

## BRIEF CHECKLIST OF SOURCES FOR RESEARCHING PROSPECTIVE CLIENTS AND MARKETS

Type	Source	URL	Notes
<b>Top Search Engines</b>	Study search tips for each engine. Also learn how to evaluate web pages. An excellent evaluation checklist was prepared by the University of California, Berkeley <a href="http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalWorksheet.pdf">http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/EvalWorksheet.pdf</a>		
	Google	<a href="http://www.google.com">www.google.com</a>	Use "Advanced Search", limit by date, domain or file type; Google Alert, Google News, Google Earth, Google Scholar, Google Trends, Google Images, etc.
	Bing	<a href="http://www.bing.com/">http://www.bing.com/</a>	
	Deeper Web	<a href="http://deeperweb.com/">http://deeperweb.com/</a>	Google product in Beta test stage - fast and comprehensive
	DuckDuckGo	<a href="https://duckduckgo.com/">https://duckduckgo.com/</a>	Precise. Includes databases of images, videos and maps.
	Search Engines of the World	<a href="http://www.searchenginesoftheworld.com/">http://www.searchenginesoftheworld.com/</a>	China: Baidu, <a href="http://www.baidu.com">http://www.baidu.com</a> . Russia: Yandex, <a href="https://www.yandex.com/">https://www.yandex.com/</a> --- Use Google Translate.
<b>Meta Search Engines</b>	Simultaneous searching using a multitude of search engines.		
	Dogpile	<a href="http://www.dogpile.com">www.dogpile.com</a>	
	Metacrawler	<a href="http://www.metacrawler.com">www.metacrawler.com</a>	
	Yippy (former Clusty)	<a href="http://www.yippy.com">www.yippy.com</a>	
	Mamma	<a href="https://mamma.com/">https://mamma.com/</a>	
<b>Online Subject Directories</b>	Excellent starting points, especially in fields you are unfamiliar with. Content is prepared and vetted by librarians.		
	New York Public Library	<a href="http://www.nypl.org/collections/nypl-recommendations/guides">http://www.nypl.org/collections/nypl-recommendations/guides</a>	Go to Research Guides and type your topic in search box.
	Internet Public Library	<a href="http://www.ipl.org">www.ipl.org</a>	
	Open Directory Project	<a href="http://www.dmoz.org">www.dmoz.org</a>	
<b>Biographical Information</b>	Search directories by affiliation (business, social, political, etc.), gender, location, ethnicity, education, board memberships, and other specialty categories. Check current and past directories. Check Leadership Directories <a href="http://www.leadershipdirectories.com">www.leadershipdirectories.com</a> . Social media sites.		
	Personal		Examples: Social media sites; public records databases; organization or personal web sites; press releases; Google Images; Resumes and CVs online even if they are old; Professional, organizational or alumni directories; Society registers; Military records. Forbes Wealthiest Lists; property transactions
	Professional		<ul style="list-style-type: none"> <li>• Business - Executive directories, company web sites, SEC filings – 10K, press releases, Forbes lists; Speaker biographies from conferences</li> <li>• Education – Campus web sites</li> <li>• Government – Political sites</li> </ul>
	Leadership Directories	<a href="http://www.leadershipdirectories.com/">http://www.leadershipdirectories.com/</a>	Basic data on executives for government, business, media, legal, health and nonprofits (subscription)
	Relationships	<a href="http://www.muckety.com/">http://www.muckety.com/</a>	Online map of connections among the rich and famous.
	Blackbook Online	<a href="http://www.blackbookonline.info/">http://www.blackbookonline.info/</a>	Free public records search - Search by public record type or location
	Social Media (especially LinkedIn and Facebook)	<a href="http://LinkedIn.com">LinkedIn.com</a> , <a href="http://Facebook.com">Facebook.com</a> , <a href="http://Google+">Google+</a> , and more	See a few of the most popular below.



