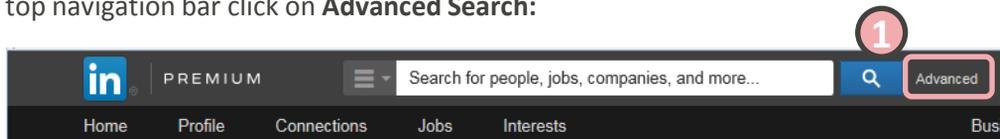


Advanced Search

The **Advanced Search** feature on LinkedIn is one of the most powerful features on LinkedIn. Use Advanced Search to help you uncover prospects, create warm lead lists and more! You can run a search based on keywords, title, industry (there are over 100 to chose from!) postal code and more.

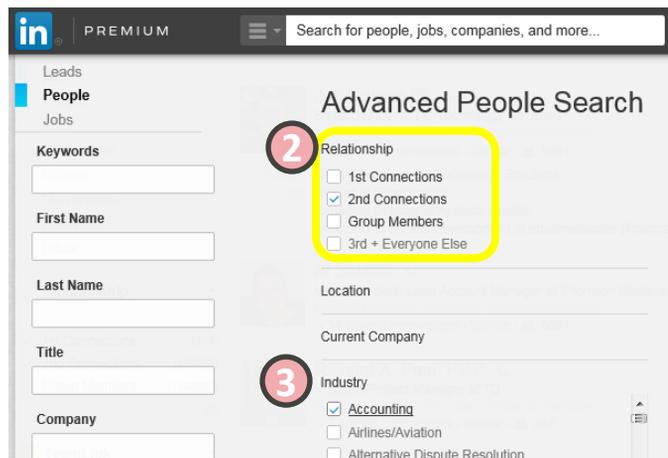
In this scenario, we'll search for accountants, within a 25 mile radius of our zip code that are 2nd degree connections . Remember, 2nd degree connections are the sweet spot on LinkedIn, they are connected to your 1st degree connections – they are people that you know that are connected to individuals you may want to be introduced to.

1. From the top navigation bar click on **Advanced Search**:

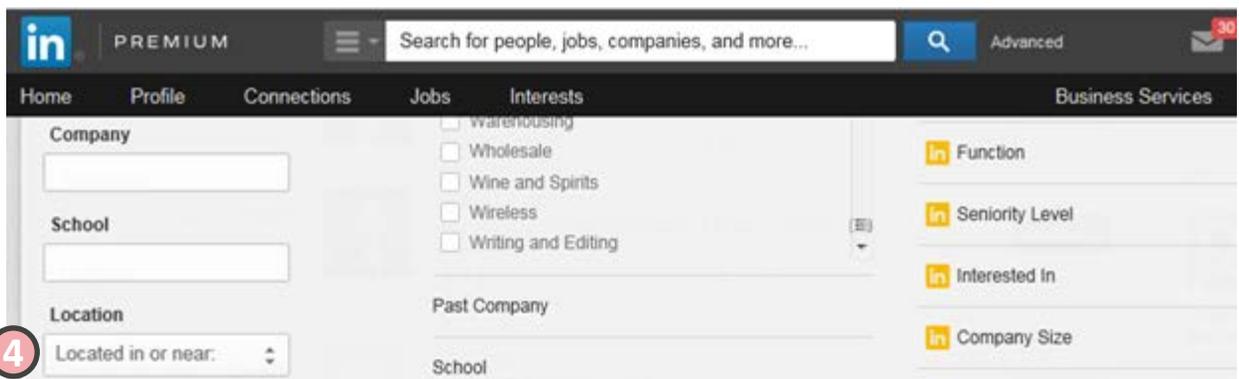


2. Once in the Advanced Search section go to the **Relationship** section check **2nd Connections**
3. In the **Industry** section select **Accounting**.

