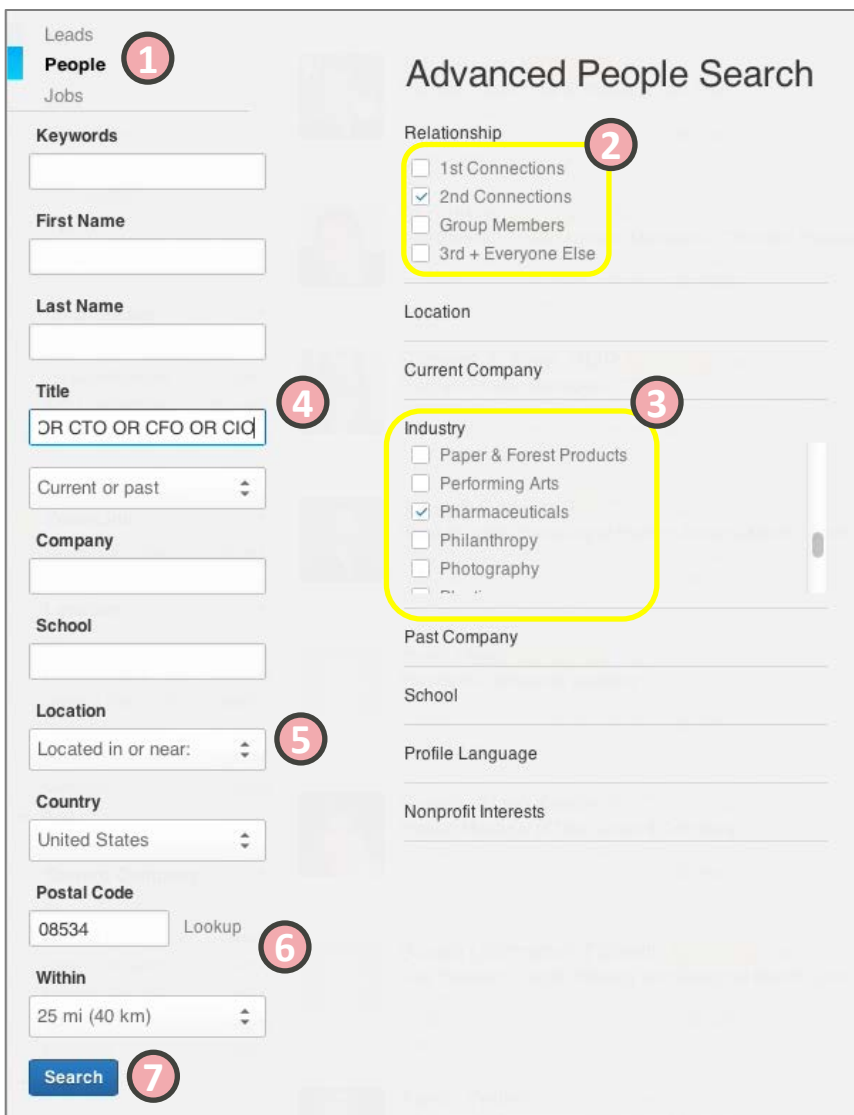
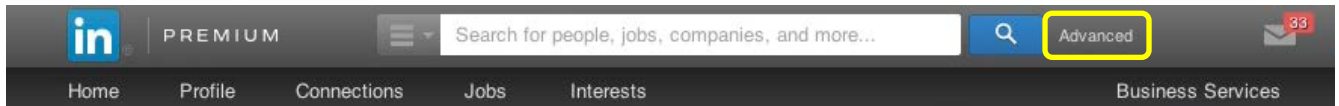


Targeted Advanced Searches

The **Advanced Search** feature on LinkedIn is one of the most powerful features! Run a combination of searches from finding COIs, business owners, executives, money in motion, your niche market and then save your searches and let LinkedIn do the ‘searching’ for you!

To access this feature click the “Advanced” link in the top navigation bar to the right of the search button.



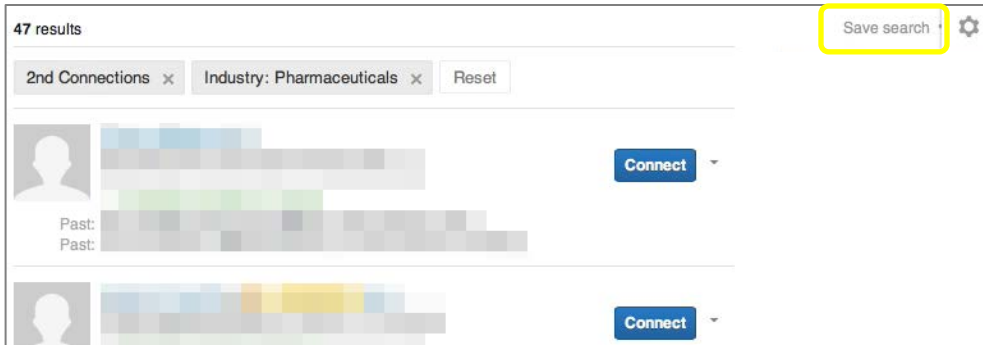
For this example, once the **Advanced Search** section opens, perform the following steps:

1. Select **People** for the type of search.
2. In the **Relationship** section, select “2nd Connections”.
3. Under **Industry**, scroll down to and select “Pharmaceutical”.
4. Within the **Title** field, type all C-Suite titles separated by “OR”. Remember, “OR” must be in caps (e.g. CEO OR COO...).
5. Under **Location**, choose “Located in or near”.
6. Doing so will allow you to set the **Postal Code** and set the radius. By default the radius is 50 miles, however you can set it as low as 10 miles and as high as 100 miles. In this example, we’ll use 25 miles.
7. Click on **Search** to get a concise list of only the individuals who meet this specific criteria.

