

# Set-Aside ALERT

## ***Set-Aside Alert: Business Intelligence for the Federal Contractor*** ***11 Ways to Use Set-Aside Alert for Success***

If SAM.gov is free, why subscribe to ***Set-Aside Alert?*** Here are eleven ways to get the most out of your ***Set-Aside Alert*** subscription:

1. Gain knowledge of the primary issues that can lead to contracting success. Know and understand "contract bundling", "contracting-out" and the various set-aside programs, so you can argue your case with the contracting officer.
2. Avoid "Acronym Confusion" by knowing not only what ID/IQ and GWAC stand for, but being able to use them in a sentence.
3. Let our Alert staff select the set-asides for the day, package them in a consistent format, categorize them, and deliver them by email directly to you, rather than spending your time rambling around in SAM.gov. Our live links in the email take you directly to the synopsis, saving you time and effort. You focus on the opportunity evaluation and capture strategy.
4. Learn what new regulations and legislation could impact your business; then get yourself and your trade group involved in making it right.
5. Participate in the networking events and training seminars announced in our Calendar of Events - our subscribers' vote it one of their favorite features. We give you enough advance warning to budget the fees and schedule the time to participate.
6. Build a base of key contacts at the agencies and in the locations where you want to do business. Looking back over the last six months of Contract Opportunities emails tells you which buyers and locations are buying from small businesses, what products and services are being purchased, and how to contact the buying office. Call or email them to see how they are buying your products or services.
7. Get information about legal and marketing issues, from contract administration to bid protests to GSA schedules. Our experts give you the benefit of their experience in difficult contracting environments.
8. Anticipate the future, through ***Set-Aside Alert's*** Procurement Watch and early intelligence on opportunities coming down the pike, including agency annual forecasts.
9. Respond to Teaming Opportunities presented by other large and small companies seeking partners to handle right-sized pieces of larger contracts.
10. Find colleagues and partners and monitor competitors by checking out Newly-certified Firms. This feature identifies other small business owners with whom you can network, team, or subcontract. 75-100 potential partners presented to you twice a month.
11. Recent Small Business Awards identifies those who are succeeding in their quest. Call them; meet them; learn from them. Choose those in your industry or those in your locale.