

Quick-Reference Lead-Generator



STEP ONE: START by checking your **BOX (Recruiter Zone/IKRome)** daily for **Hot Leads!**

STEP TWO: Check with the last person you RECRUITED ask them every time for at least **3-Referrals ...** and then get a roster of every member **of your Current UNIT and ask each every month for 3-Referrals!**

And **“ditto” RSP Weekend!**

STEP THREE: BONUS: With every Applicant during the paper work completion process conversationally solicit prospects from them that they can serve as a COI to assist you in recruiting their sphere-of-influence ... explain they can get instant rank and a bonus for bringing in others with them!

Then consider the following as a check-list of applicable opportunities ...

STEP FOUR: (A) Aggressively set home visits with every Guardsman (and THEIR SPOUSE!!!) in your assigned Units you can, (i.e old GRAP Program approach). Educate them as to what a great Prospect characteristics would be, and then continuously motivate them to be powerful lead generators in your success ... This should be a compliment to your home visit approach for HS students and their parents on a weekly basis as well (i.e. if you would have multiple home visits each week for the HS market, you should strive for the same with fellow Guardsmen); (B) Obtain a list of every RETIRED Guardsman in your area and duplicate Point-A with them; (C) Turbo charge Point-B by analyzing all past/retired Recruiters and especially Chiefs/Director 54 in your area that may find your needs to be very inviting to participate in!

STEP FIVE: Consider each TRE™ as Rule 1-12-50™ (as detailed in the “it!” selling book) targets for **regular mailers, emails, marketing, direct mailings, promotions, advertising, circulars, brochures, PDFs, website marketing, blogs, gifting, etc. ... **Remember the Guard’ized multiplier of deploying Rule 1-52-X every Monday morning & let that feed your Quadrant Managerv#2 work flow tool!!!****

STEP SIX: Partner with your ARNG/ANG Community Outreach/Public Affairs to support them at ever outreach presentation, demonstration, open-house, speech, etc.!

STEP SEVEN: Identify and know what the top 5-10 lead sources that you have and analyze how are you connected into them and what level of frequency are you extracting quality leads from them?

STEP EIGHT: Identify all affinity groups and/or Subject-Matter-Experts that influence and interface with your targeted demographic and leverage relationships or partnerships with them:

1. **Population Affinity Groups** with vested interest in raising the young adult DNA of their constituents in your local area or statewide area:
 - a. **NAACP**
 - b. **LaRaza**
 - c. **Etc.?**
2. Youth & Collegiate speakers from the National Speakers Association (www.NSASpeaker.org) and any local area Chapter Membership website profiles for you to meet with ...
3. Youth Ministers (ditto #1)
4. Employment Search firms & Coaches ...
5. Public, Private & Home School educators, advisors, COIs...
6. National Association of Campus Activities (www.naca.org)...
7. Association for the Promotion of Campus Activities (www.apca.com) ...
8. Online promotional site at www.gigrazor.com ...
9. SMEs that work the anti-bullying market on high schools, college and home school markets...

10. Scan daily the local traditional and on-line press/media for standout high school and college students in your zip code profiled in the press, send congratulations personal letter/note card with print out or pullout of them in the press...

STEP NINE: Read each of the following ...

ARNG Primary Market (17-21):

COACHES (Male/Female as appropriate):

1. Review student newspaper or guidance office roster for where graduating students are listed to be going or not going upon graduation!!!!!!!!!!
2. Basketball
3. Baseball
4. Wrestling
5. Track
6. Cross Country
7. Volleyball
8. Swimming
9. Football
10. Tennis
11. Lacrosse
12. Hockey
13. Golf
14. Gymnastics
15. Cheer/Yell
16. Team Captain's
17. Team Leader's ... and their friends
18. Etc.
19. Volunteer to be an assistant coach yourself

On-Campus & Extra Curricular Sponsors/Locations:

