



Warm Email Prospecting for Freelancers

Find Prospect Names Quickly with LinkedIn

Okay, so in this video lesson, I want to show you how I use LinkedIn to find prospect names and prospect information for free. So LinkedIn is a free social media tool where you can build your network. Basically you're connecting in LinkedIn with people you already know, and as a result you can find out who they know, and this can make it a lot easier to, to make connections. It's also a great way to find this kind of prospect intelligence.

It's specifically names and titles, at prospect organizations you're looking to target. So the way I use LinkedIn to do this is, I'm at the home page right now. If you go to the advance link in the top right of your screen, it takes you to a page where you can conduct some very detailed searches. Notice there's a lot of criteria you can set here, but we're not going to get into any of that. This is actually simpler than it seems. All you're going to do is go to this top right area and punch in a title and a company or organization.

So let's say that I'm looking for director of marketing. LinkedIn can search people who have held this role in the past or are currently holding it. Obviously I'm interested in people who hold that position today. And the company, G.E. Healthcare. Again, people who are holding that role at G.E. today. And that's it. Click on search and LinkedIn returns basically search results that fit that criteria, meet that criteria.

I just sort through these, look to see who might be a fit for me, Christopher Gamble might be somebody, and when you click on them you can read more about their profile here. You can read their profile, find out if this is the person that would be the best target for me. So this is his current information, where he's worked in the past; and a lot of people create a summary, which is wonderful because it tells you a little bit more about them, who they are, their interests, what they do today, even a little bit about what they're reading in some cases.

I mean, people put a lot of information in here, so this is a great tool to find out some pretty important intelligence about these prospects you're targeting. But this is not the individual I'm looking for, based

on what I'm reading here. This is not it, so I'm going to go back to the search results screen. Kira, Marketing Communications Director at G.E. Healthcare. So this might be a better fit for me. Let me see what she has. So just based on the title, let's say that this is, this is really the person I'm looking for.

If you scroll down a little bit, you'll quickly see that LinkedIn has a feature that shows you how you're connected to Kira. Obviously I don't know her, but it tells me that she's a second degree contact, meaning she's connected to someone whom I'm connected to. In this case, she knows David Freeman, who's a direct contact of mine. You click on David Freeman. See he's a member and board management at Convergence Medical Devices, so I could contact David technically.

I could contact David and say, "David, I'm trying to get in the door at G.E. Healthcare. Would you help me make a connection over there with Kira?" That's one way that I could connect. The other way is you could connect her, we'll be talking about that here in this program. So great information here. I have a name. I have a title and I can quickly know how I am connected to her or how I can make an introduction.

Now, there are some instances where you're not going to find the information you need immediately in LinkedIn. So let's go back to that advanced search screen and let's use an example. Let's say that I'm looking to target the CFO, current CFO, at Athena Manufacturing. Run a search, and it found someone, but it didn't put their name in here. When I click on the profile, I realize that this is a private profile. This is a private contact.

Some people create profiles in LinkedIn but keep them private and only allow their direct contacts to have access to that information. So unfortunately, I have: I know they're in LinkedIn, but I don't have a name. So here's where Google can come to the rescue. I'm going to go to Google, and I'm actually going to go back, copy this title exactly as it appears, punch it in, and look at this – John Newman, Athena Manufacturing, CFO. Now, I'm going to play around with the search results.

So I'm going to take out the LP at the end and just see what happens. I'm going to broaden the search in other words so it's not as specific. And look at this – the search, the third search result – John Newman, CFO, Athena and look at this, it even gave me his email address. It found that information. So now I have three pieces of information – who the CFO is at Athena Manufacturing, and their email address. That's wonderful.

So this is a way you can use LinkedIn and Google together to find the information you need. Again, LinkedIn, free tool. Free to set up an account. Wonderful search tool. Great way to find just amazing intelligence on the prospects you are reaching out to. I can't recommend it enough. Hope this has been helpful for you.