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<b>Business Portals</b> Excellent starting points if you have very little time to search and need brief information only.			
	CEO Express	<a href="http://www.ceoexpress.com/default.asp">http://www.ceoexpress.com/default.asp</a>	
	GlobalEdgeInternational Business	<a href="http://globaledge.msu.edu/global-insights">http://globaledge.msu.edu/global-insights</a>	
	Google Finance	<a href="https://www.google.com/finance?tab=we">https://www.google.com/finance?tab=we</a>	
	Yahoo Finance	<a href="http://finance.yahoo.com/">http://finance.yahoo.com/</a>	Quick corporate summaries. Search by ticker symbol for best results.
	Mergent Online	<a href="http://www.mergentonline.com/login.php">http://www.mergentonline.com/login.php</a>	Fully searchable database with financial details of over 25,000 active and inactive companies (subscription service)
	CorporateInformation.com	<a href="http://www.corporateinformation.com/">http://www.corporateinformation.com/</a> ; <a href="http://www.corporateinformation.com/Country-Industry-Research-Links.aspx">http://www.corporateinformation.com/Country-Industry-Research-Links.aspx</a>	Subscription-based service, but includes list of free country and industry research links.
<b>Public Records: Credit Reports/ Financial Data</b> Except for the SEC filings, these reports are available for a fee.			
	Lexis Nexis - (Accurint, Nexis, Courtlink and more)	<a href="http://www.lexisnexis.com/en-us/home.page">http://www.lexisnexis.com/en-us/home.page</a>	Public records, corporate profiles, and news articles
	D&B Reports ☐	<a href="http://www.dnb.com/">http://www.dnb.com/</a>	Credit reports and detailed business profiles including state and date of incorporation, sales information and growth, employment size and growth, square footage, executive names. D&B reports are not audited.
	Fitch Ratings	<a href="https://www.fitchratings.com/web/en/dynamic/fitch-home.jsp">https://www.fitchratings.com/web/en/dynamic/fitch-home.jsp</a>	Subscription-based.
	Hoovers (a D&B company)	<a href="http://www.hoovers.com/">http://www.hoovers.com/</a>	Purchase company report – 85 million companies- overviews and descriptions, history, biographies of key personnel, industry information, financial summaries, income/ earnings estimates, competitors.
	Moody's Ratings	<a href="https://www.moody's.com/Pages/atc.aspx">https://www.moody's.com/Pages/atc.aspx</a>	Subscription-based.
	SEC Filings (using Edgar.gov)	<a href="http://www.sec.gov/edgar.shtml#VACIPcJ0zcs">http://www.sec.gov/edgar.shtml#VACIPcJ0zcs</a>	10-K (annual) or 10-Q (quarterly) filings provide business description which identifies products and services, markets, competitive factors, size, lines of business; locations and character of principal physical properties; legal proceedings; information relating to shareholders; financial data; management's discussion and analysis of financial condition and operation.; directors and executive officers' backgrounds and their compensation; ownership shares; and other exhibits. 8-K for significant corporate events.
	TLOxp	<a href="http://www.tlo.com/">http://www.tlo.com/</a>	Fee-based service from TransUnion for investigating and researching people, locations and companies for due diligence, risk assessment, fraud detection, identity authentication.
<b>Corporate Profiles</b> Go to Company home pages, annual reports, SEC 10-K filings for the most complete information, but remember that the company website and annual reports present the best face and are not impartial.			
	Yahoo Finance	<a href="http://finance.yahoo.com/">http://finance.yahoo.com/</a>	Quick corporate summaries. Search by ticker symbol for best results.
	BizJournals	<a href="http://www.bizjournals.com/profiles/company">http://www.bizjournals.com/profiles/company</a>	

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	Division of Corporations, websites of Secretary of State Offices	<a href="http://www.statelocalgov.net/50states-secretary-state.cfm">http://www.statelocalgov.net/50states-secretary-state.cfm</a>	Basic company identification and licenses or incorporation data.
	Factiva Company Snapshots	<a href="http://new.dowjones.com/factiva/">http://new.dowjones.com/factiva/</a>	Subscription service
	Public Register's Annual Report Service	<a href="http://www.prars.com/">http://www.prars.com/</a>	Free annual reports
	Standard & Poor's	<a href="http://www.standardandpoors.com/en_EU/web/guest/home">http://www.standardandpoors.com/en_EU/web/guest/home</a>	Fee-based
<b>Corporate Rankings/ Reputation Surveys</b>			
	Rankings by size, reputation, sustainability, corporate governance, etc. Newspapers and magazines such as Fortune, Forbes and the Financial Times; trade publications; public polls.		
	Forbes Lists	<a href="http://www.forbes.com/lists/">http://www.forbes.com/lists/</a>	
	Fortune 500	<a href="http://fortune.com/rankings/">http://fortune.com/rankings/</a>	
	Harris Poll Reputation Survey	<a href="https://www.harrisinteractive.com/vault/2013%20RQ%20Summary%20Report%20FINAL.pdf">https://www.harrisinteractive.com/vault/2013%20RQ%20Summary%20Report%20FINAL.pdf</a>	Survey of the U.S. public on the reputations of the most visible companies.
	Vault.com	<a href="http://www.vault.com/">http://www.vault.com/</a>	Rankings of companies and schools - best places to work and study.
<b>Professional Licenses and Certifications</b>			
	Nationwide searches are usually for fee. Some state and local searches are free.		
	Accurant and other public records databases		
	Professional organizations	AIA, NCARB, ASLA, etc.	
<b>Market Overviews</b>			
	Market surveys are widely available for free or fee through associations, think tanks, management consulting firms, and commercial services.		
	MarketResearch.com	<a href="http://www.marketresearch.com/">http://www.marketresearch.com/</a>	Reports are pay-per-view. Use free tables of contents to help you create your own template or format your research brief.
	Extensive list at the New York Public Library	<a href="http://www.nypl.org/collections/nypl-recommendations/guides/market-research">http://www.nypl.org/collections/nypl-recommendations/guides/market-research</a>	
<b>News Sites and Aggregators</b>			
	Go to sources specific to client's industry or affiliation. Search archives and current news. Local news sources will usually cover a local subject in more depth than a major publication like the <i>New York Times</i> or <i>Wall Street Journal</i> .		
	New York Public Library – Articles Database	<a href="http://www.nypl.org/collections/articles-databases">http://www.nypl.org/collections/articles-databases</a> (free access to articles in newspapers, magazines, and journals at the library or from your office if you have a library card)	
	Mobile apps	Twitter, Flipboard and many others	Choose only the sources you trust.