1. Regularly review school website updates and school social media posts for real time highlights of outstanding students for your follow-up
2. Leadership Program(s) Advisors
3. FFA – Future Farmers of America AgEd Teacher
4. FFA – AgEd Advisor
5. FFA Chapter members
6. Professional Speakers that speak to different Affinity Groups on a Campus or Associations from a Campus that meet off campus (i.e. NSA / NationalSpeakersAssociation.org search for speakers that speak to HS/Collegiate audiences, make them

- aware of your Deliverables as a regular COI connection!)
7. Library
 8. Classrooms
 9. Newspaper
 10. Yearbook
 11. Votech
 12. Shop
 13. Drama
 14. Band
 15. Choir
 16. Peer Support Groups
 17. Youth Group/Ministry Groups
 18. Student Government
 19. Ball Fields
 - a. Baseball
 - b. Soccer
 - c. Football
 - d. Etc.
 20. Sports Courts
 21. Skateboard Parks
 22. On Campus Walking Around/Sitting
 23. Recreation Centers
 24. Cafeteria's
 25. Driver's Education
 26. 4-H
 27. NYFEA
 28. DECA
 29. VICA
 30. Blue Key
 31. Military Academy Applicant's
 32. Jr. ROTC
 33. Early admittance Military Academy bound students
 34. Principal
 35. Administrators
 36. Head Master
 37. Librarian
 38. Foreign Language Teacher's
 39. Guidance Counselor's
 40. Career Counselor's
 41. AP/Honors Classes/Instructors
 42. Custodian/Campus Employee Lead Referrals
 43. Campus Security Employee Lead referrals
 44. Dungeons & Dragons
 45. Chess
 46. PTA
 47. Nurses Offices
 48. Parking Lot
 49. Parent and Teachers Association
 50. Boys State
 51. Girls State

52. Monthly, Quarterly, Annual (Fall &/or Spring Banquets) Awards on-campus events by "affinity group" like Sports, Academic, FFA, etc.
53. Etc.

Community Contact Locations:

1. **Consider every option below as 24/7 TREs, where do all of these leads work/live from 11PM-7AM**
2. www.FaceBook.com
3. www.MySpace.com
4. www.Teens4Hire.org
5. **ORPHAN Adoption Selling/Marketing**
6. **Become a Boys/Girls Club Mentor/Ambassador**
7. Fitness Center Trainers/Coaches as COIs
8. Hair Solon Stylists as COIs
9. Martial Art Studios
10. Gas Stations
11. GED Test Prep Sites & Test Sites
12. Movie Theaters
13. Paint Ball Camps/Facilities
14. Restaurants (dine in and sit down)
15. Restaurants (Fast Food eateries)
16. Restaurant Delivery Drivers
17. Restaurants (Pizza Shops) after Games
18. Church Youth Groups
19. Motor Vehicle Records
20. Pool Halls
21. Bowling Alleys
22. Community Centers
23. Job Corp Centers
24. Car Washes
25. Seasonal Employer's
26. Ball Fields
27. Parks
28. Driving their vehicle's and parking at teen hangouts
29. Job Fairs
30. College Fairs
31. County Fair
32. Concerts
33. Golf Courses
34. Hotels
35. Airports
36. Bus Stations
37. Train Stations
38. Baby Sitters
39. Internet Chat Rooms
40. Internet Website Postings
41. Search Engine Postings
42. Grain Elevator
43. Shopping Mall
44. Food Courts

