

## LinkedIn 2<sup>nd</sup> Degree Connections

Filter your connection's connections to find ideal prospects so that your connection can provide a warm introduction.

**Advisor Best Practice!** Before meeting or calling a client, review their connections to uncover possible prospects for a warm introduction.



### Idea Share!

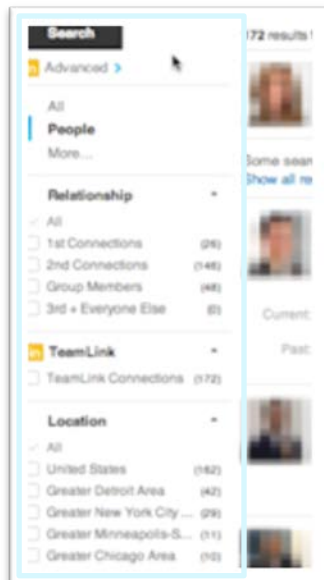
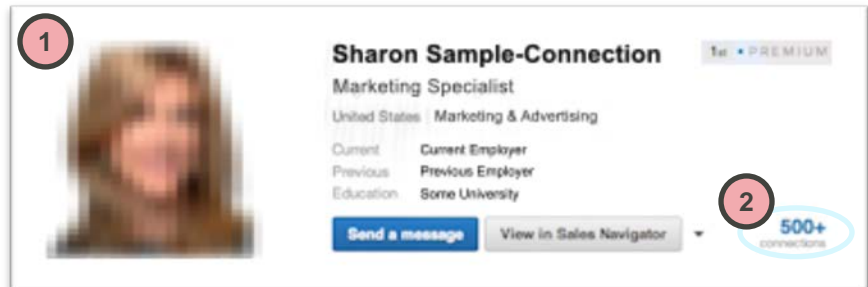
Not sure what to say when you ask for an introduction?

Here are two possible options to start the conversation:

1. Plant the seed – “If I come across anyone in the future that you may know, is it ok to get your opinion on them?”
2. “I see you know John C. Is he a good guy? Is he someone I should be talking to?”

Everyone loves to give their opinion, and you are allowing them to feel in control so that they are more comfortable.

Your 2<sup>nd</sup> degree connections are the **sweet spot** on LinkedIn! Why? Because they each have at least one 1<sup>st</sup> degree connection in common with you. An advisor best practice is to source names for introductions from your connections, pre-qualify them and then ask for an introduction to 3-5 individuals you would like to be introduced to.



1. Go to the client's profile
2. Click on their connections
3. Click on the magnifying glass, which is a keyword search and enter a keyword to filter the results and make the list more manageable
4. Use keywords such as 'Director', 'President' or 'Vice President' when looking for business prospects, then click the **Enter** key
5. Your list will be narrowed down considerably, and you'll have the ability to perform an **advanced search** that provides additional filters; Location, Industry, etc. (on the left-hand side) to further refine the list of connections