Result – a warm lead list of exactly who you are targeting

Saving Advanced Searches

LinkedIn provides you the ability to save any of your Advanced Searches. This allows you to not only easily perform the same search again, but you can even set it so that LinkedIn can alert you on a daily or weekly basis when new individuals meet that search criteria!



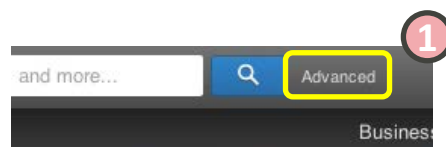
To save your search, click the **Save search** at the upper-right of the search results page.



When prompted:

1. Provide a title.
2. Select the frequency to be alerted.
3. Click the green check to save it.

Returning to your Saved Searches



To return to your saved searches,

1. Click the **Advanced** link
2. Click on the **Gear** next to "Save search", then **Saved Searches**.
3. You'll be presented with a list of all of your saved searches. Click the number of new individuals to see the results.



Type	Title	New	Alert	Created
People	PHARMA C-Suite Exe 25 miles	-	Weekly	Mar 8, 2015
People	CPA or Partners 35 miles	-	Weekly	Feb 10, 2015
People	Real Estate Executives 25 mile	6	Weekly	Jan 22, 2015

Targeted Advanced Search Terms

Finding **Executives** – LinkedIn has attracted many professionals, close to 430M (as of Aug 2016) including executives. Determining their mutual connection is easy. In the Advanced Search section of LinkedIn perform the following:

1. Finding **Executives**. Remember to on select 2nd Degree (that's the [sweet spot](#) on LinkedIn)
2. Enter the following terms in the **Title** field (remember to string them together with Boolean modifiers):

- CEO
- CFO
- CTO
- COO
- CIO
- CMO
- Chief
- Head of
- EVP
- Executive
- VP
- V.P.
- "Vice President"
- Director
- Managing Director

Search String Example for C-suite executives:
CEO OR CFO OR CTO OR COO OR CIO OR CMO

Search String Example for VPs:
VP OR V.P. OR "Vice President"

1. Finding **Centers of Influence (COIs)**
2. Enter the following terms in the **Company** or **Title** field :

- CPA
- "Certified Public Accountant"
- Accountant
- "Senior Accountant"
- Auditor
- "Estate Attorney"
- "Estate Planning Attorney"
- "Estate Lawyer"

1. Finding **Business Owners** or Business Owners who recently **Sold their Business**
2. Enter the following terms in the **Title** field (remember to string them together with Boolean modifiers):

- "Business Owner"
- "Sole Proprietor"
- "Self-Employed"
- Entrepreneur
- Owner
- CEO
- President
- Principal
- Partner
- Franchise
- Founder
- Co-Founder
- "Sold my business"
- "recently sold"
- "Sold my practice"
- "Sold my startup"
- "bought out"
- "acquired"

1. Finding **Money In Motion**
2. Enter the following terms in the **Keyword** field (then follow steps 5-7 above):

- transition
- "new opportunities"
- "new position"
- "laid off"
- "seeking work"
- "career change"
- "new experience"
- "new challenge"
- "seeking challenging"
- "looking for"

Targeted Advanced Search Terms

1. Finding **Retirees** or people **Nearing Retirement**

2. Enter the following terms in the **Keyword** field (then follow steps 5-7 above):

- Retired
- Resigned
- Former
- "recently retired"
- "in retirement"
- "at home"
- "30+ years of experience"
- "40+ years of experience"
- "50+ years of experience"

1. Finding **Doctors** or **Dentists**

2. Enter the following terms in the **Title** field (then follow steps 5-7 above):

- Dentist
- Dentistry
- Dental
- "Cosmetic Dentist"
- Restorative AND "Cosmetic Dentist"
- Orthodontic
- "Oral Surgeon"
- Orthodontist
- "Pediatric Dentist"
- Periodontist
- Prosthodontist
- Oral Pathologist
- Endodontist
- DDS OR D.D.S.
- DMD OR D.M.D
- Doctor
- Dr.OR Dr
- M.D.OR MD
- Physician
- Surgeon
- "Primary Care"
- Pediatrician
- Anesthesiologist
- Cardiologist
- Dermatologist
- Neurologist
- Neonatologist
- Psychiatrist
- Urologist
- "Plastic Surgeon"

1. Beyond **Centers of Influence**

2. Enter the following terms in the **Title** field (then follow steps 5-7 above):

- Divorce attorneys
- Marriage counselors
- Mediators
- Insurance specialists
- Elder law attorneys
- Funeral home directors
- Retirement home directors
- Assisted living directors
- Human resource directors
- HR consultants
- Executive recruiters
- Recruiters
- Business coaches
- Executive coaches
- CEO coaches
- Life coaches
- Personal trainers
- High-end realtors
- Bankers
- Private equity firms
- Jewelers
- Nutritionists
- Church/religious leaders

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](#).