45. Employment Agencies
46. Sylvan Learning Centers
47. Kaplan Learning Centers
48. Princeton Review Learning Center
49. Book Stores
50. Magazine Stands-Racks-Stores
51. Grocery Stores
52. Video Arcades
53. Video Rental Centers
54. Music Stores
55. On the Bus, Bus Station
56. Valets
57. Leads from EVERY immediate enlistment ... their friends, family members, etc.
58. Two Year College/Community Recruiters
59. Four Year College Recruiters
60. Trade School Administrators/Owners
61. Trade School Admission Counselors
62. Certification Processors
63. Apprentice/Trade Association
64. Concerts/Vendor Booth's
65. Bank
66. Auto repair shops
67. Community late night hangouts (where teens gather in warm weather season on Friday and Saturday nights for example...)
68. Parades
69. Baby sitters
70. Family members
71. Friends
72. Friends network of people they know
73. Neighbors
74. Coffee Houses
75. 1-800-Go-Guard leads
- 76. NGB Leads**
- 77. ASVAB list**
78. Farms
79. Fleet
80. Factories
81. Armory / Drill / PT / Member Inquiries for leads...
82. Civic volunteering
83. Exhibit areas
84. Warrior Challenge
85. Civic area 10Ks, half-marathons, marathons, Iron-man competitions, etc.
86. FaceBook Sites
87. FaceBook – Friends Surfing
88. FaceBook – Likes
89. FaceBook Banner Ads
90. All on-line social media platforms
91. Etc.

POST H.S. / Commencement Lead TREs!!!!

1. Get final year student newspaper or Counselor log detailing where everyone is or is not going upon graduation – send Congratulations Letter and Call COF's for updates to work...

ARNG Secondary Market – College/Post College Age 18-28 Market: ✓

COACHES (Male/Female as appropriate):

1. Basketball
2. Baseball
3. Wrestling
4. Track
5. Cross Country
6. Volleyball
7. Swimming
8. Football
9. Tennis
10. Hockey
11. Golf
12. Lacrosse
13. Gymnastics
14. Team Captain's
15. Team Leader's ... and their friends
16. Etc.

On-Campus & Extra Curricular Sponsors/Locations:

1. Regularly review school website updates and school social media posts for real time highlights of outstanding students for your follow-up
2. Library
3. Classrooms
4. Newspaper
5. Yearbook
6. Radio/Television Outlets-Facilities
7. Fraternities
8. Sororities
9. IFC
10. PanHellenic
11. Votech
12. Shop/Craft Facilities
13. Drama
14. Band
15. Choir
16. Peer Support Groups
17. Student Government
18. Ball Fields
19. Sports Courts
20. On Campus
21. Recreation Centers
22. Cafeteria's

23. Pool Hall
24. Bars
25. Clubs
26. Campus Financial Aid representatives
27. Campus Book Store
28. Campus Student Union
29. Campus Community Center
30. Campus Sports Center
31. ROTC Center/Military Sciences
32. Drill Weekend Friends/Guests
33. Campus VA Office
34. NYFEA
35. Guidance Counselor's
54. Career Counselor's
55. Class/Major Advisor
56. Dorms
57. Snack Court / Cafeteria/ Cyber-Cafe
58. Etc.

Community Contact Locations:

1. **Consider every option below as 24/7 TREs, where do all of these leads work/live from 11PM-7AM**
2. **[LinkedIn.com](#)**
3. **[FaceBook.com](#)**
4. **Instagram**
5. **All on-line social media platforms & job wanted/search sections**
6. **All on-line service bureau platforms & job wanted/search sections**
7. **Job Aggregators (on-line career sites)**
8. **Your Website, multiple entry points**
9. **USJayce's Chapter's**
10. **Kiwanis**
11. **Rotary**
12. **Community Civic service groups**
13. **Wedding Announcements**
14. **Baby announcements to parents**
15. **Hotel, Meeting, Conference venue locations lists of upcoming meetings that you could have an informational table/booth at**
16. **[www.FaceBook.com](#)**
17. **Help Wanted or Things for sale community bulletin boards where you can place signage**
18. **FFA-AA – Future Farmers Of America Alumni Affiliate Group**
19. **ORPHAN Adoption Selling/Marketing**
20. **Bankruptcy Court Records**
21. **Government Job Search, Jobs Corp & Employment Services Agencies**
22. **Local COMMERCIAL Job Search & Employment Services Company or Franchise**

