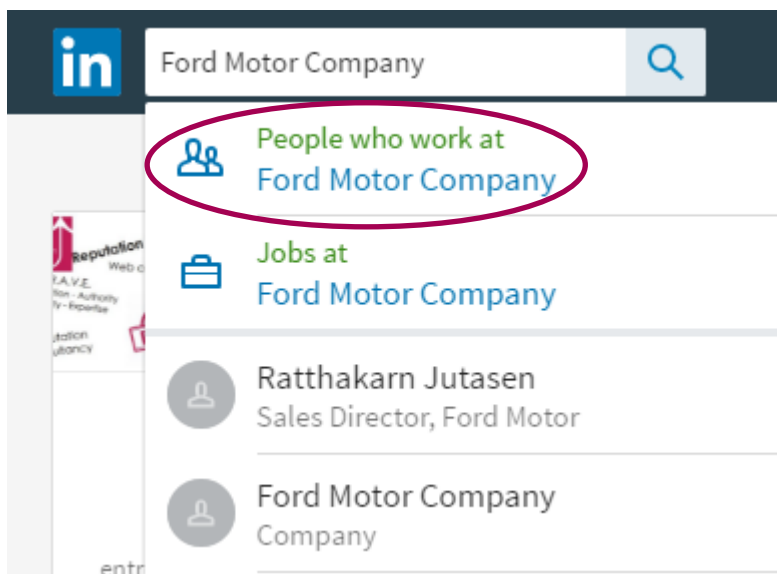


## Session 5

### Searching for your ideal customers

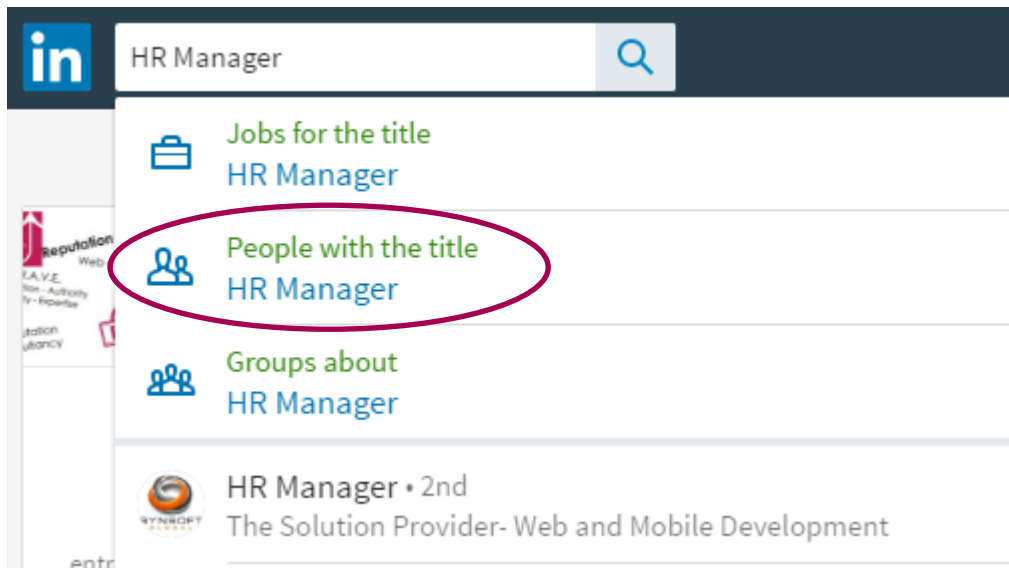
This is the point where you get out the Perfect Client profile you did for your first assignment. With that clear in your mind you can start searching for people who fit that profile.

You can search on a name, but, if you're searching for potential clients it's more likely you'll be looking for either someone who works for a particular company e.g. Ford Motor Company or a specific job title – e.g. Human Resources Manager



If you click the *People who work at ...* link you'll get a list of people who have Ford Motor Company in their job title. Then you'll need to start doing your legwork to look at the various profiles and start making connections that might be useful.

