

**Activity 38-A**  
**Identifying Your “Target Rich Environment” (TRE) from**  
**Your BIG® Model:**

Make an excel spreadsheet and then design a strategic approach to each contact on your list, and connect with them every 30-days as a minimum for up-selling, cross-selling, and lead generation opportunities. Then have them facilitate introductions to any leads that can be produced to make the interaction more professionally personal.