



## Checklist 10 - Prospecting

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Prospecting is half the battle when it comes to getting clients for your local marketing business. Follow the steps below to find/gather prospects that are more likely to invest in one or more of your services.*

- 1 Start with businesses that are already advertising. These could be businesses that are advertising on Groupon, Billboards, Facebook Ads you see on your newsfeed. Add them to your prospecting list.
- 2 Think of places you've already been a customer at. Do they need the service you're providing? Add them to your prospecting list if the answer is YES.
- 3 Use the Google and Facebook search engines to find prospects that need your service. Check out their websites, social media or whatever you need to. Add them to your prospecting list if they meet the criteria.
- 4 Make a list of at least 20-30 solid prospects to contact. Don't just start contacting them one by one.
- 5 Research and see if you can figure out who the/a decision maker is from all of your prospects. You can sometimes find out this information by checking out the business' website, Facebook page or even sites like Manta. Sometimes, you'll need to speak to gatekeepers (servers, secretaries, other employees) in order to find this out.
- 6 Follow up with your prospects. Don't rely on reaching out just once and don't rely on just one method of contact either.

*Notes*



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### **BONUS METHOD:**

*Do a "Donut Drop".*

*Simply take a dozen or two donuts and take them over to the business you're trying to speak with. You can simply drop these off with a gatekeeper and let them know you run a business that (insert your service here) and that the donuts are theirs. You could drop these off in the morning and come back later, remind them that you brought the donuts and then ask if you can speak with a decision maker.*

*\*If you'd like to use a Done For You prospecting method you can go over to Bark.com and invest in getting some credits to contact some businesses almost immediately. All you need to do is contact the leads you choose for one of your services (SEO, Website Design, Copywriting, etc.)*

*Notes*