# Four Places To Look To Find Offline Marketing Opportunities

The biggest question that people ask when starting their offline marketing business is where do I get clients. It’s the one major problem that holds people back. For a large majority of people they simply give up and decide there are no clients out there! How wrong it is to take this attitude.

Remember that a large percentage of businesses will be more than willing to talk to you. After all if you can bring in new clients and make them more money they want and need you.

Below is a list of some places you can find clients. This list is provide to as a starting point only:

Yellow Pages – you know that book that’s in your house. It has a list of businesses and phone numbers, we often call it the Holy Grail – why? Because it tells you so much. Open the book and look at the types of business that interest you. Look to see if they have a website – if they don’t and you wish to sell websites then this could be a hot prospect to call. If they do have a website have a look and see what it’s like. Can you find them using a simple keyword search – if you can’t you’re on your way to your first customer. Get a pen and paper, or open up a spreadsheet and begin to record the companies you find.

Craigslist – an ugly looking site but a great place to either place an ad, advertising your services or to look for potential businesses that might need marketing. However you do need to be careful as most ads say they do not want to receive emails of a commercial nature. However you might be able to email a graphic designer who designs websites and work alongside them to expand your services.

Adverts in local newspapers – another great place to either post your ad offering services or to find businesses along the lines of how you found companies in the golden pages. Remember those who advertise in the newspaper are actively looking for new business, so if you step in and offer them more business….

Trades People you already use – always use your warm market, the people you do business with. Your plumber, electrician, hair dresser. Tell them what you do and how you help others – they will get curious and ask do you think you could help them. Of course you know what the answer will be! Since you already do business with them they are most likely to take your advice and use your service.

Remember the market is huge you just need to brainstorm and then get to work on contacting businesses!

YOUR RESOURCE BOX : Finding clients is only one piece of the puzzle to discover the other pieces check out my brand new guide ‘Offline Marketing Roadmap’. **[YOUR LINK HERE]**