

Business News and Resources to Strengthen Leander's Economic Development One Entrepreneur at a Time

Prospecting: The Search for Customers

Business prospecting, the search for potential customers (also referred to as suspects) is well known in many sales-driven industries. Home-based and small business owners, sales-driven or not, can benefit greatly by prospecting for potential customers.

Prospects by any name are simply leads—customer leads. Many marketing activities can generate leads, yet all leads are not equal. Before you start prospecting it's vital to know who you are searching for.

Who is your customer? Create a customer profile for your ideal and borderline customers. This profile is based on who purchases similar products or services. When they purchase: seasonally or on a regular basis. Why they purchase. Does the product or service fill an emotional or physical need or want? Where and how do they make purchases; in person, mail order or online? Identifying other demographic information is helpful such as gen-



der, age group and median range. Knowing who to prospect is key.

One of the most common methods of prospecting is to purchase leads, or lists. Home-based and small business owners should not overlook this proven method. Lists are plentiful and available locally as well as on the internet from list providers, mail houses, printers and even trade journals. You can develop your own list as well. Newspapers, magazines, phone books, trade directories and your neighborhood are full of leads.

Many businesses share the same potential customer and will

use nearly identical forms of lead generation. However, some businesses may be more specialized or competitive and require creative approaches. **eye ON**

Do-It-Yourself Prospecting

Obtain and develop your own list of potential customers by giving away free information, a consultation or a gift. Announce your free offer through:

- Advertising (print and online)
- Direct mail
- Word of Mouth / One-on-One contact
- Telemarketing
- Cold calling
- Your Web site
- Trade Shows



Anytime Fitness
512-260-9797
2800 S. Bagdad Road

Leander's First 24 Hour Co-ed Fitness Club

Anytime Fitness will soon open its doors at 2800 S. Bagdad Road, conveniently located between FM 1431 and 2243 across from Leander High School. Thousands of Leander and Cedar Park residents will be able to enjoy all the latest technology and state-of-the-art fitness equipment minutes from home twenty-four hours a day. Owners Paul and Alanna Greenberg have begun pre-selling memberships to the new 4,000 square foot exercise facility which will serve all fitness needs from experienced athletes to beginners. For more information call 512-260-9797 or stop by and meet the owners.



Let the Chamber work for you!

Join or renew your membership now!
Reserve space in the new 2007 Member Directory.
Call 259-1907

Greater Leander Chamber of Commerce

Leander Business Circle Offers FREE Local Networking

The City of Leander and the Greater Leander Chamber of Commerce co-sponsor a monthly network meeting for local home-based entrepreneurs. Call 512-528-2852 or 512-259-1907 for details. **Join us Thurs., Nov. 9, 2006 at 8:30 AM in the Pat Bryson Hall, 201 N. Brushy Street.**

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FREE Business Networking for Home-based and Small Business Owners
 Join us **Thursday, Nov. 9 – 8:30 AM** (*Business meeting starts at 8:45 AM*)

POSTAL CUSTOMER

What's the buzz? Leander takes a pro-active role in economic development, starting with YOU!

Start networking your way to success in Leander!

Call 512-528-2852 or 512-259-1907 to learn about Leander's networking opportunities and which one(s) may be a good fit to promote your business.



Special Guest Speaker Nov. 9
from the Small Bus. Dev. Center

We're now on the web!

www.leanderbusinesscircle.com

Introductions
Business News
Lead Generation



Co-sponsored by the City of Leander and the Greater Leander Chamber of Commerce

COMING FEB. 24, 2007

Leander's First Annual Community Business Showcase

Leo Conference Center (300 S. West Street, Leander, Texas)

For more information or to reserve a booth, call 512-259-1907.

Leander ISD Offers Affordable Advertising

From football season to spring band concerts, the Leander ISD offers many affordable advertising opportunities that are ideal for home-based businesses. Contact names and numbers are available at www.leanderisd.org under Community Involvement: PTA and Booster Clubs and Advertising. Tell them the Leander Business Circle sent you!

Your Business Neighbors

Business Name	Service/Product	Contact
Action International	Business Coach	512-828-6920
BASIC Home Shopping	Personal Home Shopper	512-818-6581
BASIC Investment Group, Inc.	E-Commerce	512-576-5494
Café Latte	Restaurant & Catering	512-260-0072
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Graphic Design, Marketing, Copy Writing	512-260-7886
Dragonfly Design	Custom Stained Glass	512-260-0473
EMTWeb.NET	Web Design	512-736-2557
Isagenix	Health & Wellness	512-260-1870
Leander Realty	Real Estate	512-259-9119
Millenium Business Exchange	E-Commerce	512-259-8706
Sanders, Laura R.	Mary Kay Consultant	512-663-3795
Together We Make A Difference	Employment Services	512-931-2900
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
VGC Enterprises	Vinyl Signs/Banners/Decals & Concessions	512-689-5123
White Star Farm	Pecan Sales, Harvesting & Gift Items	512-260-5074
WSI Marketing Solutions, Inc.	Internet Marketing	512-535-5024

This list is a sampling of home-based and small businesses that service Leander. For more business services visit our web site at www.leanderbusinesscircle.com.

Business Resources

Williamson County Clerk's Office
 Assumed Name DBA filing
 (512) 943-1515

Small Business Development Center
www.business.txstate.edu/sbdc
 512-716-4826

SCORE
Service Corps of Retired Executives
www.scoreaustin.org
 512-928-2425

eye ON
Leander
 Monthly Guide to Small Business in Leander, TX

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