



Classification/Vocation Gap Analysis

It is far more effective to arm your members with a list of gaps in your membership of industries, vocations, business types or professions and asking members to specifically target their prospecting efforts on those. That works a whole lot better than, “Think of someone who would be a good Rotarian.” It focuses their thinking and may result in “I know someone who KNOWs someone in that business.”

So, how do you go about doing that? Secure a list of local businesses and professions from the Chamber of Commerce and/or list sources like InfoUSA or ZoomInfo (available at your local Library), or a local “Book of Lists”. Identify businesses and professions that ought to have someone in Rotary. Present the list at a Club Assembly and ask which members know someone at each and who will invite them to an upcoming Rotary Information Hour.

To prompt your thinking, here’s a partial list of businesses/professions that you might consider as potential Rotarians:

Accounting Service-Commercial	Baking-Commercial	Chiropractic Services
Accounting Service-Management	Baking-Pastry	Cleaning Services-Home
Accounting Service-Personal	Baking-Retailing	Cleaning Services-Commercial
Advertising, General	Banking-Commercial	Clock-Sales
Advertising, Direct Mail	Banking-Retail	Clock-Service
Advertising, Outdoors	Banking-Services	Closet Organizer Systems
Advertising, Periodical	Barbering	Clothing-Children
Advertising, Radio	Bath Fixtures-Sales	Clothing-Collectible
Advertising, Specialty	Bath Fixtures-Refinishing	Clothing-Men
Advertising, Aerial	Beauty Salon	Clothing-Women
Aircraft-Maintenance	Beauty Salon-Supply	Clubs & Associations
Aircraft-Sales	Beverage-Distribution	Cocktail Lounges
Airport Management	Beverage-Retailing	Coffee Distribution
Airport Services	Bicycle-Manufacturers	Coffee Service
Airport Transportation	Bicycle-Retailing	Collection Service
Alcohol & Drug Programs	Bicycle-Service	Communications-Paging
Answering Services	Blueprint Services	Communications-Systems
Antique Sales	Boat-Services	Computer-Consulting
Apartment, Rentals	Boat-Sales New	Computer-Furniture
Appliances-Retail	Boat-Sales Used	Computer-Hardware
Appliances-Service	Book-Distribution	Computer-Retail
Appraising Service-Commercial	Book-Publishing	Computer-Services
Architecture-Building	Book-Sales	Computer-Software
Architecture-Landscape	Bookkeeping Services	Computer-Supplies
Artists Materials-Retail	Bottle Gas Distribution	Computer-Training
Asphalt Products	Bowling Centers	Construction-Commercial
Association Management	Broadcasting-Radio	Construction-Remodeling
Athletic Club	Broadcasting-Television	Construction-Residential
Athletic Teams	Building Construction	Contractors-Electrical
Attorney – Corporate	Building Materials-Retailing	Contractors-General
Attorney – Defense	Building Services	Contractors-Grading & Paving
Attorney – Estate Plans	Burglar Alarm Services	Contractors-Masonry
Auctioning Services	Business Forms & Systems	Contractors-Painting
Audio Visual Services	Business Services	Contractors-Roofing
Auto-Body	Bus Transportation	Contractors-Supplies
Auto-Care	Cable Television Services	Copier-Sales
Auto-Clubs	Camera-Rental	Copier-Services
Auto-Customizing	Camera-Repair	Copier-Supplies
Auto-Leasing	Camera Sales-Retail	Copywriters
Auto-Rentals	Candies-Retail	Cosmetics-Retail
Auto-Sales New	Carpet-Cleaning	Counseling Services
Auto-Sales Used	Carpet-Sales	Courier Services
Auto-Sales Foreign	Catering Services	Credit Card Accounting
Auto-Servicing	Cemeteries	Credit Card Services
Auto-Towing	Chamber of Commerce	Credit Union Services
Auto-Wrecking	Check Cashing Services	Cycle Accessories-Retail
	Child Care Services	Dance Studio



