

# How to Use LinkedIn to Discover Connections You Never Knew You Had

It's easy to use LinkedIn's Search function to find people who can provide insightful career advice and assistance.

In this section, you will learn unique search strategies to find people who can help you:

- => Discover career options based on your skills
- => Discover career options in an appealing career field
- => Get career advice about a specific job title that appeals to you
- => Get help landing a job at a specific company

To choose the right search strategy for your situation, read the "Who This Strategy Is For" section at the beginning of each search strategy. Then simply follow the step-by-step instructions.

Because these search strategies will be new to many people - and because LinkedIn frequently changes its website - I have prepared several training videos that show you exactly how to conduct these searches to find the people you can interview. I recommend that you watch the videos by clicking this link:

[www.InformationalInterviewToolkit.com](http://www.InformationalInterviewToolkit.com)

In the next chapter of this book, I will teach you how to use the results from these search strategies.

## ***Key Definitions and Time-Saving Tips***

To make the most of the research strategies that you are about to learn, here are some helpful tips and definitions:

- => Each search strategy includes step-by-step instructions followed by an image that illustrates what the search looks like on LinkedIn's search page.
- => Each image includes arrows that show you exactly where to enter the correct information.

Knowing the definitions of the following four terms will help you choose the correct search strategy and better follow the step-by-step instructions:

- => A job is the work that a person does regularly to earn money.
- => A career is a profession that someone does for a long-time.

=> A career field is a cluster of related careers. For example, journalists, Public Relations, and Corporate Communications are different careers in the Communications career field.

=> An industry refers to a group of companies that have related business activities. There are hundreds of industries, such as automotive, sports, real estate, and healthcare.

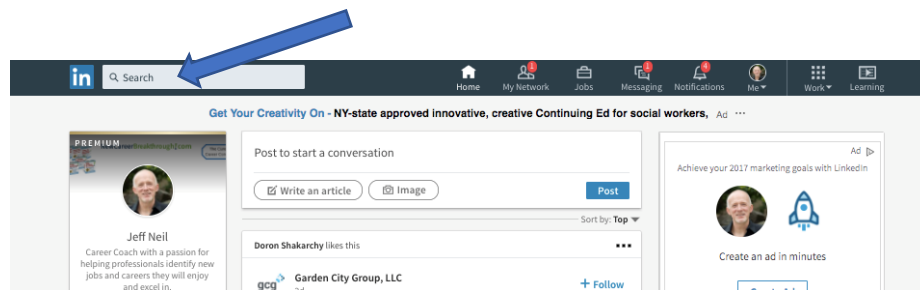
Some career fields, such as communications or marketing, can also be industries.

## ***Getting Started***

All search strategies start the same way.

First, login to your LinkedIn.com account.

Next, look for the Search box on the top left side of your home **page**. **In this book, I refer to this Search box as the “keyword search box”.**

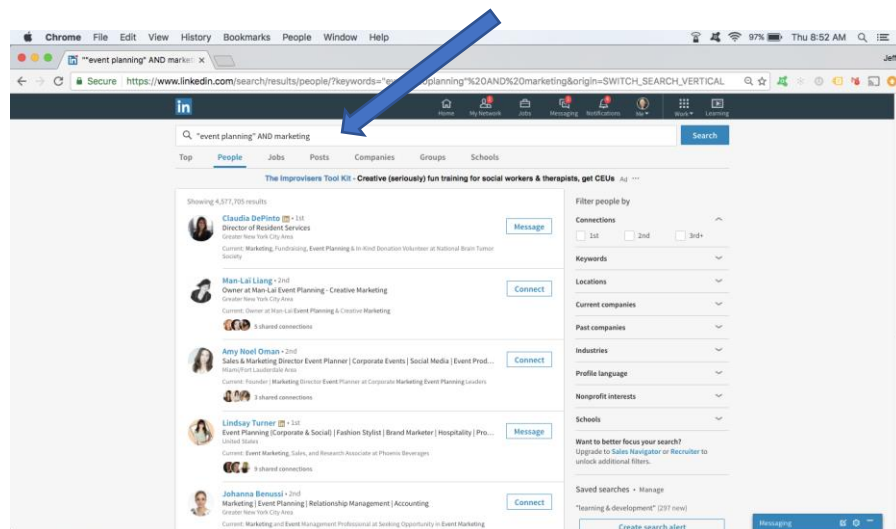


The search criteria available on this page include keywords, title, company, school, industry, location and more! By choosing the appropriate search parameters, you can find the right people to communicate with to get the advice and assistance you want.

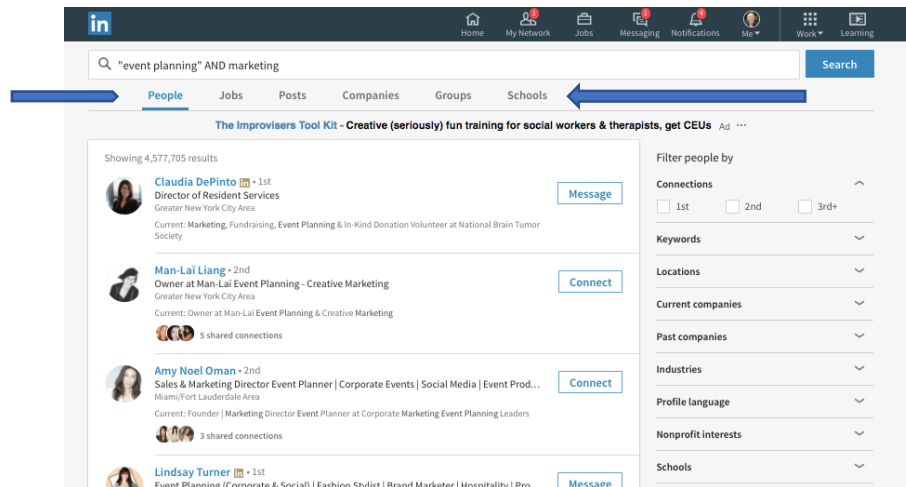
## ***Search Strategy to Identify Career Options That Match Your Skills or Interests***

**Who This Strategy Is For:** Use this strategy if you want to find people who can give you career ideas that match the skills that you are good at, enjoy using or that appeal to you.

