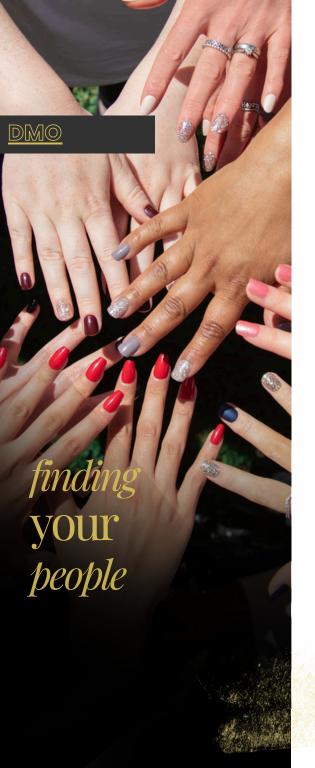
"Memory Jogger"



*WARM MARKET EXAMPLES

- DEFINITION: PEOPLE YOU ALREADY KNOW
 FAMILY, FRIENDS, ACQUAINTANCES,
 COLLEAGUES, NEIGHBOURS.
- FAMILY MEMBERS (SIBLINGS, COUSINS, PARENTS, EXTENDED FAMILY)
- CLOSE FRIENDS OR BEST FRIENDS
- SCHOOL MUMS/DADS YOU SEE OFTEN
- WORK COLLEAGUES (PAST OR PRESENT)
- NEIGHBOURS
- OLD CLASSMATES OR TEAMMATES
- YOUR HAIRDRESSER, NAIL TECH, BARBER
- PEOPLE YOU SEE REGULARLY AT CHURCH, GYM, CLUBS, OR SOCIAL ACTIVITIES
- APPROACH STYLE: CASUAL, PERSONAL, RELATIONAL YOU ALREADY HAVE TRUST.
- "HEY SARAH, I THOUGHT OF YOU BECAUSE YOU'RE ALWAYS INTO BEAUTY AND STYLE — I'VE STARTED SOMETHING I THINK YOU'D I OVE TO SEE."
- "YOU'RE SO GOOD WITH PEOPLE, I'D LOVE YOUR OPINION ON WHAT I'M WORKING ON..."

**COLD MARKET EXAMPLES

- DEFINITION: PEOPLE YOU DON'T KNOW (YET).
 STRANGERS YOU CONNECT WITH ONLINE OR OFFLINE.
- NEW INSTAGRAM/FACEBOOK/TIKTOK FOLLOWERS
- PEOPLE COMMENTING ON YOUR POSTS OR REELS.
- PEOPLE IN FACEBOOK GROUPS OR ONLINE COMMUNITIES
- A BARISTA, SHOP ASSISTANT, OR SOMEONE YOU MFFT CASUALLY
- PEOPLE YOU MEET AT LOCAL FAIRS, EVENTS, OR NETWORKING GROUPS
- FRIENDS OF FRIENDS (REFERRALS OR SOCIAL CONNECTIONS)
- — APPROACH STYLE: FRIENDLY, LIGHT, CURIOSITY—

 DRIVEN. YOU MUST BUILD TRUST FIRST.
- "HEY! THANKS FOR FOLLOWING MY PAGE ARE YOU INTO BEAUTY AND WELLNESS TOO?"
- "LOVED YOUR COMMENT ON MY POST! HOW LONG HAVE YOU BEEN DOING [SHARED INTEREST]?"
- "HI, IT WAS LOVELY CHATTING IN THE COFFEE SHOP TODAY — I'D LOVE TO STAY CONNECTED!"