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Data Processing	Gas Services	Management Training
Day Care	Gift Shops	Medical Products
Decorating Materials-Retailing	Glass Dealer	Mobile Home Park Management
Delicatessen	Glass-Stained	Mortgage Companies
Dental Lab	Golf Courses	Motorcycle-Retail
Dentistry-General	Golf Equipment	Motorcycle-Service
Dentistry-Oral Surgery	Governmental Agencies	Moving & Storage
Dentistry-Orthodontics	Governmental Relations	Music Stores
Dentistry-Preventative	Graphic Designs	Newspaper Publishing
Department Stores	Groceries-Distribution	Non-profit Organizations
Desktop Publishing	Groceries-Retailing	Nursing Services
Developers	Halls-Rental	Office Equipment
Direct Mail Services	Hardware-Retailing	Office Supplies
Distribution	Health Care-Public	Opticians
Draperies-Retail	Health Care-In Home	Optometrists
Drug Stores	Heating/Air Conditioning Service	Party Supplies-Retailing
Dry Cleaners	Hospitals-General	Pet Grooming
Dry Goods-Retailing	Hospitals-Convalescent	Pet Shop
Education-Primary	Hospitals-Psychiatric	Petroleum Distribution
Education-Commercial	Hospitals-Veterinary	Photo Finishing
Education-Community College	Hotel Management	Photography-Aerial
Education-Private Schools	Ice Cream Parlors	Photography-Commercial
Education-Secondary	Import Stores	Photography-Portrait
Education-Special	Import/Exporting	Physical Therapy
Education-University	Insurance-Auto	Picture Framing
Educational Services	Insurance-Benefits	Polygraph Services
Educational Supplies	Insurance-Home	Pool Services
Electrical Supplies-Retail	Insurance-Life	Postal/Message Services
Electrical Supplies-Wholesale	Insurance-Marine	Postal Service
Electronic Manufacturer	Interior Decorating	Printing Broker
Electronic Products-Retail	Internet Marketing	Printing-Checks
Emergency Services	Internet Service Provider	Printing Services
Employment Agency	Internet Technology Consultant	Property Management
Employment Sills Training	Inventory Services	Public Utilities-Gas/Electric
Engineering-Audio	Investments & Securities	Public Utilities-Telephone
Engineering-Civil	Janitorial Services	Public Utilities-Water Service
Engineering-Communication	Janitorial Supplies	Publicity/Public Relations
Engineering-Electrical	Jewelry-Design	Real Estate-Commercial
Engineering-Industrial	Jewelry-Retail	Real Estate-Consulting
Engineering-Marine	Kitchen Cabinet-Sales	Real Estate-Management
Engineering-Petroleum	Landscaping-Commercial	Real Estate-Relocation Service
Engineering-Professional	Laundry Equipment-	Real Estate-Rentals Real Estate-
Entertainment Services	Leasing	Residential Recording Services
Entrepreneur	Law-Bankruptcy	Recreational Services
Environmental Consulting	Law-Business	Recycling Services
Event Planners	Law-Civil Litigation	Rehabilitation-Medical
Exercise Equipment Sales	Law-Computer	Religion
Express & Transfer Services	Law-Commercial	Reporting Services-Deposition
Farming	Law-Contract	Restaurant-Fast Food
Feed Store	Law-Copyright	Restaurant-Family
Finance Companies	Law-Corporation	Restaurant-Management
Financial Consulting Financial	Law-Criminal	Restaurant Specialty-Mexican
Planning Fire Equipment-Sales	Law Enforcement	Restaurant Specialty-Pizza
Fire Equipment-Services	Law-Estate Planning	Restaurant Specialty-Sandwich
Fire Protection-Municipal	Law-Family	Retirement Homes
Fire Protection-Sprinklers	Law-General Practice	Rubber Stamps
Flooring-Installation	Law-Insurance	Savings & Loans Associations
Flooring-Sales	Law-Labor	Secretarial Services
Floral Supplies	Law-Malpractice	Security Services
Florist-Retail	Law-Personal Injury	Security Systems
Florist-Wholesale	Law-Real Estate	Service Stations
Food Products	Law-Workers Compensation	Sewing Machines-Retailing
Forest Products	Lighting Supplies	Scouting
Formal Wear	Liquor & Wine-Retailing	Shoes-Retailing
Franchisee	Loans-Commercial	Shopping Center Management
Frozen Food Lockers	Loans-Real Estate	Signs
Funeral Service	Loans-SBA	Sporting Goods-Retailing
Furniture-Retail	Luggage-Retailing	Stationers
Furniture-Rental	Lumber-Retailing	Stock & Bond Brokerage
Furniture-Wholesale	Machine Shop	Storage Services
Garages	Management Consulting	Tax Service Taxi Services Tire



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Sales-Retail
Tire Sales-Wholesale
Title Companies
Toys-Retailing
Tractor Sales & Service
Transportation-Air
Transportation-Ambulance
Transportation-Bus
Transportation-Limousine
Transportation-Truck
Travel Agency
Tree Services
Trophy-Retailing
Vending Supplies
Video Production Services
Waste Disposal Services
Water Treatment
Welcoming Services
Web Developer
Word Processing Services