



DMO

*finding  
your  
people*

# “Memory Jogger”

ACTION STREAK

## • 🌟 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 LOVE 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 MEET 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!”
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