

Instructions for using Reference USA database

How do I identify what competitors are located in our area?

1. Go to the Durango Public Library website
 2. Look under "Research" on the menu bar for Business Resources
 3. Click on "Reference USA"
 4. Accept the Terms and Conditions
 5. Enter your Library ID number
 6. Click on U.S. Business Database
 7. Click on the Custom Search Tab
 8. Click on Business Type and check the Keyword box on the left menu
 9. Also click on Geography and check "Radius" box
 10. Make sure the All SICs button is checked
 11. Type in your best set of keywords: "Boats," "Kayaks," "Shoes," "Outdoors," etc.
 12. Type in "81301" for the zip code and "150" into miles
 13. Hit "Update Count"
 14. Hit "View Results"
- lick on the businesses that come up that seem to be your most direct competitors
16. Note the number of employees, total sales, description, and note the ways that you are different and will satisfy customers in ways they can't

OR

9. Also click on Geography and check "Map Based Search" box
10. Type "81301" into the Zoom To box in the upper left corner
11. Zoom out until you can see the Colorado borders
12. Use "Radius Tool" and click on your zip code marker; the radius should turn yellow
13. Close the map and click View Results and proceed

How do I find customers potentially interested in my product?

6. Click on the U.S. Consumer Lifestyles Database
7. Click on the Custom Search Tab
8. Click on "Lifestyles" and expand the categories until you find the ones that best fit your business
9. Also click on "Geography" and check "Radius" box and use 81301 and 150 into miles
10. Also click on "Housing Selections" and check "Estimated Home Value."
11. Hit "Control" down as you select salary ranges you believe represent your primary customers.
12. Hit "Update Count"
13. Hit "View Results"
14. See how many people the computer identified.
15. See if their profiles typify your target audience
16. Count the number of results and include in your proposal