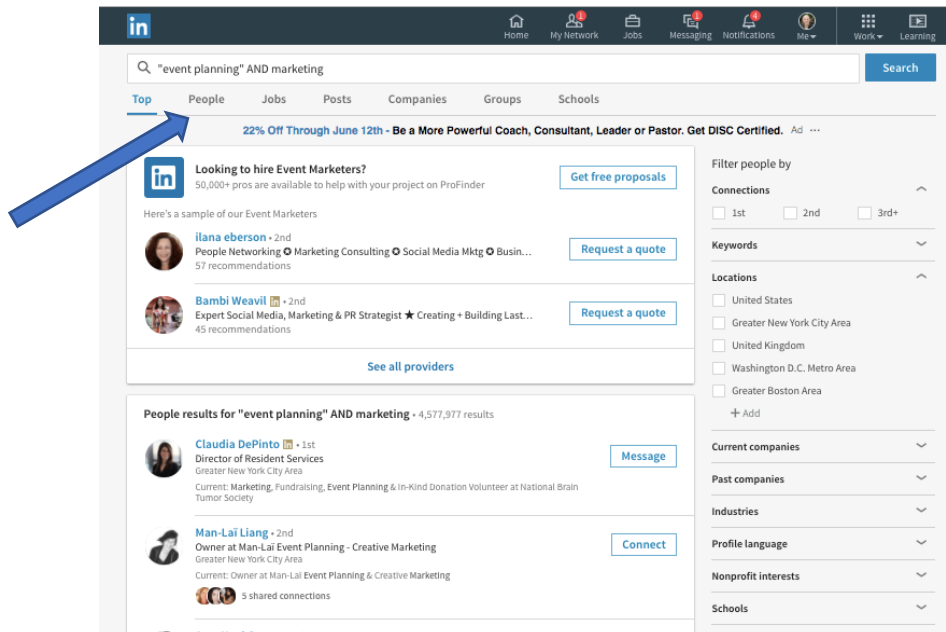
**Search Instructions:** In the Keyword Search box, enter the name of two or three skills that appeals to you. Put quotation marks around any skills that have two or more words, such as “event planning” (see arrow in image below).



Click on the blue search icon / magnifying glass image to the right of the Keyword Search box. You will see a results page that will look similar to the image below. Notice (between the two arrows on the image below) there is now a 'menu' bar with tabs that include People, Jobs, Posts, Companies and Groups.



To see people who have these skills in their LinkedIn profile, click on the People tab.



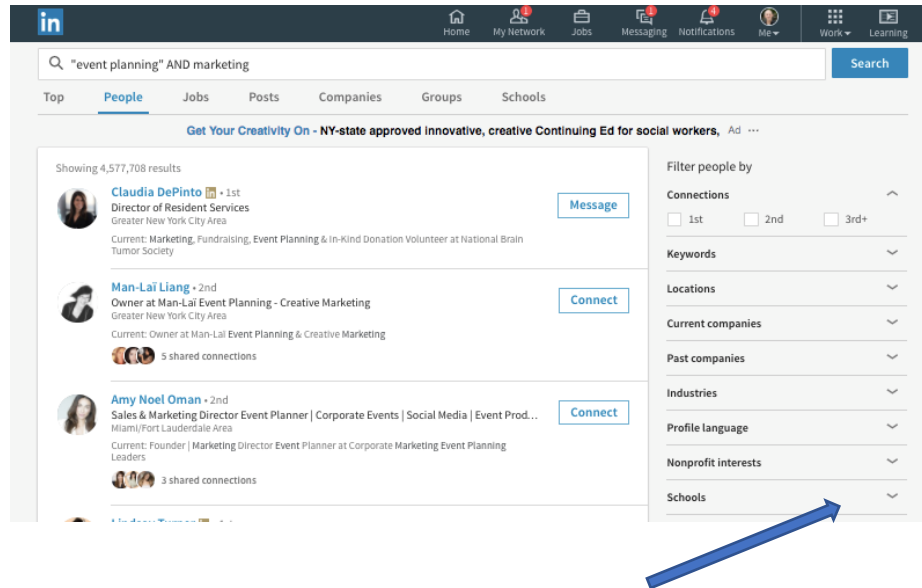
The results page will show people who have the skills you entered initially in the Keyword Search box and who may be connected to you in some way on LinkedIn.

Look to the right of each person's name to see if you have any 1st degree or 2nd degree LinkedIn connections that you can contact for informational interviews (see ***Understanding LinkedIn Connections*** to learn about LinkedIn connections).

