

Part 4: Prospecting System

We structure it into 4 channels.

- [4.1 Visual Map Prospecting \(Old School\)](#)
- [4.2 Permit-Based Prospecting \(Underrated Weapon\)](#)
- [4.3 Trade Organization Prospecting](#)
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4.1 Visual Map Prospecting (Old School)

Method:

- Open Google Maps (Satellite)
- Look for:
 - Scars on earth
 - Silos
 - Bins
 - Rail spurs
 - Conveyors
 - RAP piles
- Label locations
- Build custom My Maps layers

Purpose:

- Identify clusters
- Build pilot-efficient routes
- Evaluate density before selling

This is strategic, not random.

4.2 Permit-Based Prospecting (Underrated Weapon)

Key idea:

“ Go where they are required to register.

Examples:

- TCEQ wastewater permits (Ready Mix)
- Air quality permits
- Mining permits (ODNR)
- Surface mining databases
- EPA regulated entities

These lists:

- Already verified
- Already filtered
- Often public
- Often exportable

From there:

- Import into spreadsheet
- Import into Google My Maps
- Visualize density
- Build route strategy

This is scalable prospecting.

4.3 Trade Organization Prospecting

Levels:

National:

- NSSGA
- NAPA
- NRMCA
- American Cement Association

State:

- TEXAPA
- Oklahoma Aggregates
- Ohio Concrete Association

Tactics:

- Member directories
- Board of directors lists
- Event attendance
- Buyer guides
- Sponsorships
- Podcast appearances

These are curated lists of ideal clients.

4.4 GIS & Industry Databases

Examples:

- Mineralocity
- State GIS Mine Locators
- Aggregates Atlas

These allow:

- Geographic density analysis
- Multi-site targeting
- Competitive mapping
- Territory optimization