

## Three Entrepreneurial Secrets to Finding the Right Business Contacts

*So, you've just launched your new company. You've come up with new products and services that you're convinced will crush the competition, you bought an awesome new desk and set up a stylish office, and you're about to embark on a whole new entrepreneurial lifestyle. But even if your business is virtual, your first order of business is to find customers. And if you're like most of us, you've learned the hard way that they don't always come knocking on your door, especially if you're just starting out.*



*As an entrepreneur, where will you find your first customers?*

In the business-to-business sector, it can be even more challenging to identify and gain traction with new clients, since your prospects can be miles or even continents away. How do you start finding the business contacts that will become your first customers? Here are three tips to keep in mind:

1. **Get Your Marketing Game On:** First consider your messaging. What makes your company and its offerings stand out in the market, and what are the points of pain they address for your customers? Successful entrepreneurs start by developing a unique value proposition (UVP) that answers these questions, and they then get buy-in on it from key stakeholders: partners, advisors, potential customers and those closest to them. It's critical to ask these insiders to tell it to you straight so that you can be sure that your messages hold water. If you find your UVP doesn't resonate then re-think your strategy – it's that important.
2. **Get Out There:** More than likely, your first customers won't come looking for you. You'll need to find them. And that means getting out there. Attend local or regional business conferences that align with your target audiences, as well as industry events that are tailored to your prospects. And don't just arrive on scene and expect things to happen. Participate, get involved and meet people. Be armed with a stack of business cards and connect with other

attendees before, during and after -- on LinkedIn, Twitter and other channels. Also, have your elevator speech or UVP polished and ready to go. Most importantly, don't just talk – listen. Find out what makes other attendees tick, what drives their businesses and why they might need help from someone like you.

3. **Build Your Sales Pipeline:** While events and conferences are great, you can't always be on the road. But you need to establish a sales pipeline and keep it flowing. Beyond a website, a customer or prospect database is where most entrepreneurs turn first to get the word out – whether via phone, email or direct mail. The downside to this strategy is that if your business is new, your list might be limited. That's where a business contacts service like [BizFACTZ](#) comes in. Specifically designed to jumpstart sales, profits and customer growth for entrepreneurs, BizFACTZ is an easy-to-use self-service platform that takes the cost and fear out of database marketing, with minimum orders of only \$25 and simple credit card payment options. The online service allows small businesses to quickly identify and download contact information associated with their desired target markets across a broad section of business demographics and industries. Each BizFACTZ order includes company and contact information along with a postal address, and you can select those records with an email address, phone number and more. It takes as little as a few minutes to get started with BizFACTZ, and before you know it your target list will have grown exponentially. And if your message and call to action are on target, your phone will start ringing and your online orders will multiply.

There's undoubtedly a lot that goes into starting a new business. You've taken the time to develop innovative products and services, and to create an office environment that reflects your style. Don't forget that the most important step you take next is to successfully identify your prospects and communicate with them in such a way that it's crystal clear that you're able to address their most pressing business needs.

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If you think you might want to give BizFACTZ a try, use offer code **INTRO** and receive a 20% discount on your first order.