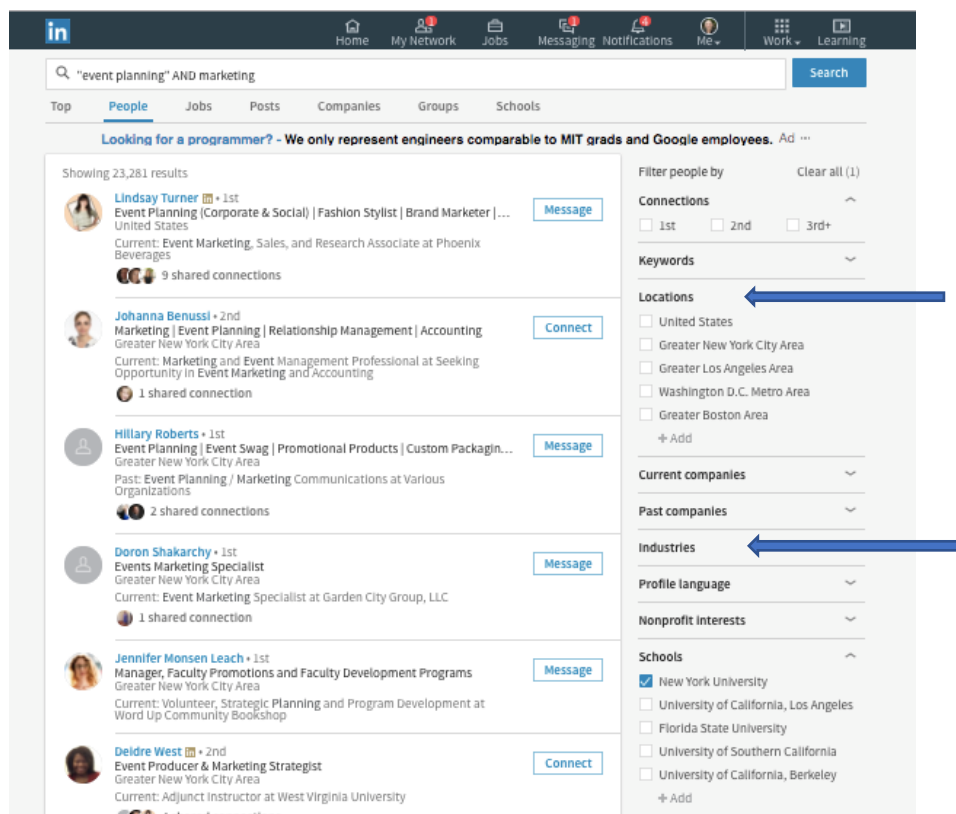
The screenshot displays a LinkedIn search results page for the query "event planning" AND marketing. The page shows five search results, each with a profile picture, name, degree, current title, location, and a button to "Message" or "Connect". Blue arrows point to the degree indicators: 1st, 2nd, 2nd, 1st, and 2nd. The right sidebar shows filters for connections (1st, 2nd, 3rd+), keywords, locations, current companies, past companies, industries, profile language, nonprofit interests, and schools.

Name	Degree	Current Title	Location	Action
Claudia DePinto	1st	Director of Resident Services	Greater New York City Area	Message
Man-Lai Liang	2nd	Owner at Man-Lai Event Planning - Creative Marketing	Greater New York City Area	Connect
Amy Noel Oman	2nd	Sales & Marketing Director Event Planner   Corporate Events   Social Media   Event Prod...	Miami/Fort Lauderdale Area	Connect
Lindsay Turner	1st	Event Planning (Corporate & Social)   Fashion Stylist   Brand Marketer   Hospitality   Pro...	United States	Message
Johanna Benussi	2nd	Marketing   Event Planning   Relationship Management   Accounting	Greater New York City Area	Connect

Alumni can be a great resource for informational interviews. You can narrow your search results further to people who attended the same schools (i.e., colleges and universities) you attended by clicking on 'Schools' (see arrow in bottom right corner of the image below).



Below is an image of search results showing people who attended New York University and who have the words “event planning” and marketing in their LinkedIn profile.



Optionally, if you want to further narrow down your search results to talk to people who work in a specific geographic region, you can indicate the desired geographic area in the Location boxes (top arrow on right side of image). Do not choose a geographic area if you are willing to talk to people regardless of where they are located.

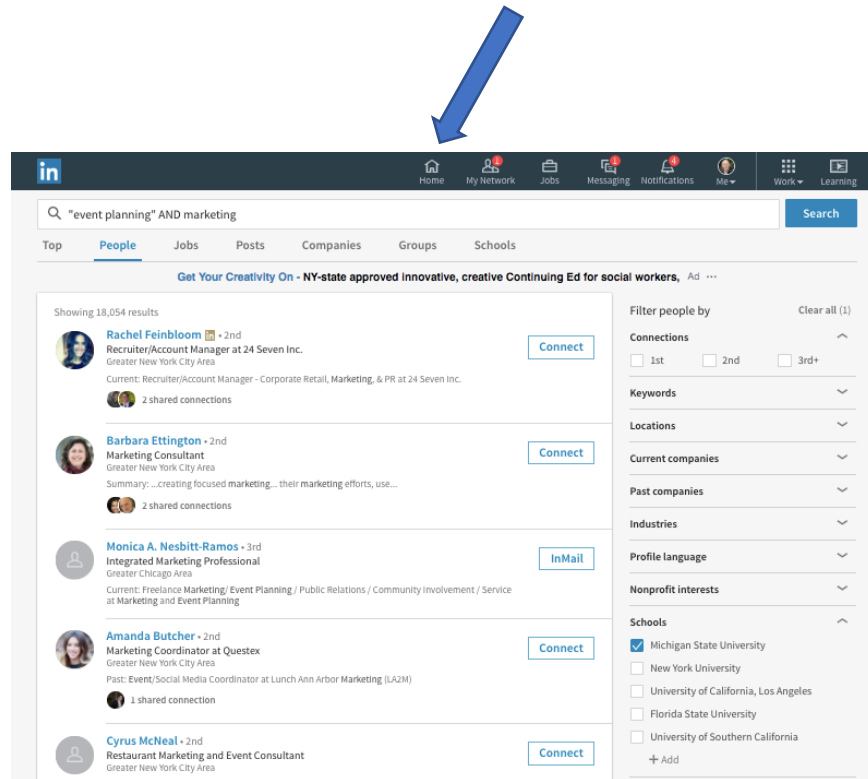
Likewise, if you would like to talk with people who work in a specific industry, you can click on the Industry box (bottom arrow in above image), and type the name of the industry. If you do not select an industry, your search results will be for all industries.