23. Cash Advance/Money Stores/Kiosks – post your \$ posters & job opportunities posters
24. Gas Stations
25. Move Theaters
26. Ski Clubs
27. Climbing Clubs
28. Gun Clubs
29. Gym memberships
30. Cross-Fit Groups
31. Newspapers of People Profiled
32. Restaurants (dine in and sit down)
33. Restaurants (Fast Food eateries)
34. Restaurant Delivery Drivers
35. Church Youth Groups
36. Motor Vehicle Records
37. Pool Halls
38. Marksmanship Clubs
39. Athletic and Health Clubs
40. Bowling Alleys
41. Community Centers
42. Job Corp Centers
43. Car Washes
44. Seasonal Employer's
45. Ball Fields
46. Parks
47. Driving their vehicle's and parking at teen hangouts
48. Job Fairs
49. County Fair
50. Concerts
51. Golf Courses
52. Hotels
53. Airports
54. Bus Stations
55. Train Stations
56. Internet Chat Rooms
57. Internet Website Postings
58. Search Engine Postings
59. Grain Elevator
60. Shopping Mall
61. Food Courts
62. Employment Agencies
63. Learning Centers (Sylvan, etc.)
64. Book Stores
65. Magazine Racks
66. Grocery Stores
67. Video Arcades
68. Video Rental Centers
69. On the Buss
70. Valets
71. Leads from EVERY immediate enlistment ... their friends, family members, etc.

72. Two Year College/Community Recruiters
73. Four Year College Recruiters
74. Concerts/Vendor Booth's
75. Banks
76. Auto Teller machines
77. Auto stores
78. Laundry Mat
79. Late night eateries
80. Job career centers / work force centers
81. Other military service Recruiters offices, fairs, booths, display areas
82. Community late night hangouts (where teens gather in warm weather season on Friday and Saturday nights for example...)
83. Parades
84. Recent enlistments
85. Baby sitters
86. Family members
87. Friends
88. Friends network of people they know
89. Neighbors
90. Coffee houses
91. Campus area apartment complexes (mailrooms, bulletin boards, offices, car windows, etc...)
92. YMCA
93. Camp grounds
94. 1-800-Go-Guard leads
95. **NGB Leads**
96. **ASVAB list**
97. Farms
98. Fleet
99. Factories
100. Armory
92. Civic volunteering
93. Exhibit areas
94. Casino
95. Business/Factory closing outplacement informational exposure
96. Police Training Academy
97. Fire Training Academy
98. EMS
99. Review year-end student newspaper or guidance office roster for where graduating students are listed to be going or not going upon graduation!!!!!!!!!!
100. All LOCAL/MUNICIPAL government employees (pre-vetted)
101. All COUNTY government employees (pre-vetted)
102. All STATE government employees (pre-vetted)
103. All FEDERAL government employees in your area (pre-vetted)
104. Bankruptcy Court Records

105. Government Job Search, Jobs Corp & Employment Services Agencies
106. Local COMMERCIAL Job Search & Employment Services Company or Franchise
107. Etc.

