



Get Hired Checklist

Receptiveness

- ☐ Have a semi-active social media presence on at least one platform
- ☐ Currently advertising online or off ...or active on any social media platform
- ☐ Operates an existing domain and website
- ☐ Operates an existing domain and website

Prospecting Process

- ☐ Select area to promote service
- ☐ Select target niche business
- ☐ Search Google/Google Maps/Other Data Source for the selected niche
- ☐ Compile a list of 100 or more prospects before approaching

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 or 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 email from Gmail (Fname.Lname@gmail.com or your domain) -- avoid Hotmail/Yahoo
- ☐ Select or author outreach email message
- ☐ 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)

