

20 Places Where Your Potential Clients Are “Hiding” in Plain Sight

- 1. Current clients** - approach them with a new offer
- 2. Past clients** - go back to them with a new offer
- 3. LinkedIn list of connections** – hand-select and contact people you want to work with
- 4. LinkedIn groups** - you belong to (join some if you don't belong to any)
- 5. Facebook contacts**
- 6. Twitter followers**
- 7. Chambers of Commerce** – review members of your Chamber and other Chambers (lists are usually posted online!)
- 8. Networking groups** – you participate in
- 9. Online forums and discussion groups**
- 10. Professional organizations** - your market niche belongs to
- 11. Workshops and seminars you attend** – network, make contacts, follow-up
- 12. Joint Venture Partnerships**
- 13. NING membership sites**
- 14. Free seminar offering by you** – invite and promote the free workshop
- 15. Your email subscriber list of contacts**
- 16. Alumni groups**
- 17. Ask for referrals from influential people you know**
- 18. Ask friends and family for referrals**
- 19. Hobby and recreational groups you belong to**
- 20. Your peers**