

Your Market Identifier

Project 100

PRODUCER
RESOURCES LLC

PROJECT 100

A Market Identification Guide

PURPOSE

The purpose of *Project 100* is to help you identify the types of markets in which you may be prospecting and selling should you enter the insurance business. It will also help management determine the training that will benefit you most. The names that you enter should represent people whom you know today. Later, you will learn proven ways to meet new people and to expand your natural markets.

INSTRUCTIONS

1. Read the sources listed on the upper left-hand corner of the forms. Select one source that suggests many names of people whom you know and begin to list their names in the spaces provided at the top of the form. Above each name, write the letter that indicates the source that suggested the name to you. Continue writing the names of people whom you know from that source until you have run out of names.
2. When you have listed all of the names from the first source, return to the first name and indicate with an X in the boxes below each name your best estimate of the information requested. When you have completed this information for the first name, go on to the next name and follow the same procedure. When you have completed the first source, go on to the next one. Should an additional name from a source that has already been entered come to mind while you are working on another source, add the new name and identify it with the proper source letter. Do not repeat names, even if they may fit more than one source.

GENERAL RULES

1. There is space in this booklet for 100 names. Please fill in all 100 spaces — no more, no less.
2. Do not list names that have been preselected on any basis; for example, the need for life insurance. Simply list the names of those who come to mind most readily.
3. Complete all of the information requested for each name. Your Christmas card list, personal telephone list, alumni directory, club membership roster, and similar sources may be used to help you complete the list.
4. When you have listed 100 names, enter the totals on page 13, Summary by Source.
5. **Occupation:** *Project 100* purposely has no catchall "other" category. When defining occupation, you must place the person's occupation in one of the following groups:

Student

Homemaker

Professional, Technical, for example:

accountant	engineer
doctor	lawyer
teacher	sales representative

Proprietor, Manager, Executive, for example:

contractor	sales manager
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Clerical, Kindred Workers, for example:

mail carrier	real estate agent
secretary	shipping clerk

Sales Workers, for example:

cashier	sales clerk
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Crafts, Operatives, Laborers, for example:

baker	mechanic
bus driver	plumber
electrician	truck driver
printer	gas station attendant

Military Service

Service, Farmers, for example:

barber	police officer
farm laborer	waiter

Retired

SOURCES OF NAMES		Source Letter																					
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