



YOUR APPLE ORCHARD WORKSHEET

WHAT GETS WATERED, WILL GROW.

Build your list, grow your sales.

THE TREE

THEIR STORY

CULTIVATE

THE APPLES

Your "TREES" represent the best of the best of your clients/customers/patients/subscribers/, and or your Circle of Influence. These are the individuals that make up your Apple Orchard. Your goal is to first identify your "TOP 8" individuals, or "TREES."

Indicate below if these are Customers, Advocates, or Ambassadors.

C = Client/Customer
AD = Advocate
AM = Ambassador



When you met, how you met, what started the relationship, what they bought, when they bought it, as much history as you can remember.

What are their hobbies, alma mater, what do they love to eat, where do they live, vacation, etc. Birthday, Anniversary, kids names, etc? The more you know the more opportunity you have to connect and engage.

What value can you provide your Trees that can build trust and encourage collaboration?

Think about the many ways that **YOU CAN OFFER** in the way of education, insights, experiences, short cuts, connections, events, joint ventures, collaborations, etc. Become an educator and a guide to create value and build trust.

(SEE WORKBOOK FOR MORE IDEAS)

The "Apples" represent your future potential leads and ideal customers, and quite possibly even new "TREES" with their very own "Orchards." You identify them in advance. This takes research, but is worth the effort.

Start by by working inside out. Look at their Circles of influence, i.e. customers, partners, vendors, employees, family, colleagues, Alumni, and even competitors.

1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

USE WITH THE WORKBOOK

TOTAL POTENTIAL OPTIMAL APPLES



CONNECT THE DOTS - REPEAT

THE TRANSACTION
EXCHANGE
CONTRACT SIGNED
CHECKOUT
CHEDDAR EXCHANGE

CLIENT JOURNEY MAP

