



THE **PILLR** BREAKDOWN

Join the community today or book
a call for more information at
www.realjoeblackburn.com



KNOW YOUR PILLRS

P

PAY YOUR IDEAL FEE.

This means that your contact is willing to pay your initial ideal fee.

I

INTRODUCTION

If you source a name, and you ask for an introduction, the contact should make it happen.

L

LIKEABLE

You need to like each other. You are going to spend a lot of time with this individual.

L

LISTEN

If they can't listen to your advice then they aren't worth your time.

R

REFERRALS

You need to create a relationship that produces unsolicited referrals.

TAKE ACTION

A key component to making your PILLRs successful is organizing your contacts. You can't place them all into the same category.

PROSPECTS

This is an individual you have actually talked business with. Not just someone who you think has a lot of money.

CONNECTIONS

Anyone you think you know. Then reach out and introduce your business. In return receive one of the 3 reactions.

INFLUENCERS

Are those who are have common financial interest. They are separate from a connection because they receive financial gain.

BIG HITTERS

These are individuals that you know but they don't know you. You have to find a way to connect.
1-2 Big Hitters per year.



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