

COUNTER INTELLIGENCE

Your FRANKS List

A simple acronym to help you build your contact list.

Keep a contact list updated and at your fingertips at all times. This is a great exercise to do when you have some downtime, like sitting at one of your children's activities or while waiting at the doctor's office. You will need to have your address book, Facebook friend list, children's parent contact list, or whatever you are referring to handy. Here is what your FRANKS list consists of:

- F: friends (neighborhood, college, high school, childhood, church, social clubs, Facebook)
- R: relatives
- A: acquaintances—people you know but aren't super close with (friends of friends, involved with/in volunteer projects)
- N: neighbors—aside from your neighborhood BFFs, these are people you are friendly with but who have no idea about Beautycounter
- K: kids' friends' parents
- S: significant others' contacts

Cross-pollinate that list for even more contacts: friends of relatives, relatives' friends, friends' neighbors, and neighbors' friends... You get the idea.

Use your Beautycounter Contact List and update it constantly. Print it, or keep a digital copy with you at all times. Then, whenever you are sitting at a child's practice or find yourself with two spare minutes, open to your list and reach out.