

# WORKSHEET: Build Your Local Intelligence

*Before arriving at your destination and meeting with customers and prospects, to prepare, do some research and then fill out this worksheet.*

## CUSTOMERS OR PROSPECTS

Name				
Past Orders				
Changes in Purchasing Patterns				
Date of Last In-Person Meeting				
Social Media Profile Updates (Company and/or Customer)				
News on Company Website				
Info from Online Search				

## DESTINATION

Target Market Demographics	
Major Industries in the Area	
Possible Activities for Entertaining	
Getting Around (public transportation, cab companies, walking and jogging paths)	
Landmarks/ Points of Interest	

### Sources of Free Local Information:

- U.S. Census: [www.census.gov](http://www.census.gov)
- U.S. Census dwellr app: <http://www.census.gov/mobile>
- American FactFinder: <http://factfinder2.census.gov>
- County Business Patterns: [www.census.gov/econ/cbp/index.html](http://www.census.gov/econ/cbp/index.html)
- State & County Quickfacts: <http://quickfacts.census.gov>