



## USING ATOZ DATABASES



**ATOZ DATABASES** is a directory and marketing database that provides details on U.S. businesses, people, and households.

- This searchable product allows job seekers, entrepreneurs, small business owners, students, counselors, fundraisers, and homeowners the opportunity to download, print or email 1000 .pdf records at a time.
- Ideal uses are possible sales leads or business opportunities, mailing lists (also allows emails to be sent), market research, job opportunities, and finding home values, income, and persons including family and friends.
- Use the QR code to instantly download business contact information to your PDA or iPhone and call or email directly from phone.
- Create Graphs and Charts and save as .jpeg, .png, or .gif formats. Email or print as .pdf.
- Map-based search allows defining boundaries for a search.
- FAQ and How-to Videos available.
- Includes Introductory Videos to help you utilize the database.
- Set up an account to save searches for easier future retrieval.
- Results now available in Spanish.

**How to Access:** from the Library webpage <https://www.wellesleyfreelibrary.org>, click on **Services**, then under **Research** click on **Databases by Subject, Databases A to Z**, and finally **AtoZ Databases**.

### **Quick Lookup Searches**

**Find a Business**—for investors, entrepreneurs, job seekers, students, and residents. Includes Overview, Demographic Profile, Industry Profile, QR Code, Competitors, Nearby Businesses, Executive Directory (with emails), Corporate Linkage (Parent, Subsidiaries, Branches)

**Task:** Find information on a business in Wellesley or the Boston metro area.

**Find a Job**—for persons looking for a job. Includes job openings, personality test assessment, identify strengths and weaknesses, resume templates, summarize your skill set, utilize company info to find right company for you, apply for job, interview tips and follow-up, and videos on What to do in an Interview and What not to do.

**Task:** Find a job based upon your interests and strengths.

**Find a Person/Phone Search**—for individuals. Search for executives, family members, friends, etc. Includes a reverse lookup with a phone number.

**Task:** Find information on a friend, old classmate, or relative.

**Send Free E-mails (Jango Mail)**—for individuals, organizations, small business owners, and entrepreneurs. Set up mailing lists to send newsletters, invitations, coupons, product information, youth sports notices. .. Allows 500 free emails /month.

**Additional databases**—these databases allow you to execute custom searches for more specific information regarding people, executives, corporate structures, and searching Business and Resident information simultaneously.

- 30 Million Business & Executives (create sales leads and create free mailing lists)
- 2 Million New Businesses
- 7.9 Million Healthcare Professionals
- 220 Million Residents
- 200,000 New Movers Added Weekly
- 50,000 new Homeowners Added Weekly
- Universal Search (searches Business and Residents)

**Task:** Utilize these databases to create a list that answers a question you have had.

- New neighbors
- New businesses
- Doctors in your area that you might need

**Final Task:** Share the news about this wonderful database that is useful to individuals and small business owners!

**Please fill out a survey (paper or through your email) to help us with future classes. Thank you.**

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