# Reference USA

Reference USA is an Internet-based reference service for the government.
 The site was designed for use as a reference tool by government agencies.
 Its database contains in module format, detailed information on more than 20 million U.S. businesses, Monthly subscription is about \$15,000 a month. But if you have public library card, you can access this Internet-based data for FREE!!!!!

Here are 4 YouTube video tutorials on how to maximize this service.

## ReferenceUSA Tutorial - YouTube

#### **4:35**

https://www.youtube.com/watch?v=nQrdAjeOOKc

Jan 24, 2013 - Uploaded by Denver Public Library

Your browser does not currently recognize any of the **video** formats available. Click here to visit our frequently ...

## How to use Reference USA - YouTube

### ▶ 5:44

https://www.youtube.com/watch?v=SCoZxa9UQqk

Jul 25, 2012 - Uploaded by frccbcc

How to use the database **Reference USA**. ... Rating is available when the **video**has been rented. ... **Reference** ...

## Reference USA - YouTube

### ▶ 7:12

https://www.youtube.com/watch?v=TpI2zuHqiuw

Nov 4, 2009 - Uploaded by BPLonline

A tutorial on using the **Reference USA** Database. **ReferenceUSA** is useful for finding both people and ...

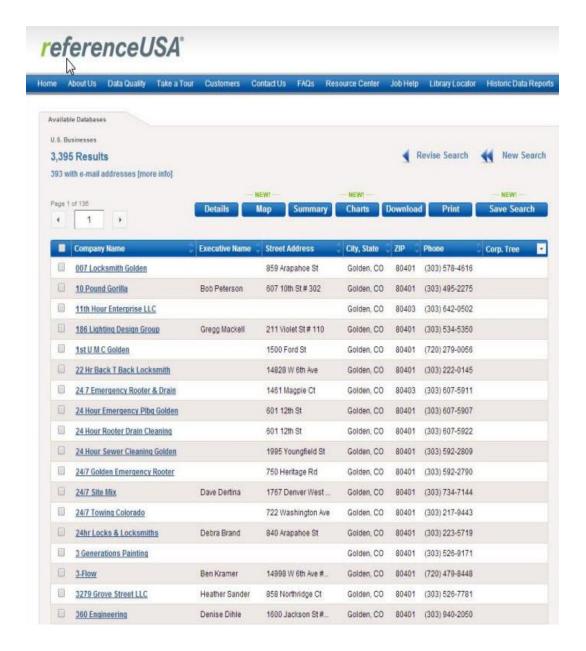
## Reference USA - U.S. Consumers/Lifestyles Database - YouTube

### ▶ 4:19

https://www.youtube.com/watch?v=fXQ1WmHvOno

Again, it will require a public library card to access their web site for free.

From a zip code, it is easy to identify every business in that location plus its address, phone number and the manager's name. In Jefferson County, In Denver, go to jefferson.lib.co.us/, sign in and proceed on-line. Here's a sample below for Golden with 3,395 businesses listed in alphabetical order below. Note the managers are listed which can be valuable when attempting to contact each business.



For greater insight about how powerful Reference USA can really generate
networking leads and insight about each company, check the 919 Denver-area
companies that have 250+ employees which quickly translates into companies
that providing have job offerings in nearly every field of endeavor. Example of

company contact info, job titles, phone numbers, web sites, and information available no place else.

- o Pages 1-11.xlsx
- o <u>Pages 12 -21.xlsx</u>
- o <u>Pages 22-29.xlsx</u>
- o Pages 22-31.xlsx

**Small-business owners/entrepreneurs** can conduct power market research. Select a location and do a radius search to look up the number of similar businesses in the area. Check the strength of the competition with years in business and credit ratings.

**Job seekers** can locate and research companies they are interested in with contact names, business descriptions, company size and website links to job postings.

Three ways job seekers can use this web site:

- 1. Check previous companies worked at for lateral positions.
- 2. Look for companies that are competitors in your field as prime job sources.
- 3. Create a list of companies in your career field to potentially and contact them through key people. <a href="www.referenceusa.com">www.referenceusa.com</a> can be accessed for free through the local library system via a library card account. For more info of how to navigate the databases found on this web site, click <a href="HERE">HERE</a> for two video tutorials and click the "Take A Tour" icon.

Powerful tutorial videos to learn how to maximize the capabilities of Reference USA, go to: http://resource.referenceusa.com/videos/.