To find a current list of industries that you can search on LinkedIn, do an internet search on this phrase: LinkedIn Industry list. At the time this book was published, a complete list of these industries could be found here: <https://developer.linkedin.com/docs/reference/industry-codes>

## Association and Volunteer Connections Search

If you belong to an association or have volunteered at an organization, you can find people who belong to the same organization or have volunteered at the same place. Here's how:

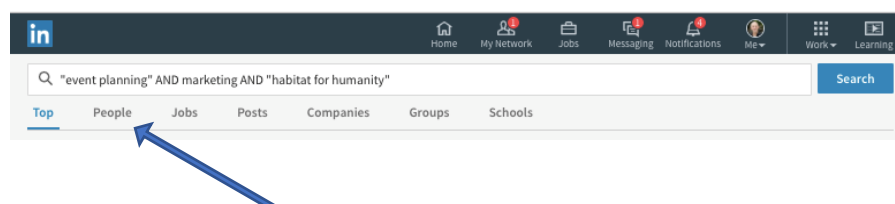
Begin a new search by clicking on the 'home' image in the navigation bar.



Next, in the Keyword Search box, enter your appealing skills and the name an association that you belong to or a organization where you have volunteered.

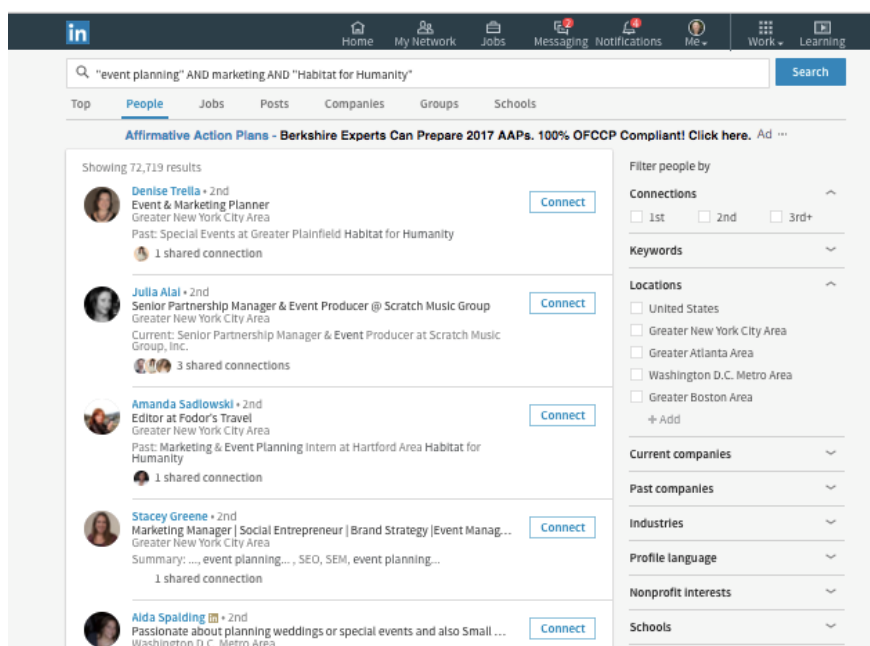
In the sample below, this search is for people who have the skills "event planning" and marketing in their profile and who also have some affiliation with Habitat for Humanity.

Now, to find people who meet these criteria, click on the People tab.





Below is a screenshot of the results of my search.



As discussed earlier in this search strategy, look to the right of each person's name to see if you have any 1<sup>st</sup> degree or 2<sup>nd</sup> degree LinkedIn connections, who are often easy to contact for an informational interview.

Optionally, if you want to further narrow down your search results to talk to people who work in a specific geographic region, you can indicate the geographic area in the Location boxes on the right side of the results page.

If you know the name of an industry that appeals to you, you can click on the Industry box and type the name of the industry.