ARNG Tertiary Market – Age 28-35 & Under Market: ✓

1. **Consider every option below as 24/7 TREs, where do all of these leads work/live from 11PM-7AM**
2. All LOCAL/MUNICIPAL government employees (pre-vetted)
3. All COUNTY government employees (pre-vetted)
4. All STATE government employees (pre-vetted)
5. All FEDERAL government employees in your area (pre-vetted)
6. Chamber of Commerce in mid to large metros have **YP** (Young Professional) groups
7. All **First Responders**, are pre-vetted for you and if between 25-35 years of age great POCs to share how the Guard can accelerate their career success and value to their market place
8. **All Government Agencies/Employers**
 - a. **City Agencies/Government**
 - b. **County Agencies/Government**
 - c. **State Agencies/Government**
 - d. **Federal Agencies/Government**
 - e. **Veterans Agencies/Government**
9. **Make sure you have real-time updates of individuals that have gotten out of the Service in past 3-years, and connect with each for reality check of their life today and interest in re-enlisting?**
10. **All on-line social media platforms**
11. **All on-line service bureau platforms**
 - a. **All Job Search platforms**
12. **Job Aggregators (on-line career sites)**
13. **All local community employment search firms, agencies, coordinators**
14. **Your Website, multiple entry points**
15. **USJaycee's Chapter's**
16. **Any Career Fair, Job Fair, Employment Fair expos ...**
 - a. **Sponsored by local Radio Stations**
 - b. **“” Televisions Stations**
 - c. **“” Print Media**
 - d. **“” Employment Search Firms**
 - e. **“” Job Services Agencies**
 - f. **“” Church's**
 - g. **“” etc.**

17. **Municipal Airport** is a municipality into itself ...
 - a. all ground tarmac employees
 - b. emergency services staff
 - c. infrastructure employees
 - d. individual airlines station employees
 - e. customer service merchant providers
 - f. etc. personnel
18. Hair Salon/Barber Shop Employee as COI
19. Young Professional / TYPros Groups
20. LinkedIn
21. FaceBook
22. CraigsList
23. Phonebook
24. Courthouse – Prior Service file their DD214 in their local court houses; Check logs regularly...
25. Drivers license records
26. Job Corps Centers
27. ExpressServices
28. Robert Half & Associates
29. Consumer Credit Counseling Centers
30. Review local newspapers and trade association newsletter regularly for their meetings and networking opportunities to attend, showcase, present, exhibit, etc.
31. Id if there is a local Young Professionals (YPros) Chapter associated with your local (metro typically) Chamber-of-Commerce to associate within
32. Id area Chapter's of the United States Junior Chamber (USJaycees) to explore for membership affiliation, strategic alliance partnerships, or recruitment opportunities
33. Rotary
34. Kiwanis
35. Lions Club
36. Elks Club
37. Hunting licenses
38. Boating licenses
39. Voting registry
40. Court house
41. Bus stop
42. Malls
43. Banks
44. Job/workforce centers
45. VoTech Schools
46. Trade schools
47. Baby Announcements
48. Wedding announcements
49. promotion or job new hire announcements in newspapers
50. VA
51. Auto shop
52. Trade shows
53. Conventions
54. Concerts
55. Sporting events
56. Park
57. Seasonal sporting teams
58. Wal-Mart (like stores)
59. SAMS Club (like stores)
60. Hospitals
61. Everywhere customer transactions take-place
62. Video Stores
63. Friends
64. Newspaper features, write-ups, people spot lights, etc.
65. Church
66. Internet
67. Unit commanders, leaders, personnel
68. Recent enlistments
69. Doctor's offices
70. Driver's license office
71. Tag agency for car plates, registration
72. Family members
73. Friends
74. Friends network of people they know
75. Neighbors
76. Spouses
77. Spouses work associates, friends, their families
78. YMCA
79. Coffee houses
80. Camp Grounds
81. Factories
82. Armory
83. Library
84. Civic volunteering
85. Fleet
86. Exhibit areas
87. USAREC Rec.
88. 1-800-Go-Guard leads
89. **NGB Leads**
90. **Airports – workers, travelers, checking-in, baggage claim, etc.**
91. Casino
92. Business/Factory closing outplacement informational exposure
93. Car lots/finance department
94. Hiking/Camping/Rafting/Outside Venues
95. Forestry Agencies
96. Unemployment and Job Search firms and Agencies
97. Chamber of Commerce – Networking events, committees, trade shows, etc.
98. Chamber of Commerce in mid to large metros have **YP** (Young Professional) groups
99. All **First Responders**, are pre-vetted for you and if between 25-35 years of age great POCs to share how the Guard can accelerate their career success and value to their market place
100. Etc.

