

1.Finding prospects:

First I'm going to ask ChatGPT to "Give me keywords which are related to this niche, so that I can find prospects by putting the keywords into Google maps, Google, Instagram, and other platforms to offer them my marketing.

The tools I use:

- Google maps
- Google search
- Instagram
- LinkedIn
- Facebook
- hunter.io
- similarweb.com

Then after searching the keywords I'm going to look for small businesses and go to their website. After that I use hunter.io to find the email addresses and then I go to similarweb.com to look up how the website is working for them.

2.Then I am going to look for prospect information:

- Potential for growth: they need to have either ambition to expand, get more clients and more money.
- Do they even need my help?
- Budget for marketing: they need to have the financial resources to spend on a marketing strategy and plan.
- Open to innovation: they need to be open to trying new different ways to reach new customers, open to experiment things that maybe others aren't doing or that they themselves aren't doing but the competition is.
- They need to have customer goals, whether it is to upsell their current clients, improve their online presence, sell their merch, get new clients so that I can match and tailor my marketing strategies to their needs.
- Business Needs: Understand their specific leather product needs and line of business.
- Decision Authority: Identify who is the boss.
- Market Focus: Confirm alignment with my offerings.

- Online Reviews: Check reviews to assess reliability.
- Social Media presence: Do they have social media platforms?