

## **Key Center of Influence List**

**List 10 local celebs that your target market follows**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**List Any Shows, Charities, High Level Groups or Organizations Where Your Product or Service Could Be A Fit. Examples: Give Aways or Drawings Where You Could Offer Your Service As A Prize, Local News Correspondents or TV Show Celebs and High Level Influential People in your city.**

- 1.
- 2.
- 3.
- 4.
- 5.

**Notes: Use the internet to research their contact information. I suggest calling their office over sending email. Ask if the person you wish to receive your gift has either a manager or personal assistant and ask to speak with them. Inquire about the proper protocol for sending gifts to their client.**

**If you receive a yes, immediately send the gift by FedEx and request a signature to make sure they received it.**

**Bonus Tip: If possible offer the person you spoke with something as well for assisting you in getting your message or gift through to the actual person you want to receive your offering.**

**Follow up in a day or two after you receive confirmation that you package was indeed delivered. If you don't hear back, follow up in a week or so. But don't stalk the manager or assistant. If you don't hear back right away it could be because the person you sent your gift to is either traveling or otherwise not available.**

**Wait another week or so and follow up again.**

**Your goal is to confirm that the recipient actually received your gift and hopefully like it enough to give you a comment.**

**Once you get confirmation create your "Endorsement One Sheet" and put in your media kit and publish on your website.**