



Warm Email Prospecting for Freelancers

17 Kick-Butt Strategies for Assembling Your Best Prospect List Ever

Note: These strategies are discussed in much more detail in Module 2

1. Go deeper with existing clients
 - Tap your network
 - Relatives
 - Friends
 - Neighbors
 - People in your church
 - Parents in your children's school
 - Colleagues
 - Previous employers
 - Previous clients and prospects
 - Potential partners (complementary freelancers)
2. Current or previous employer
3. Previous employer's competitors
4. Smart local networking
5. Company rankings in industry and trade publications
6. Your local business chronicle
7. Your local library (industry and general business directories)

8. Google
9. Jigsaw
10. LinkedIn
11. Investor's Business Daily's *SmartSelect* Composite Rating
12. Local business directory (check with your local municipality; this is often free, or worst case a very affordable option -- \$50 to \$100 range)
13. Buy your own copy of an industry directory (for example, the "Software Industry Directory," which is published by *Software Business* annually. See if they have a year-old version they can sell you at a discount).
14. Manta.com
15. Guidestar.org
16. ThomasNet.com