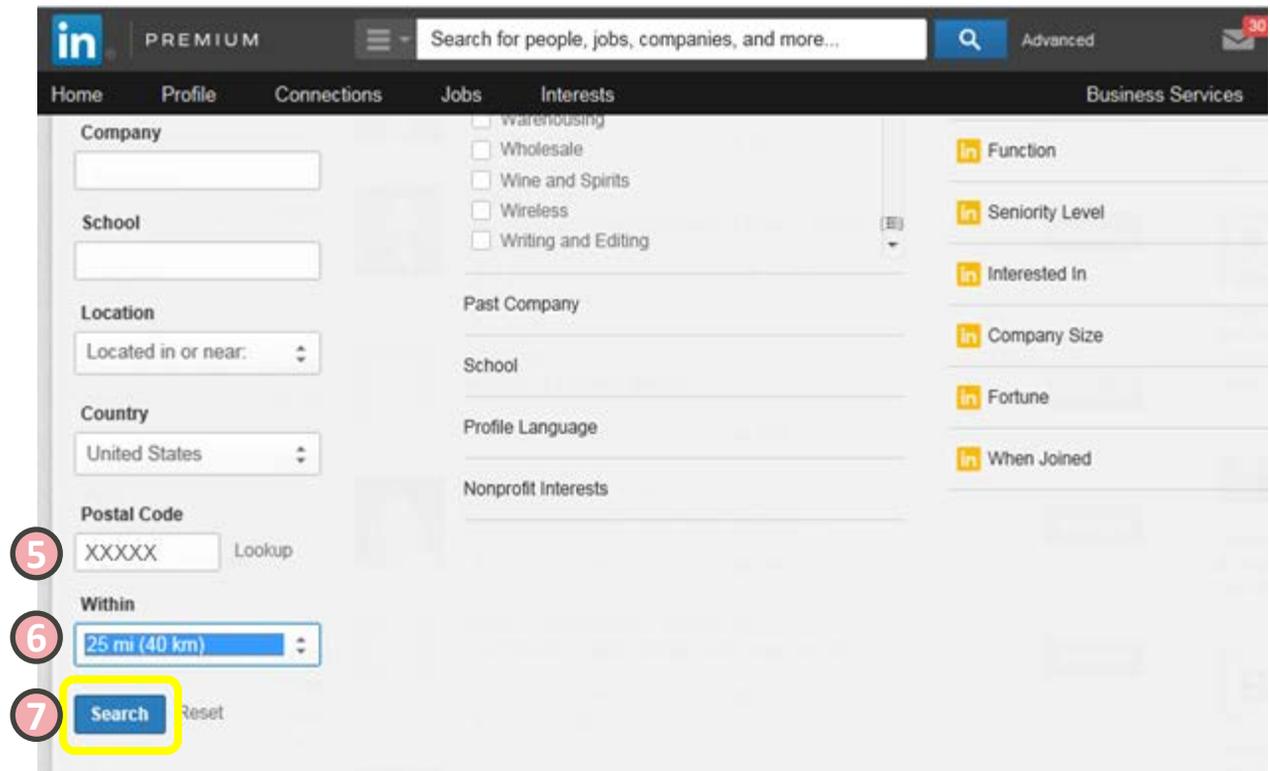
Remember there are over 100 industries to chose from when creating a warm lead list!



4. Select your **Location** and chose '**Located in or near**'



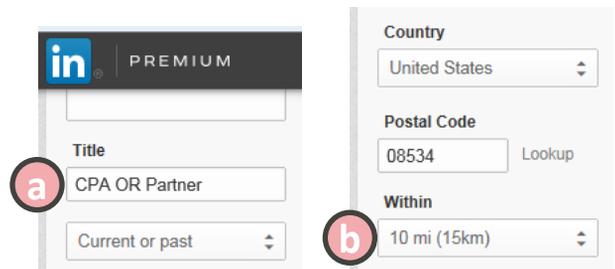
- Next, select your zip code. Or, select the zip code where you would like to target your prospecting.
- Select the radius, the default is 50 miles, however you can select a 10, 25, 35, 75 or 100 mile radius by clicking *inside* the radius box. In this example 25 miles is used.
- Click on **Search**



The search yielded 333 results, thus you want to narrow your search down. Further refine your results by continuing to use the filters on the left-hand side and use the following:

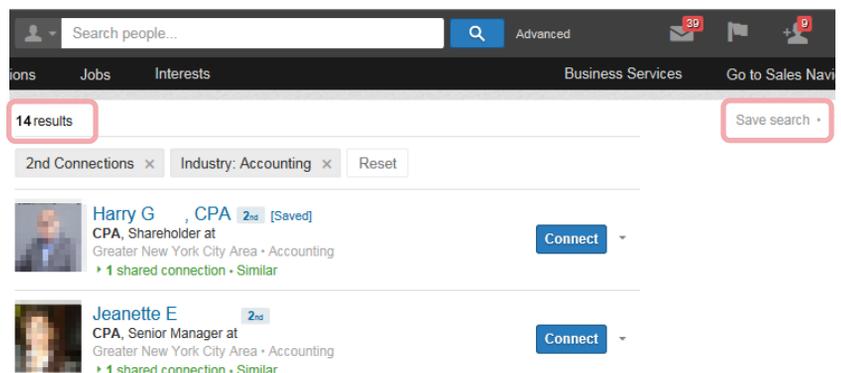
- In the **Title** field to include title(s) such as 'accountant' or 'CPA' or 'Partner' or b) further narrow the radius and decrease it to 10 miles

By simply adding a title of CPA OR Partner and decreasing the radius to 10 miles the results have been reduced to 14. More manageable and refined.



Idea Share!

Let LinkedIn do the thinking for you... How? Save your search (located in the upper right). Whenever someone new fits your search criteria LinkedIn will send you an email alerting you to the new individual.



Content courtesy of The Oechsli Institute, a leader in performance coaching for financial advisors. Find more information on their website (www.oechsli.com) or in their latest book, [The Indispensable LinkedIn Sales Guide for Financial Advisors](#).