CEC M1V2 Transcript

Welcome back!

In the last video, we set the stage for getting out there and finding your first potential leads to contact through cold email.

Now we're going to walk through how to do this using free, publicly available sources, starting with local and regional chambers of commerce.

Throughout this video and the rest of this module, I'm going to be using our Denver professional organizing client as an example.

Basically, our goal was to help her find local women business owners and professionals, between 30 and 50 years old, to begin her outreach.

So let's get right to it.

First thing to do is hop on Google and run a quick search.

Since our client is in Denver, let's search for "chamber of commerce denver co".

Great. Looks like the first result is the chamber of commerce for the entire Denver Metro area.

This would be a great place to start, so let's go ahead and click through to their website.

Okay. So here we are on the Denver Metro Chamber of Commerce website.

Now, most chamber websites have a page where they list all of their official members.

These are typically local and regional businesses, but can also include nonprofits, schools, and even individuals.

We're generally going to find this member directory somewhere under "Resources" or "Business Resources" along the top menu of a chamber website.

In this case, let's hover over "Resources" in the top right. Great. Here we can see "Member Directory" on the left-hand side of this dropdown menu.

Let's go ahead and click this link.

From here, if we scroll down this page, we can find all the organizations and individuals that are a part of the Denver Metro Chamber of Commerce, categorized by industry.

For example, if we click on "Law Firm" in the top right corner, that will take us to a page where we can see all the law offices that are official chamber members.

If we scroll down this page, we'll see a mini profile of each firm with basic information like their physical address, phone number, social media, and a direct link to their website.

Sometimes chamber directories will also provide contact details for individuals within each business, like the owner's email address, but generally we'll have to visit their website to get this information.

So let's do that right now. Let's go ahead and click through to the website of Fairfield and Woods.

Okay, so here we are on their website. From here, let's click "Attorneys" in this middle left section.

Great. Now we can see all the attorneys that make up this from.

Since we're looking for women professionals, let's go ahead and click on Jessica's profile in the top left.

Now, already in this top right section, we have all the information we need to contact Jessica if we think she fits our target customer profile.

We can see her title, business email address, phone number, and even her Linkedin.

If we scroll down this page, we can read through her bio to learn a bit more about her background and ultimately decide if we'd like to reach out to her.

And that's all there is to it.

Now let's head back to our original Google search and walk through one more example of using a chamber of commerce to find potential leads.

If we scroll down this first page of results, we can see all the local and regional chambers listed on Google.

If we click "More Places", we can scroll through the full list.

Here's a great option, the Colorado Women's Chamber of Commerce, especially since our target customer profile for this example are women professionals.

Let's go ahead and visit their website by clicking this button.

Okay, so here we are on the Colorado Women's Chamber of Commerce website.

Now this time, if we hover over "Resources" in the top menu, we don't see any links to their "Member Directory".

Not a problem, you'll definitely run into a situation like this from time to time.

All we have to do is hover over these other menu options until we find it.

So let's try "Membership" on the left-hand side.

Great. Here it is. Let's go ahead and click this link.

From here, we can find all of the businesses that are part of this chamber, categorized by industry.

As an example, let's click this first category, "Advertising, Marketing, and Public Relations".

Here we can see a list of all the advertising and PR businesses that are members of this chamber, along with some basic contact information.

Let's check out the website for Linhart Public Relations and see if we can find someone from this company that we might want to reach out to.

Let's go ahead and hover over "About Us" in the top menu.

Then, from this dropdown, let's click "Our Team".

Now, if we scroll down this page, we can see individual profiles for each member of the Linhart team.

Since we're focusing on women professionals, let's check out Kelly's profile and see if she might be a good fit for our client.

From here we can read through her background and professional achievements.

Then, if we decide that we'd like to reach out to her, we have all the information we need right here on this page including her business email address, which we can copy by right clicking this envelope icon.

Now, at some point you are going to run into a situation where you found someone who you think would be a great potential client, who you'd love to reach out to, but you can't find their business email address anywhere on their website or social media.

Just imagine that this envelope icon was missing from this page. What do you do?

Well, one option that doesn't cost you anything is to simply guess, and then check that email address using a free email verification tool.

So let's walk through how to do that right now.

Many, if not most, businesses use a simple pattern when creating an email address for each member of their team.

Here are some of the most common examples:

"first initial" followed by their "last name" "@theirdomain.com".

" First name" followed by their "last initial" "@theirdomain.com".

And so on.

Now, once we've generated some guess email addresses like this on the right hand side, we can use a free tool to test each one to see if it's real and okay to send to.

This only takes a few seconds for each email you want to check.

So let's do that right now.

There are many email verification tools out there.

The one we use and recommend is called "Neverbounce". Here we are on their website.

If we scroll down to the middle of this page, we can see the free version of their email verification tool.

Now all we have to do is type or paste in our first guess email address.

Let's check this captcha box below, and then hit "Validate".

Great. Our guess turned out to be right. Neverbounce was able to confirm that this email address is valid.

Now, this isn't necessarily a hundred percent guarantee, but it's about as close as we can get.

If the result turns out orange and says "Accept All", this basically means that Neverbounce was unable to confirm whether our guess email address is valid or not.

If it turns out orange and says "Unknown", just retry that same email address one more time with Neverbounce.

If the result comes out green, you're good to go.

And finally, if the result turns out red and says "Invalid", that means the email address is incorrect and probably doesn't exist.

When you're just getting started with cold outreach, I recommend only sending to email addresses that you can verify as being real and valid.

In other words, if you get an orange or red result, just set that guess aside and try another one.

As a last resort, if you'd really like to reach out to a potential lead but you just can't find their individual email address, feel free to email their generic "info" business email address.

You'll most likely find this listed on their "Contact Us" page or in the footer of their website.

Just address your message as if you were sending it directly to the person you'd like to contact, and whoever checks that email account can always forward your message on.

And that's it for this video.

If you're ready and feel inspired to get started, just hop on Google and try to find one potential lead that fits your customer profile using a chamber of commerce website.

When you do find someone you'd like to reach out to, I recommend organizing their basic contact information in a spreadsheet, just like this.

Five simple columns, one for the name of their company, one for their first name, one for their last name, one for their email address, and one for the name of the source where you found them.

I'll include a link to this exact spreadsheet template in the description below this video.

Of course, if you run into any issues or if you have any questions along the way, feel free to email me directly at mircea.cornelison@bizactually.com, and I'll be glad to help.

Otherwise, move right on to the next video where we'll look at another example of how to find great potential leads online for free, this time, using blog articles and award programs.

See you there!