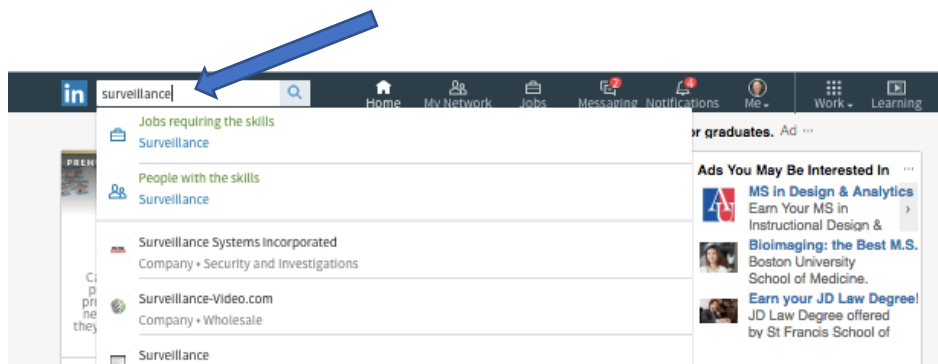
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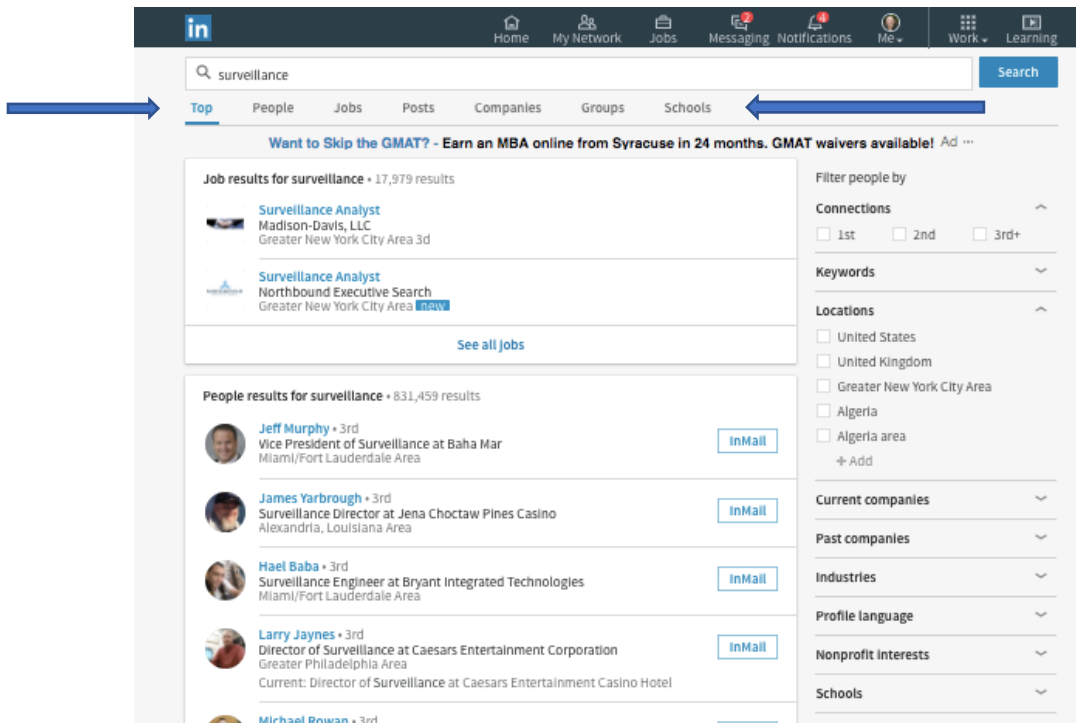
## ***Search Strategy To Discover Specific Career Options In An Appealing Career Field***

**Who This Strategy Is For:** Use this strategy if you know the name of a career field (such as marketing, events, human resources) that appeals to you and you want to talk to professionals in that field to get their suggestions on specific job titles and career options that would be a good match for you.

**Search Instructions:** In the Keyword Search box, enter the name of a career field that appeals to you. Put quotation marks around any skills that have two or more words, such as “event planning” (see arrow in image below).

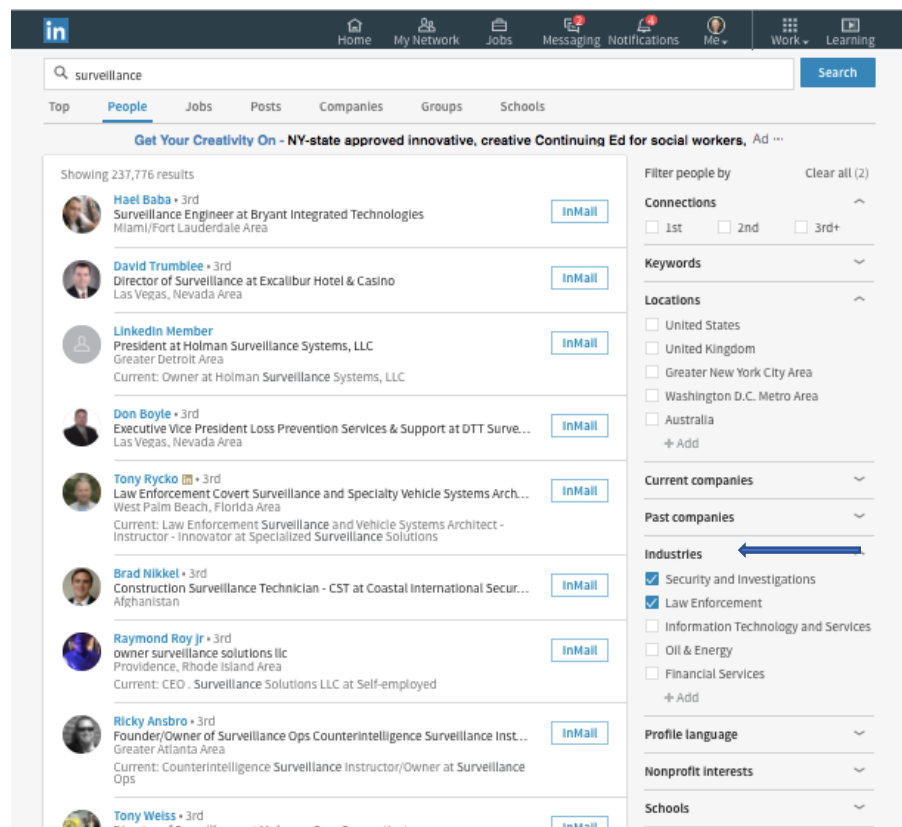


Click on the blue search icon / magnifying glass image to the right of the Keyword Search box, and you'll see a results page that will look similar to the image below. Notice (between the two arrows on the image below) there is now a 'menu' bar with tabs that include People, Jobs, Posts, Companies and Groups. Click on the People tab.



Now, to limit these search results to people who work in 'surveillance' industries, click on the appropriate Industry box(es) in the Industry filter on the right side of the screen (in the image below, I have selected two industries – 'Security and Investigations' And 'Law Enforcement').

You can also add the names of any other industry by clicking the 'add' button and then typing in the name an industry. (To find the names of industries that LinkedIn uses, simply do an internet search on the phrase: LinkedIn industry list. At the time this book was published, a complete list could be found at: <https://developer.linkedin.com/docs/reference/industry-codes#>



Your LinkedIn results page will now show you people who work in the industries you selected and who have profiles with the word you initially entered into the Keyword Search box.