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	Fee-based databases	Nexis, Factiva, Proquest	Fastest way to retrieve specific news
	All You Can Read	<a href="http://www.allyoucanread.com/">http://www.allyoucanread.com/</a>	International
	BizJournals	<a href="http://www.bizjournals.com">www.bizjournals.com</a>	
	BusinessWire	<a href="http://www.businesswire.com/portal/site/home/news/">http://www.businesswire.com/portal/site/home/news/</a>	
	Campus and Alumni Publications	<a href="http://en.wikipedia.org/wiki/List_of_student_newspapers_in_the_United_States">http://en.wikipedia.org/wiki/List_of_student_newspapers_in_the_United_States</a>	
	College Media Network	<a href="http://news.collegemedianetwork.com/">http://news.collegemedianetwork.com/</a>	Aggregates campus news by region
	Factiva	<a href="http://new.dowjones.com/factiva/">http://new.dowjones.com/factiva/</a>	Current and archived business news articles from thousands of sources in 28 languages from nearly 200 countries. 35 years' worth of articles, analyst reports and tweets.(subscription service)
	Google News	<a href="https://news.google.com/">https://news.google.com/</a>	
	HotSheet	<a href="http://www.hotsheet.com/">http://www.hotsheet.com/</a>	
	House Organs	Publications of companies or non-profit organizations	
	News on Feeds	<a href="http://www.newsonfeeds.com/faq/aggregators#.VAJSy2OwTpd">http://www.newsonfeeds.com/faq/aggregators#.VAJSy2OwTpd</a>	Directory of aggregators
	Newsletters of Professional and Trade Organizations	<a href="http://www.asaecenter.org/Community/Directories/AssociationSearch.cfm?navItemNumber=16581">http://www.asaecenter.org/Community/Directories/AssociationSearch.cfm?navItemNumber=16581</a>	
	Newslink	<a href="http://www.newslink.org/index.html">http://www.newslink.org/index.html</a>	Links to top newspapers and magazines by state and country. Includes suburban weeklies, and some ethnic and school publications.
	Newspaper Map	<a href="http://newspapermap.com/">http://newspapermap.com/</a>	Search by location, international
	You Got the News	<a href="http://www.yougottthenews.com/">http://www.yougottthenews.com/</a>	
	LinkedIn	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Profiles and group discussions
	Twitter	<a href="https://twitter.com">https://twitter.com</a>	Track comments by and about your client and their followers.
	YouTube	<a href="https://www.youtube.com/">https://www.youtube.com/</a>	Videos offer keys to personality and views of your client and issues important to them
<b>Other Investigative Search Tools</b>			
	Links to resources	<a href="http://todddington.com/resources/">http://todddington.com/resources/</a>	
	Journalist's ToolBox	<a href="http://www.journaliststoolbox.org/archive/investigative/">http://www.journaliststoolbox.org/archive/investigative/</a>	
<b>Social Media Platforms</b> Each site has special attributes with strengths in searching relationships, identity, reputation, content sharing. These are a few of the most popular.			
	LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>	Identity, relationships, groups
	Facebook	<a href="http://www.facebook.com">www.facebook.com</a>	identity, interests
	Twitter	<a href="http://www.twitter.com">www.twitter.com</a>	opinions, news
	Instagram	<a href="http://instagram.com/#">http://instagram.com/#</a>	images
	YouTube	<a href="http://www.youtube.com">www.youtube.com</a>	Videos offer keys to personality and views of your client and issues important to them

