



*finding*  
your  
*people*

## Warm Market

- Family & relatives
- Old school friends / uni friends
- Work colleagues (past & present)
- Neighbours
- Phone contacts
- Email contacts
- Parents from kids' schools/clubs
- People you interact with weekly (postie, hairdresser, shop staff)

List 25 warm contacts from memory jogger prompts.

## Cold Market

**Message** – Scroll your feed and pick 5 people you don't interact with regularly. Comment on their post genuinely. This starts warming them up.

**Offline:** Identify 5 places you go regularly (gym, coffee shop, dog walking, child activities). Write down 1 potential person from each.