, tutors, toy store owners, photographers, insurance agents, car salespeople, new parent support groups, estate planners, libraries*

### **Relocation**

*Consider moving companies, cleaning services, auction houses, car rental companies, contractors, local hiring managers, higher education, temporary job services, self-storage facilities*

### **Military Families**

*Consider local military publications and writers, car dealers, temporary job services, military family support groups, local military officers, elected public officials, daycare services, local schools, hunting and gun suppliers, fitness centers*

### **Non-English Speakers**

*Consider local cultural magazines or newspapers, churches and religious groups, ethnic grocery stores or restaurants, language schools, travel agencies, foreign language radio or television stations, other multi-lingual service providers or retailers*

### **Distressed Properties**

*Consider banks and lenders, lawyers, debt counselors, government officials, real estate investors, self-storage facilities*