COI Market – ✓

1. **Consider every option below as 24/7 TREs, where do all of these leads work/live from 11PM-7AM**
2. Review all above TREs from each list for possible COI identification and cultivation ... then,
3. **Identify local market professional development and lead referral networking groups you can join, attend, or affiliate into:**
 - a. **BNI.com**
 - b. **Business Referral breakfast clubs**
 - c. **Rotary.org**
 - d. **Chamber-of-Commerce business groups**
 - e. **Lions/Elk/Moose etc. clubs**
 - f. **Kiwanis.org**
 - g. **CEOSpace.com**
4. VA Rep.
5. VA Hospital waiting areas, administration, Doctors, etc.
6. Any community Hospital building *& id appropriate TRE areas ...
7. New Enlistees
8. Police officers
9. Firemen/professionals
10. Bus drivers
11. Radio station managers/DJs
12. TV announcers/station managers
13. Newspaper managing editors, assignment editors, Publishers
14. **Unit commanders, leaders, personnel, Armory contacts...AGGRESSIVELY work these contacts!**
15. Jaycees
16. Rotary, Optimists, Kiwanis, Elks Lodge, American Legion, Fraternal Orgs (and like groups and their leaders individually...)
17. City leader's, City Councilor's, administrators, etc.
18. Retired area military
19. Barber shop
20. Doctor's
21. Mailman
22. USAREC Rec.
23. All LOCAL/MUNICIPAL government employees (pre-vetted)

24. All COUNTY government employees (pre-vetted)
25. All STATE government employees (pre-vetted)
26. All FEDERAL government employees in your area (pre-vetted)
27. Government Job Search, Jobs Corp & Employment Services Agencies
28. Local COMMERCIAL Job Search & Employment Services Company or Franchise
29. Etc.

Stay Away From Market – ✓

... while there may some exceptions, when Units have attrition problems, when you can't get someone through MEPS and need waivers on a regular basis, maybe that is a clues your recruitment habits have taken you to the bottom of the barrel and these bottom feeders are not what makes for an intelligent ARMY...consider the above outlets for increased recruitment performance and you will find that these areas will become a memory in your professional recruitment selling days ...

1. Bars
2. Strip Clubs
3. Jail
4. Court house
5. Street corner/gutter/curb/highway under-pass
6. Bus Stations
7. Etc.

BONUS Lead Generator: ✓

Present Guard Member (Male/Female as appropriate):

1. Identify a Guardsman by age that is an ideal profile soldier, do this for every age segmentation from 17 through 35 years of age (this would be 18 new or better COI working with you and for you to better matriculate leads for presentations),
2. Get with each one in your area and build a trusting relationship with them, then invite them to be your strategic COI and feed you leads from their center-of-influence ...
3. Identify their list of friends, family members, work colleagues, customers, vendors they interact with at work or as a customer, the list of associates from their volunteer organization participations/involvements, etc.

COI & Ideal Recruitment Analyzer -

Start with an inverted “L-Grid” on a sheet of paper. Then for your geography identify the best COI by name across the top of the horizontal axis line of the grid. Then leave the outside of the vertical axis line space blank. Instead concentrate on the inside of the “L-Grid” and start by doing a complete brain dump of all of the information (personally and professionally) that you know about that specific COI that you have identified.

When you have transferred from your head to the sheet of paper (or computer flow sheet if you choose to automate the process) all of the information that you know on that COI specific name, then go back to your first entry (and continue this exercise for each subsequent entry). Now on the outside of the vertical axis line associate an appropriate descriptor or character identifier for that entry.

Now use this as a “TEMPLATE” for each of the TREs on this LEAD GENERATOR form (AND, you can use this to identify those profile traits of individuals that do not make it through MEPS or that fail-out of BASIC to become a guide post of what not to recruit!!!):

