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# 2011 Book of Lists

65 LISTS... 1,300+ CONTACTS... ENDLESS POSSIBILITIES

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The Book of Lists brings you a wealth of knowledge, sales leads, contact names, phone numbers and e-mail addresses that you can't find anywhere else.

This book will provide you with quality leads and your copy should be referenced, highlighted, marked and dog eared all year long. Keep a copy on your desk, in the conference room, one in your car, and make sure all the sales people in your office have one.

## Here is what you should use the Book of Lists for:

- Sales Leads
- Marketing Campaigns
- Direct Mail Pieces
- Fundraising
- Save The Date/Invitations/Grand Openings
- Job Hunting
- A Relocation/Visitors Guide

## How to use the Book of Lists:

### SALES LEADS

Pick the industries you are targeting and use those lists to call local companies or use the entire book (most lists have the name of a person in charge). For even more companies purchase and download the extended version of the book in excel on our website.

Most companies also list their website so you can do some research about the company before you even call.

Use the information in the columns to narrow down your best leads (if you are trying to sell fitness equipment to companies on the Golf Courses list look at their amenities first and see which ones have fitness centers and which ones don't).

### MARKETING CAMPAIGNS

Use the addresses on each and every list, from hundreds of local companies, to get the word out (save yourself time and purchase the excel ver-

sion of the list on our website – that way you don't have to retype everything).

Pull out the phone numbers, fax numbers and/or e-mail addresses to use for your campaign.

### DIRECT MAIL PIECES

With over 1,000 addresses you can let local companies about special offers, upcoming sales, new products or services, etc. We even have contact names for most companies so you can personalize your mailers! For more addresses download the extended version online and get over 2,800 companies ... and best of all, our downloads are in excel so you can make labels in no time!

### FUNDRAISING/SEEKING DONATIONS

Need to solicit money for your company or association...use the phone numbers and call up potential donors or mail/e-mail them a donation form to contribute to your cause.

### SAVE THE DATE

Use the addresses and e-mails from the book to make sure everyone know about your upcoming event, new location or grand opening. If you event is specific to a certain industry find that list and target them. Download the book online and get everything in excel so you don't have to reenter anything!

### JOB HUNTING

Rather than searching online hoping to run across a job look-up the company you'd like to work for. Visit their website or call them – and most companies list their local person in charge so you know who to ask for.

### RELOCATION/VISITORS GUIDE

If you're planning a conference and people are coming from out of town use our lists to give them ideas of local restaurants, golf courses, hotels, ski areas, tourist attractions, museums and art galleries, etc. to visit while they are in town. Realtors could also use the lists to compile a guide to the springs for their website to attract potential clients who are looking to relocate to Colorado Springs.

## The online version of the Book of Lists

By downloading the Book of Lists online you can save lots of time and get even more than what is in the print edition. Whether you download the entire book or individual lists they come in excel so the data is ready to use.

**Go to [www.csbj.com](http://www.csbj.com) and click on Download the Book of Lists**