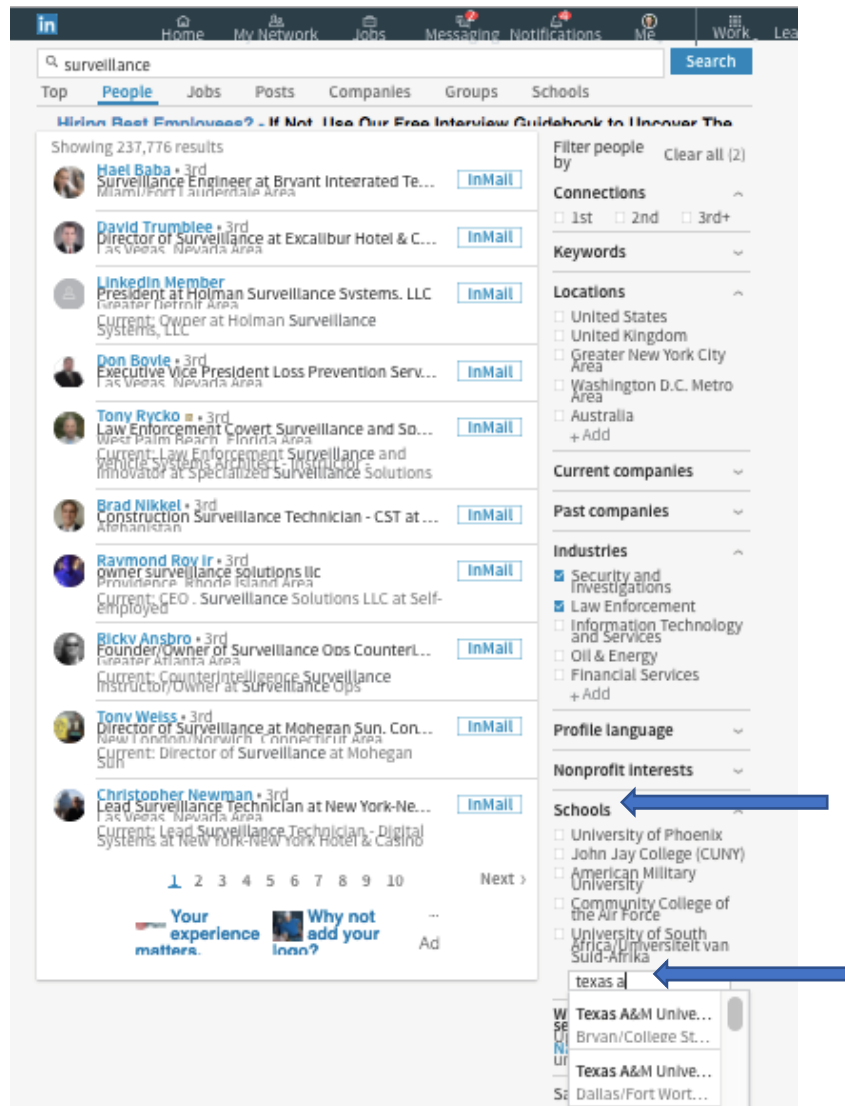
Look to the right of each person's name to see if you have any 1st degree or 2nd degree LinkedIn connections that you can contact for informational interviews (see ***Understanding LinkedIn Connections*** to learn about LinkedIn connections).

The screenshot shows a LinkedIn search results page for the keyword "surveillance". The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the navigation bar is a search bar with the text "surveillance" and a "Search" button. The results are filtered by "People" and show 237,776 results. A banner at the top of the results section reads "Get Your Creativity On - NY-state approved innovative, creative Continuing Ed for social workers, Ad ...". The results list includes the following profiles:

