

# THE F.R.A.N.K. LIST

Friends,  
Relatives,  
Acquaintances,  
Neighbors,  
Kids' Parents

Developing and continually adding to a list of contacts and referrals for your business is essential in growing your customer base. Using the acronym F.R.A.N.K., begin your contact list for your Cookie Lee business! Make it a goal to add new names every week!

**Here are some contact ideas to include on your F.R.A.N.K. List!**

- Friends Schoolmates, co-workers, networking groups
- Relatives Siblings, aunts, cousins, in-laws
- Acquaintances Sitters, bank tellers, office workers, grocery store clerks
- Neighbors Next door, across the street, down the block
- Kids' Parents School, playgroups, extra-curricular activities

	NAME	CONTACT INFORMATION
F		
R		
A		
N		
K		