

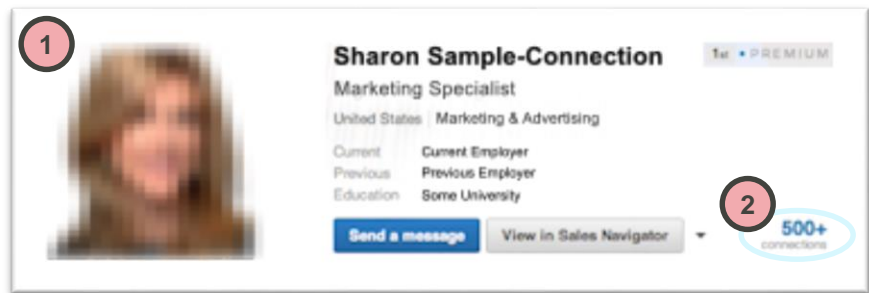
## LinkedIn 2<sup>nd</sup> Degree Connections

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

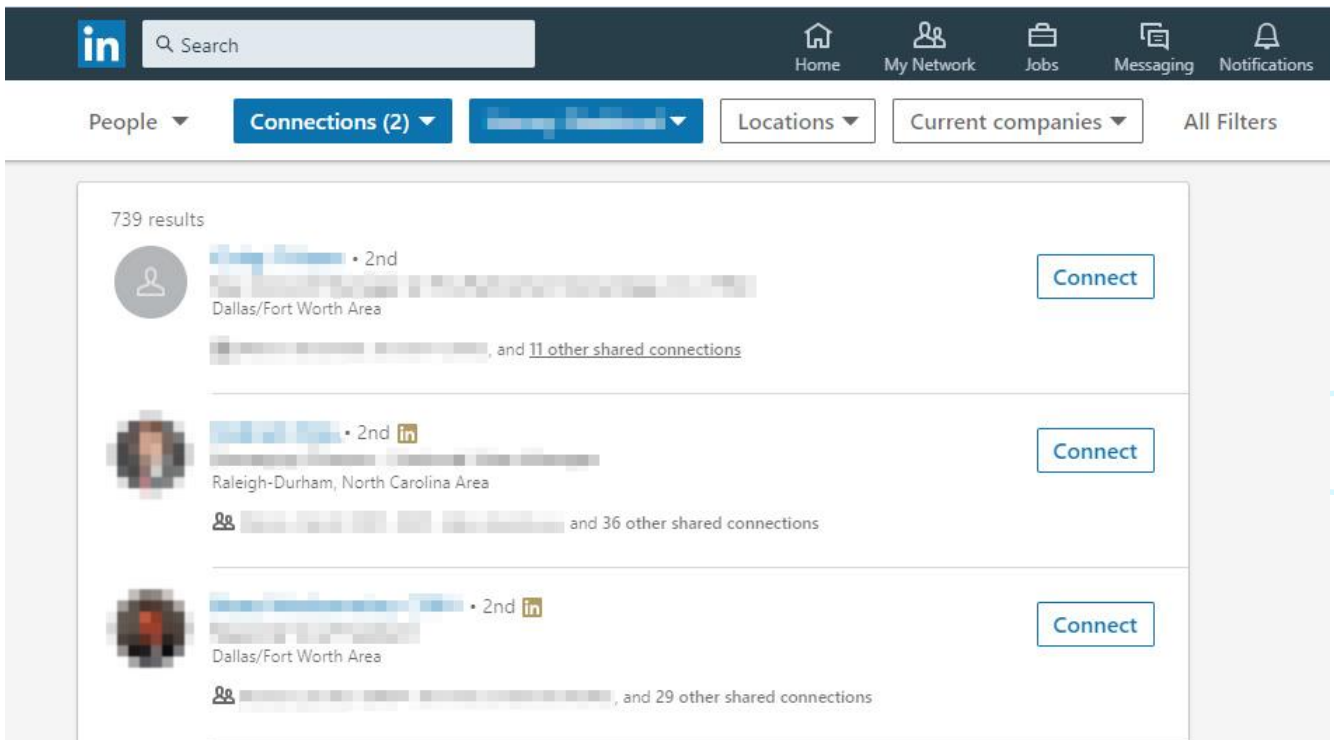
**Advisor Best Practice!** Before meeting or calling a client, review their connections to uncover possible prospects for a warm introduction.

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. Many results will be displayed. Refine the result list by clicking the **All Filters** button above the list.



The **Filters** Page will load with 12 filters you can use. Below are the recommended:

4. Under **Connections**, check “2<sup>nd</sup>”. **Remember, this is the sweet spot on LinkedIn. It’s people you know who are connected to people you potentially want to be introduced to.**
5. Under **Locations**, check the specific location, you wish to target. **If you don’t see your desired location you can type it in the Locations text box “Add a country/region”.**
6. Scroll further down the page to the **Title** filter and enter titles that apply to your demographic (e.g. *president OR director OR “head of”*). Best to use Boolean logic if searching for more than one title. See [Boolean cheat sheet](#).
7. Click the **APPLY** button in the upper-right.

The screenshot shows the 'All people filters' interface on LinkedIn. It includes sections for Connections, Locations, Current companies, Past companies, Industries, and Services. Numbered callouts are placed over specific elements: 4 points to the '2nd' connection degree filter, 5 points to the 'Dallas/Fort Worth Area' location filter, 6 points to the 'Title' filter with the text 'president OR director OR "head of"', and 7 points to the 'Apply' button in the top right corner.



### Idea Share!

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

Here are two possible options to start the conversation:

1. Set it up – “Hey Pete, in the future, would you mind if I asked you about people you may know?”
2. “Hey Pete – I came across Sameer’s profile, noticed you were connected to him. He looks rather interesting, would you recommend that I talk/meet him?”

Set the stage with clients, friends & family so that you can ask for introductions in the future.

When the results appear, you should have a much more refined list – in this case we have 287 results. If you wish to refine further, you can click the **All Filters** button again to add more parameters.

Under each name and title listed, you will also be given a list of anyone who is a shared connection (2<sup>nd</sup> degree connection). You can click this information for more details. Additionally, click on the names of individuals that fit your ideal prospect profile and determine if they are an individual you’d like an introduction to. If so, use the [Asking for Introductions](#) cheat sheet for intro scripts.

The screenshot shows the top of the LinkedIn search results page. It displays '287 results' and a list of profiles. The first profile is highlighted, showing a '2nd' degree connection, the location 'Dallas/Fort Worth Area', and a note that a specific person is a shared connection. A blue arrow points to the shared connection text. A 'Connect' button is visible on the right.