

LinkedIn Keyword Search

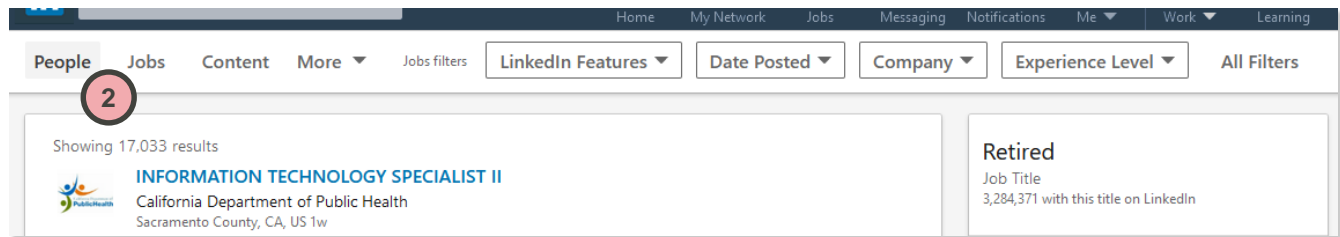
With over 650 million registered LinkedIn users chances are you can easily fill your pipeline with your ideal prospects. There are a variety of ways to search on LinkedIn, one being a simple keyword.

Here is an example for finding **retired** individuals and narrowing your results:

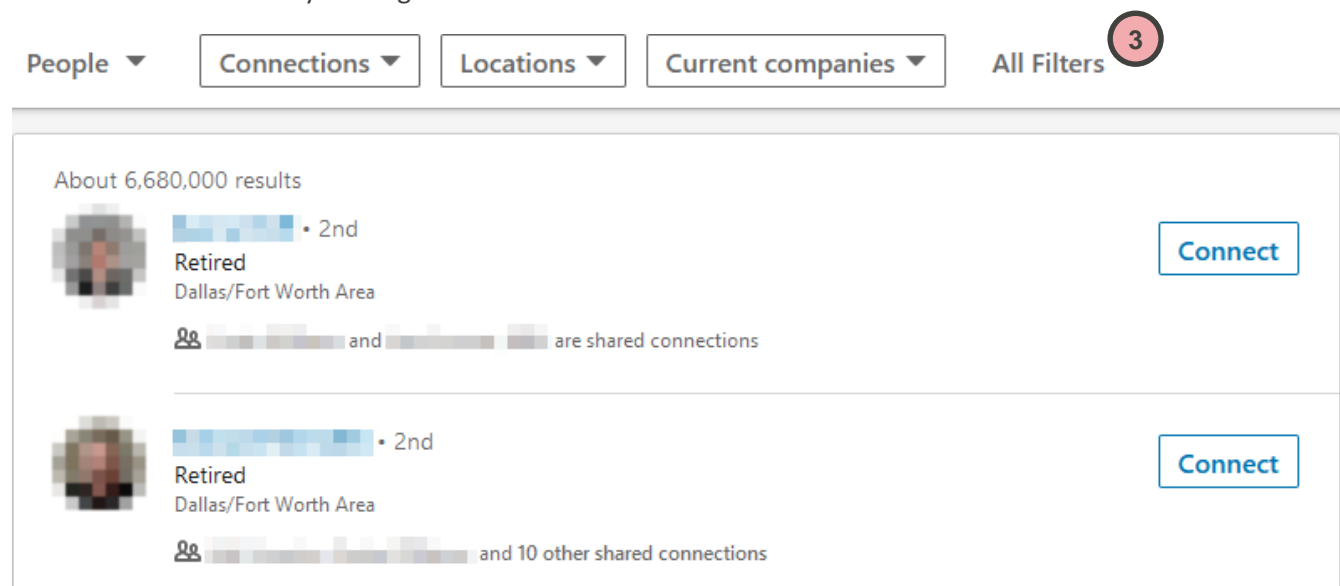
1. Type "retired" in the LinkedIn search field at the top of the page and press [Enter].



2. Results from multiple categories (People, Jobs, Content) will appear. Click the **People** button above the results to limit the results to only people.



3. Refine the results 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 “2nd”. **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 on the interface: 4 points to the '2nd' connection degree filter, 5 points to the 'Dallas/Fort Worth Area' location filter, and 6 points to the 'Title' filter where the text 'president OR director OR "head of"' is entered.



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 (2nd 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 from the Dallas/Fort Worth Area. Below the profile name, it indicates 'is a shared connection' with a blue arrow pointing to the left. A 'Connect' button is visible on the right.

Here are additional suggestions for what you could search by keyword...

Finding **Executives**:

- 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"

Finding **Centers of Influence (COIs)**:

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

Finding **Business Owners** or Business Owners who recently **Sold their Business**:

- "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"

Finding **Money In Motion**:

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

Finding **Retirees** or people **Nearing Retirement**:

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

Finding **Doctors** or **Dentists**:

- 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"
-

Beyond **Centers of Influence**:

- 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](#).