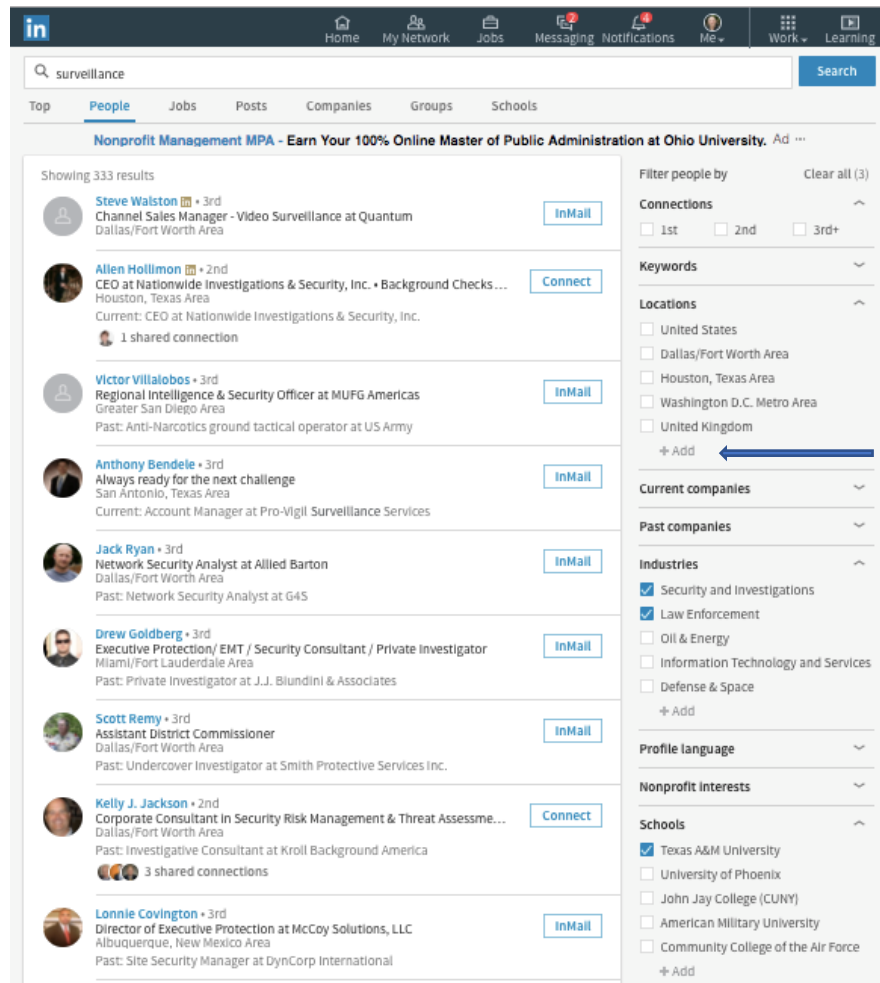
- Hael Baba** • 3rd • Surveillance Engineer at Bryant Integrated Technologies, Miami/Fort Lauderdale Area. InMail button.
- David Trumblee** • 3rd • Director of Surveillance at Excalibur Hotel & Casino, Las Vegas, Nevada Area. InMail button.
- LinkedIn Member** • President at Holman Surveillance Systems, LLC, Greater Detroit Area. InMail button.
- Don Boyle** • 3rd • Executive Vice President Loss Prevention Services & Support at DTT Surve..., Las Vegas, Nevada Area. InMail button.
- Tony Rycko** • 3rd • Law Enforcement Cover, Surveillance and Specialty Vehicle Systems Arch..., West Palm Beach, Florida Area. InMail button.
- Brad Nikkel** • 3rd • Construction Surveillance Technician - CST at Coastal International Secur..., Afghanistan. InMail button.
- Raymond Roy Jr** • 3rd • owner surveillance solutions llc, Providence, Rhode Island Area. InMail button.
- Ricky Ansbro** • 3rd • Founder/Owner of Surveillance Ops Counterintelligence Surveillance Inst..., Greater Atlanta Area. InMail button.
- Tony Weiss** • 3rd • Director of Surveillance at Mahan Sun, Connecticut. InMail button.

On the right side of the results, there are filters for "Filter people by" (Connections: 1st, 2nd, 3rd+), "Keywords", "Locations" (United States, United Kingdom, Greater New York City Area, Washington D.C. Metro Area, Australia), "Current companies", "Past companies", "Industries" (Security and Investigations, Law Enforcement, Information Technology and Services, Oil & Energy, Financial Services), "Profile language", "Nonprofit interests", and "Schools".

Alumni can be a great resource for informational interviews. You can narrow your search results to people who attended the same schools (i.e., colleges and universities) as you by clicking on 'Schools' (see arrow in bottom right corner of the image below) and then entering the name of the school you attended (see image on next page).



Below is an image of search results showing people who attended Texas A&M University and who have the word surveillance in their LinkedIn profile and who work in the Security or Law Enforcement industries.

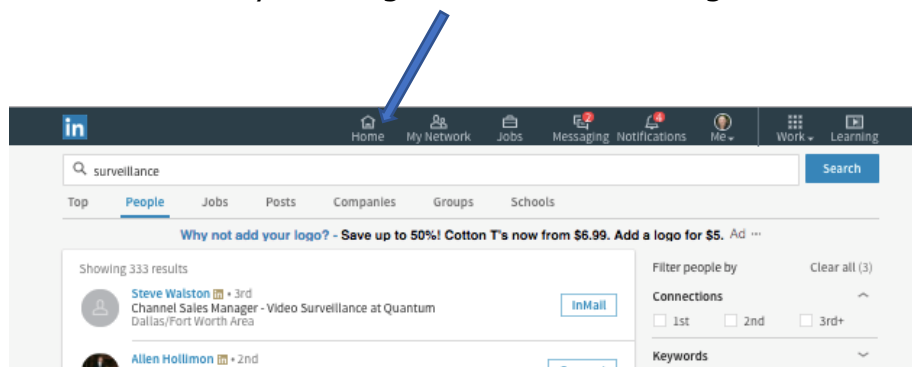


Optional: If you want to talk to people who work in a specific geographic region, you can select the geographic area in the Location boxes by clicking on 'Locations' and specify an area. Do not choose a geographic area if you are willing to talk to people regardless of where they are located.

## Association and Volunteer Connections Search

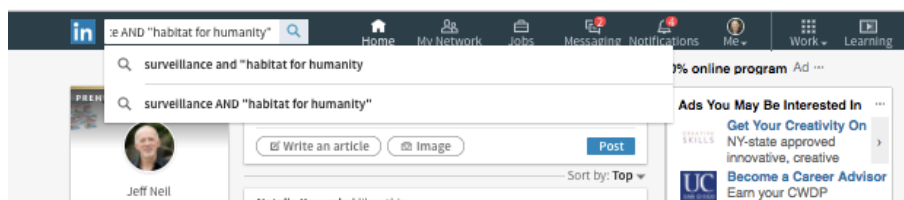
If you belong to an association or have volunteered at an organization, you can find people who work in an appealing industry and who have an affiliation with the same association or organization. Here's how:

=> Begin a new search by clicking on the 'home' image in the navigation bar.



Next, in the Keyword Search box, enter the name of an appealing industry and the name an association that you belong to or a place that you have volunteered.

In the sample below, this search is for people who have the word surveillance in their LinkedIn profile and also have some affiliation with the organization named Habitat for Humanity. (If the organization name as two or more words, put quotation marks around the full name.)



To see your search results, press the blue Search button.

If you only want to talk to people who work in a specific industry or who live in a specific region, you can further filter your search using the same strategies shown earlier in this chapter.

