



Lead List

Criteria	<p>CONSUMER</p> <ul style="list-style-type: none"> • Geography • Age • Gender • Income • Education • Associations/memberships • Job title <p>BUSINESS</p> <ul style="list-style-type: none"> • Geography • Industry • Amount of revenue • Number of employees • Amount of expenditure by expense type • Number of locations • Head office, franchise, etc. • Years in business • Associations
Databases	<ul style="list-style-type: none"> ○ Directories: any directory holds company information ○ Associations: have lists of all of their members ○ Libraries: librarians usually have resources with company contact information by industry ○ LinkedIn: leverage its highly customizable search tool ○ Facebook: leverage your existing contacts on Facebook to start your lead list. Friends & family can be potential customers ○ Email addresses: who are you already in communication with or have been over your career?
Testing	<ul style="list-style-type: none"> ○ You need to actually pick up the phone, send out email, and talk to people to test whether your assumptions on who should be on your lead list are correct. ○ If you contact 50 people and you have no warm leads, you need to reassess your lead list quality or how you are communicating with them.