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<b>MARKET SECTORS</b>			
<b>Non-Profits</b>	Foundation Center	<a href="https://fconline.foundationcenter.org/">https://fconline.foundationcenter.org/</a>	
	Form 990s	<a href="http://foundationcenter.org/findfunders/990finder/">http://foundationcenter.org/findfunders/990finder/</a> and <a href="http://www.IRS.gov">www.IRS.gov</a>	
	Charity Navigator	<a href="http://www.charitynavigator.org/">http://www.charitynavigator.org/</a>	
	Chronicle of Philanthropy	<a href="http://philanthropy.com/">http://philanthropy.com/</a>	Especially annual top donors list
<b>Cultural</b>	American Alliance of Museums	<a href="http://www.aam-us.org">www.aam-us.org</a>	
	Arts and Cultural Organizations	<a href="http://www.cpanda.org/cpanda/research-guides/artsorgs">http://www.cpanda.org/cpanda/research-guides/artsorgs</a>	
	International Society for Performing Arts	<a href="http://www.ispa.org">www.ispa.org</a>	
	National Endowment for the Arts	<a href="http://arts.gov/">http://arts.gov/</a>	
<b>Education</b>	Education Resources Information Center	<a href="http://eric.ed.gov/">http://eric.ed.gov/</a>	
	Chronicle of Higher Education	<a href="http://www.chronicle.com">www.chronicle.com</a>	
	National Association of College and University Business Officers	<a href="http://www.nacubo.org">http://www.nacubo.org</a>	See annual rankings of institutions
	National Association of Independent Schools	<a href="http://www.nais.org/">http://www.nais.org/</a>	
	National Center for Educational Facilities	<a href="http://www.ncef.org">www.ncef.org</a>	
	QS World University Rankings	<a href="http://www.topuniversities.com/university-rankings">http://www.topuniversities.com/university-rankings</a>	
	Society for College and University Planning	<a href="http://www.scup.org">http://www.scup.org</a>	
	U. S. Dept. of Education	<a href="http://www.ed.gov/">http://www.ed.gov/</a>	
	U.S. News & World Report Education Rankings	<a href="http://www.usnews.com/education">http://www.usnews.com/education</a>	
	Univsource	<a href="http://www.univsource.com/">http://www.univsource.com/</a>	Extensive database enables you to browse through community colleges, colleges and universities by name, program, state, and zip code - US/ Canada
<b>Government</b>	Government Federal USA	<a href="http://www.usa.gov/Agencies.shtml">http://www.usa.gov/Agencies.shtml</a>	
	State and Local	<a href="https://www.statelocalgov.net/">https://www.statelocalgov.net/</a>	
	New York City - Government	<a href="http://www1.nyc.gov/">http://www1.nyc.gov/</a>	
	New York City Dept. of Design + Construction	<a href="http://www.nyc.gov/html/ddc/html/home/home.shtml">http://www.nyc.gov/html/ddc/html/home/home.shtml</a>	
	U.S. Census Bureau	<a href="http://www.census.gov/">http://www.census.gov/</a>	
<b>Healthcare</b>	American Hospital Association	<a href="http://www.aha.org/">http://www.aha.org/</a>	
	American Medical Association	<a href="http://www.ama-assn.org/ama">http://www.ama-assn.org/ama</a>	

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	Health Facilities Management	<a href="http://www.hfmmagazine.com/">http://www.hfmmagazine.com/</a>	
	Modern Healthcare	<a href="http://www.modernhealthcare.com/">http://www.modernhealthcare.com/</a>	
Real Estate	Commercial Property Executive	<a href="http://www.cpexecutive.com/">http://www.cpexecutive.com/</a>	
	Commercial Real Estate Development Assn.	<a href="http://www.naiop.org/">http://www.naiop.org/</a>	
	CoreNet Global	<a href="http://www.corenetglobal.org/">http://www.corenetglobal.org/</a>	
	National Multi-Family Housing Council	<a href="http://www.nmhc.org/">http://www.nmhc.org/</a>	
	National Real Estate Investor	<a href="http://nreionline.com/">http://nreionline.com/</a>	
	Urban Land Institute	<a href="http://www.uli.org">http://www.uli.org</a>	
Retail	International Council of Shopping Centers	<a href="http://www.icsc.org/">http://www.icsc.org/</a>	

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*Little Black Book of Connections.* Jeffrey Gitomer. Austin, TX: Bard Press, 2006.

*Question Your Way to Sales Success.* Dave Kahle. Franklin Lakes, NJ: Career Press, 2008.

*Rain Making; Attract New Clients No Matter What Your Field. Ford Harding.* Avon, MA: Adams Publishing, 2008.

*Selling to VITO, the Very Important Top Officer.* Anthony Parinello. Avon, MA: Adams Publishing, 1999.