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Isaac M. O'Bannon • Sep. 17, 2012

Accounting firms and other financial services businesses often feel challenged in finding the best ways to reach out to new clients. In the past, direct mail, yellow pages ads and display advertising were staples, but as technology evolved, firms strated looking elsewhere.

Email marketing continues to be a major player in outbound marketing, but the response and quality depends on the source of those email addresses. Are they small business decision makers? Are they looking for services? Do you have a compelling message to get them to change?

Most states also offer lists of newly formed business entities, and chambers of commerce and other local business events are also good traditional in-person meeting places. But perhaps you're missing other opportunities.

The article on [Four Unusual Sources for Finding New Clients](#) offers a few ideas that you might not have thought of.

Read more: <http://www.sfgate.com/business/investopedia/article/4-Unusual-Sources-Of-Clients-3871272.php#ixzz26kW0zES1>

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