

## You Found WHAT using Google? – Search Secrets for Business Success

Search engine behemoth Google now has a 68% U.S. market share for searches. Yet even though Google is very easy to use, according to Sam Richter, author of the top-selling book *Take the Cold Out of Cold Calling* ([www.takethecold.com](http://www.takethecold.com)), most people only access a small portion of what Google has to offer.

For those in business, where information is power, these two Google Web Search Secrets can help you get the inside information on companies, industries, and people.

**Google Filetype Search:** Imagine finding a competitor's sales proposal, an association's membership list, or a high-end research report online. "It's amazing what people post to the Web," said Richter. "From company budgets to vendor and client lists, companies think that the files they post online for colleagues or clients to download are secure, but if not properly protected, Google can index the data and make it available to people who know how to look."

1. Enter the information you want and/or the company name (use quotations around phrases).
2. Enter filetype: (filetype colon) and then choose a filetype extension e.g. pdf = adobe acrobat; xls = Excel spreadsheets; ppt = PowerPoint document; doc = Word document.
3. For example, "**paper industry**" + "**membership list**" filetype:xls will search for a paper industry membership list in Excel format. "**Widget corporation**" filetype:ppt will search for a Widget Corporation PowerPoint presentation. "**Plastics industry**" + trends OR issues filetype:pdf will locate research reports and/or articles related to trends or issues in the plastics industry.

**Finding Email Addresses:** Lost that business card? Want to email a note to someone you met at a networking event? According to Richter, you can easily locate email addresses using Google, by trying to find Web pages where an email address is listed.

1. Find out where the person you want to meet works, and locate their company's Web address.
2. In Google, enter an asterisk, followed by the @ sign, and then the company's Web address. For example, **\*@generalmills.com** will locate Web pages featuring an email address of someone who works at General Mills.
3. Once you find the email naming convention, you can back into the email address of the person you want to meet. For example, if your Google search returns **John\_Doe@generalmills.com**, if you want to email Sally Smith, her email address is probably first name underscore last name, or **sally\_smith@generalmills.com**.

These are just two of the more than 80 people, company, and industry information search tips and resources you'll find in *Take the Cold Out of Cold Calling* ([www.takethecold.com/education.html](http://www.takethecold.com/education.html)). Whether it's using search engines, accessing the "Invisible Web" or getting free access to premium databases, Richter's book gives you step-by-step instructions on how to find information, and how to apply it for sales and business success.

It's no wonder that New York Times #1 bestselling author (Swim with the Sharks) and internationally renowned sales expert Harvey Mackay calls *Take the Cold Out of Cold Calling* the "must have resource for anyone involved in sales or business development." To get your copy including a resource CD featuring a research guide, downloadable toolbar, and more, visit [www.takethecold.com/buybook.html](http://www.takethecold.com/buybook.html).