



## **Word Key**

**Date = The date you received the initial lead or the call from the prospect.**

**Name = Name of the prospect.**

**# To call = The best number to reach the prospect.**

**State = The State the prospect lives in.**

**Source = How did you get the prospect's number.**

**Time/Date = The time, date and location the prospect  
is scheduled to be exposed to the business.**

**Notes = Any notes that you need to jot down about the prospect.**

**\*In order to keep new prospects in your pipe line after  
leaving three messages for the same prospect, file them away\*.**