

# LINKEDIN PEOPLE SEARCHING

## Your Ticket to Improved ROI

LinkedIn is perfectly designed to help you search for individuals and uncover relationships that may have previously been invisible to you. Of course, you can also get information about the companies with which those individuals are affiliated. Developing a strategy for finding the right people on LinkedIn will be your ticket to improved ROI.

The development of your strategy for people searching on LinkedIn boils down to being able to answer and work through the following five questions:

1. Who do I want to meet?
2. What keywords would those individuals use to describe themselves?
3. What LinkedIn groups do those types of individuals usually join?
4. What relationship(s) can I leverage to assist me in meeting those individuals?
5. What goals or objectives can I set relating to those types of individuals?

When answering the first question—who do I want to meet—our tendency is to think solely about customers we want to sell to. I challenge you to think past that category and move into other classifications, including employees, vendors, suppliers, donors, board members, referral sources, and strategic influencers, just to name a few. Based on the businesses and organizations you are involved in and what your objectives are, you may come up with others. It becomes a bit easier if you think about past relationships that have been important to your success and then look for new relationships that will mirror those.

The next step is to identify the different keywords those types of individuals usually use to describe themselves. If you are having trouble with this, start by looking at the profiles for some of your current connections who are in the same category (customer, employee, etc.) and identify the keywords they have included in their profiles.

In order to find what LinkedIn groups your targets usually join, you can keyword search in the Group Directory or take a look at which groups your current connections have joined.

Now use those keywords you have identified in the Advanced Search function, along with any other relevant criteria (such as geographic region), and perform a search to identify potential targets. You can also use the same keywords to search in the groups to which you belong. This will help you find people you would like to meet and show you how you are connected to them, whether as a member of the same group or through a first or second-degree connection.

Now that you have uncovered potential targets, you will want to come up with specific actionable goals related to those types of individuals. Those goals may look something like this:

- I am going to use LinkedIn to identify, get introduced to, and meet two new people from this category each month.
- I am going to join a new group or association that this category of individual belongs to.
- I am going to play a round of golf each summer with at least four people from this category whom I have not previously met.
- I am going to set up one of my saved searches to find individuals who meet the criteria for one of these categories.
- I am going to review the connections of at least one of my first-degree connections in a target industry in order to find new people to connect with on a monthly basis.

Here is a worksheet to assist you in developing your people-searching strategy and process on LinkedIn.

## LINKEDIN PEOPLE-SEARCHING WORKSHEET

Titles used: \_\_\_\_\_

Category (i.e., customer, referral partner, etc.): \_\_\_\_\_

Keywords that describe them: \_\_\_\_\_

LinkedIn defined industry: \_\_\_\_\_

Geographic region(s): \_\_\_\_\_

LinkedIn groups they belong to:  
\_\_\_\_\_

Specific strategic action step to meet the right people (be sure to include time frame for accomplishment)  
\_\_\_\_\_

To help jumpstart your thought process, I have included some examples of how I might have completed this worksheet to identify important targets when I owned an office furniture dealership:

### EXAMPLE #1

**Titles used:** Facilities Manager, Facilities Director, Facilities Planner, VP-Facilities

**Category:** Customer

**Keywords that describe them:** Purchasing, procurement, buyer, project management

**LinkedIn Industry:** Facilities Services

**Geographic region(s):** Milwaukee, Wisconsin

**LinkedIn groups they belong to:** IFMA, BOMA, Corporate Real Estate & Facilities Management Professionals

**Specific Strategic Action Step:** I will join and be active in one new facilities-related group in the upcoming year

## EXAMPLE #2

**Titles used:** Architect

**Category:** Referral, strategic influencer

**Keywords that describe them:** Architectural, Design

**LinkedIn Industry:** Architecture & Planning

**Geographic region(s):** Milwaukee, Wisconsin

**LinkedIn groups they belong to:** AIA, IFMA, BOMA, CARW, NAIOP

**Specific Strategic Action Step:** I will meet with an architect for an extended period of time (i.e., lunch, dinner, sporting event) each quarter of the year.

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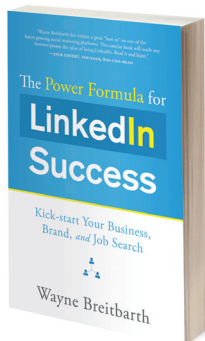
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