

## Finding Customers to buy your Products or Services

*For the Entrepreneur*



*This project is supported by the Arizona State Library, Archives & Public Records, a division of the Secretary of State, with federal funds from the Institute of Museum and Library Services.*

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## What you will learn



referenceUSA®

Serious Business & Consumer Info

- 1) Consumer Purchasing
- 2) Business to Business
- 3) Create Custom Lists



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## Where to start



- Your library's web site
- Library Card
- In-Library Use Plus
- Remote Access



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## U.S. Consumer / Lifestyles

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
- Collectibles
- Pets / Animals

*and many more!*

U.S. Consumer / Lifestyles  
Use this database of over 271 million U.S. Consumers to conduct market research, and locate friends and relatives. Our records are continuously updated and processed against the USPS National Change of Address (NCOA) and Delivery Sequence File (DSF).

Selection criteria include:  
Name, Address, Median home value, Median home income, And more...

Use [Quick Search](#) to find what you need with a few clicks or use our powerful [Advanced Search](#) to fine tune your search.

[SEARCH](#)

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## U.S. Consumer / Lifestyles

Consumer Snapshot

- Age, Marital Status
- Children present
- Political Party
- Income
- Years in home
- Veteran present

*and many more!*

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## Sample Searches

- Search your name or your neighbor's name
- Find customers for your new bookstore
- Find students for your photography workshop
- Sell pet services to your neighborhood




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# U.S. Businesses



## Quick Search



**U.S. Businesses**  
The U.S. Business database contains a total of 45 million businesses including 16 million verified and 29 million unverified businesses that are updated monthly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible.

Selection Criteria include:  
Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more....

Use **Quick Search** to find what you need with a few clicks or use our powerful **Advanced Search** to fine tune your search.



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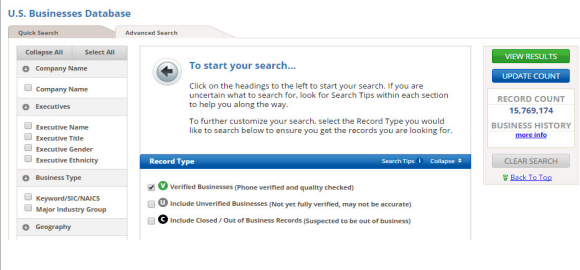
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# U.S. Businesses



## Advanced Searching



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# Sample Searches



- You are a commercial cleaner looking for potential business.
- Educational consultant for Pre-K who wants to sell your workbooks
- Replicate your best customer



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# For more help...



referenceUSA

[ABOUT US](#) [HOW DO I ACCESS?](#) [DATABASES](#) [LEARNING CENTER](#) [FAQ](#)

The premier source of information  
for reference and research

Offers Accurate Data on 45M Businesses and 271M Consumers

## Q&A



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