



Prospecting with LinkedIn

Maria Semple's Top 5 Tips:

- Make sure your own LinkedIn profile is 100% complete (or as close as possible). LinkedIn will provide you with tips on making it complete.
- Broaden your own network by inviting those people you already know to connect with you. LinkedIn provides you with step-by-step instructions for sending invitations to your email address database and you can view those instructions by clicking <http://bit.ly/9vuBZZ>.
- Peruse the list of your First Degree Connections to determine who else THEY are directly connected to. Ask to be connected to people you identify as your ideal prospects.
- Join LinkedIn Groups! Find out where your target market has joined a Group on LinkedIn and join the group yourself. Share discussions and news articles that will help position you as an expert in your area and invite Group members to connect directly with you.
- Use the "Advanced People Search" tab to find anyone on LinkedIn who is in your target market. Use the "keywords" field and narrow your search results by geography, industry, degrees of separation, Groups, etc. You can even search by your alma mater, giving you an instant reason to connect with someone new. This technique alone will turn up a goldmine of new contacts. Last step: Extend invitations to connect.

Happy Prospecting!!

www.TheProspectFinder.com
18 Charlotte Drive • Bridgewater, NJ • 08807
Phone: 908-256-4433 • EMAIL: Maria@theprospectfinder.com