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Generating Business Leads from Newspaper Articles

By Sophie Braccini



Ray Zegri at the Lafayette Chamber of Commerce
Photo Barbara Gilmore

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Ray Zegri, Audience Development Executive of the San Francisco Business Times, presented the talk, "Generating Business Leads from Newspaper Articles" to a packed house at the Lafayette Entrepreneur's Club on February 16. Armed with a copy of that publication, he walked the audience through its different sections, pointing out opportunities to generate business or add power to one's job search.

"I'll never look at the paper the same way again," said Chamber Member and Massage Therapist Alexandra De Avalon at the end of the meeting.

Zegri came to the Lafayette Chamber with a well-rehearsed message: people who regularly read the paper will find an infinite source of information that will allow them to proactively contact potential clients and grow their business.

Indicating an article about a group that is buying up hundreds of apartments in the area, he suggested that this could be an amazing opportunity for someone in the air conditioning or door repair business, as certain members of the audience were, to generate business. News briefs about recent promotions or new hires can be useful, he said, because "this is a great time to contact these people—they are new in their jobs, they want to put their mark on their team; there won't be a better time to reach them."

The Entrepreneur's Club meets at 8:30 a.m. in the Lafayette Chamber Office on the 3rd Thursday of each month. It is open to all businesses, large or small, Chamber members or not. For more information go to <http://lafayettechamber.org/contact-us/entrepreneurs-club/>. For

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