Prospecting Checklist

# Requisites

Select Geographical Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Select Market / Niche: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Receptiveness

Have an active online presence

Spending money on advertising or other digital messaging

Maintains a positive reputation on profile sites

Has a business of 15+ employees

# Prospecting Process

Select area to promote compliance & digital marketing services

Identify data source for prospecting

Search Google Maps for the selected niche in chosen location

Compile a list of 100 or more before beginning approach

# Collecting Contact Info

Check the domain for contact information via <https://whois.icann.org/en>

Copy contact info from Google My Business Profile

Look up site on [www.manta.com](http://www.manta.com) or [www.yellowpages.com](http://www.yellowpages.com)

Search reviews for owner name and contact info

Search for business owner on LinkedIn

# Conducting Outreach

Work through your list of prospects

Use professional email domain (Fname.Lname@gmail.com or your domain) -- avoid Hotmail/Yahoo

Select or author outreach email message templates

Send each email message individually. Avoid spam or mass sender robots

Follow-up after three days of no response

Follow-up after 7 days of no response

# Information Collectable

NAP – Name Address Phone

Websites & Social Media Profiles

Contact Person(s)