Unless you have a paid account you'll only be able to make connections with 2<sup>nd</sup> level connections. This is one reason it's good to connect with random people as it extends your second level network.



Ideally, you are looking for people currently in this role and/or currently working for the company. However, as part of the search process may include asking for introductions, people who have previously worked for a company to whom you're already connected could be useful too.

When you've refined your search you should have a list of people. This is where you start work!

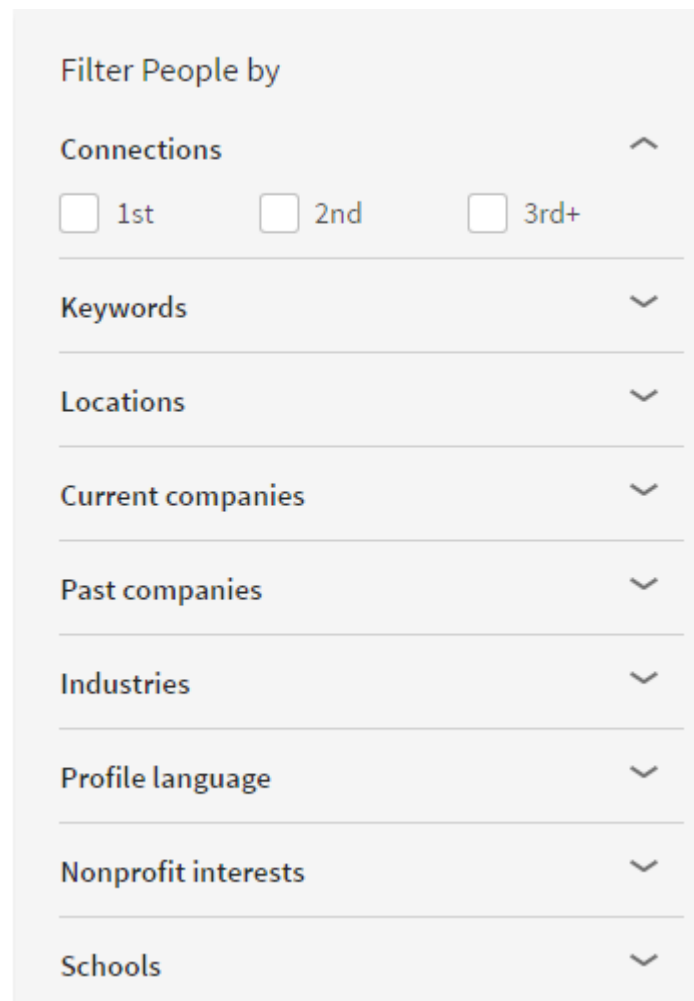
TIP: Use CTRL+ the profile link to open a new browser tab so you keep your list intact.

When you get to the profile you're looking for:

1. Generally, whether they have done anything with their profile – photo, content in the summary and previous roles, how many contacts, etc. This will give you an idea of whether they use LinkedIn or just opened a profile some time ago and are not active.
2. What's in their summary to see if there's enough information to identify them as a good fit.
3. Any recommendations to get a feel for what kind of service they provide; this will be a good indicator of what kind of service they expect from others.
4. Which groups they're members of. The ones you will be interested in are their industry groups where many similar profile people gather (not their professional association or institute).

At this point I would recommend you make a list with the name, profile link and core groups.

On the page where your list appears there are filters on the right and you can refine your search a little more using these.



The image shows a screenshot of the LinkedIn search filter menu. The menu is titled "Filter People by" and contains several expandable sections, each with a downward arrow icon. The sections are: "Connections" (with an upward arrow icon), "Keywords", "Locations", "Current companies", "Past companies", "Industries", "Profile language", "Nonprofit interests", and "Schools". Under the "Connections" section, there are three checkboxes: "1st", "2nd", and "3rd+", all of which are currently unchecked.

### Assignment

**Create a search for either**

- 10 companies you'd like to work with and identify potential contacts to make**

**OR**

- The position your ideal client is likely to hold (e.g. Managing Director, Human Resources Manager, etc)**

**Keep the results of your searches for the next session.**