Activity 47-A
Follow-Up Self-Analysis

Without any brainstorming or idea generation, chronicle your top customers or lead sources you work from 7AM to 5PM:
1. Touch-Point = _____
2. Touch-Point = _____
3. Touch-Point = _____
4. Touch-Point = _____
5. Touch-Point = _____

Now, brainstorm or engage in idea generation, chronicle where all of the other hot leads or contacts are tonight in your marketing-selling zip codes, and that are right now gainfully employed after 10PM on any day/night that you would probably have never considered as a norm to where you prospect or go to make one-on-one meetings and presentations:
1. Touch-Point = _____
2. Touch-Point = _____
3. Touch-Point = _____
4. Touch-Point = _____
5. Touch-Point = _____

So, recognize the additional touch-point opportunities or Target Rich Environments (TREs) that could be incorporated into your professional actions, and knowing of any one of the additional touch-points may be the one touch-point that gets you traction and your next sell!

Now, turbo charge this campaign approach and brainstorm or engage in idea generation with others in your organization:
1. Touch-Point = _____
2. Touch-Point = _____
3. Touch-Point = _____
4. Touch-Point = _____