**Free Bonus:** Because LinkedIn search strategies are new to many people... and because LinkedIn changes its 'User Interface' and search functions over time... I have prepared updated training videos that show you exactly how to conduct these searches. You can get access to these training videos here:

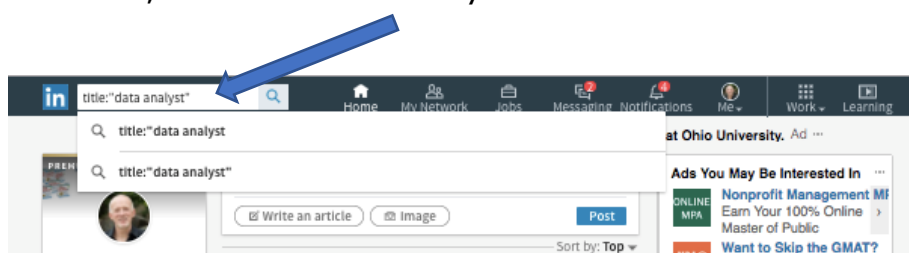
[www.InformationalInterviewToolkit.com](http://www.InformationalInterviewToolkit.com)



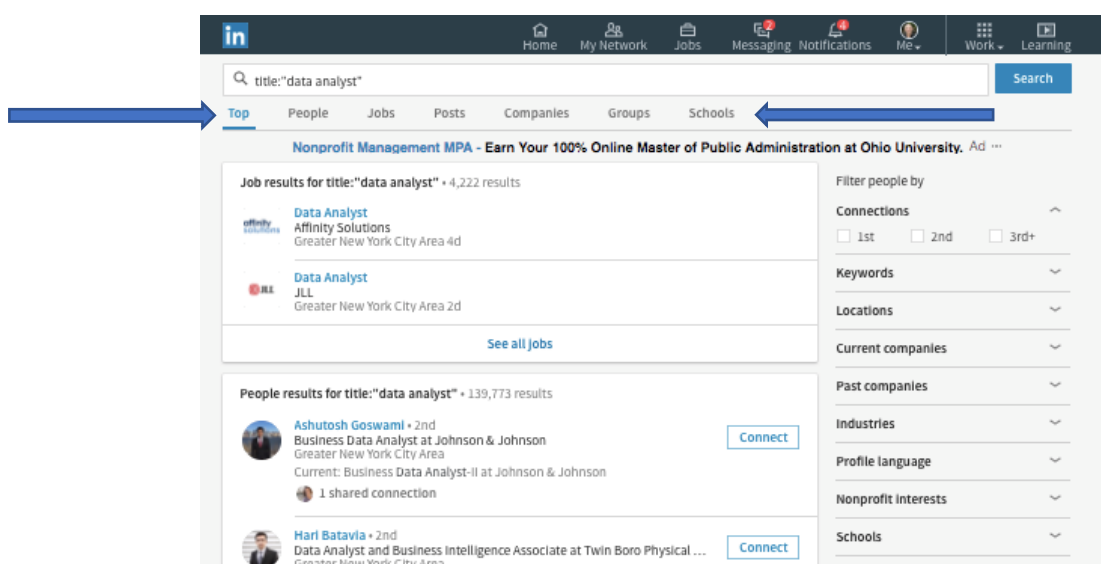
## ***Search Strategy to Get Career Advice About a Specific Job Title That Appeals to You***

**Who This Strategy Is For:** Use this search strategy if you know the name of a position (i.e., job title) that appeals to you and you want to get career advice such as what that job is really like and how you can land that job.

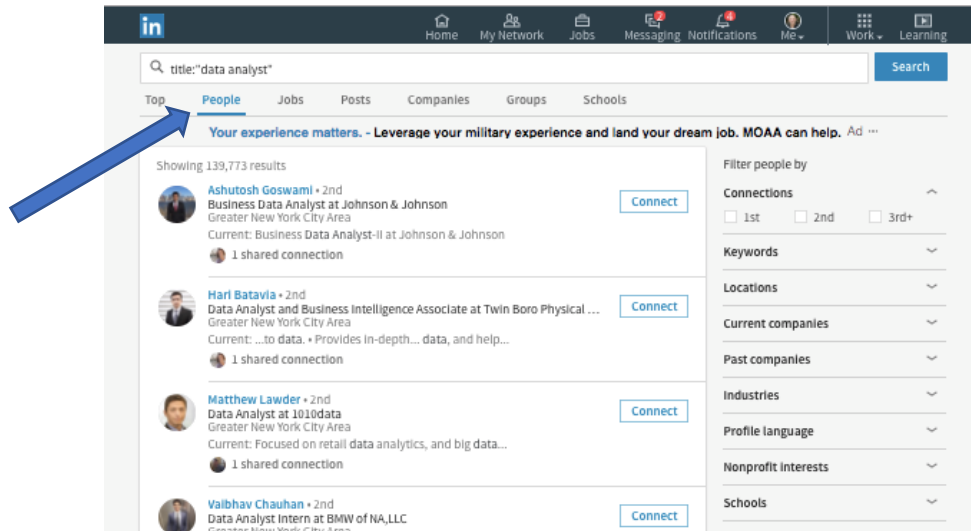
**Search Instructions:** In the Keyword Search box, enter the common name of the job title that you want to learn about. As shown in the image below, put the phrase 'title:' directly in front of the job title (e.g., do not put a blank space after the colon). Put quotation marks around any job titles that have two or more words, such as "data analyst".



Click on the blue search icon / magnifying glass image to the right of the Keyword Search box, and you'll see a results page that will look similar to the image below. Notice (between the two arrows on the image below) there is now a 'menu' bar with tabs that include People, Jobs, Posts, Companies and Groups.



To see people who have that job title in their LinkedIn profile (it could be in current job title or a past job title), click on the People tab.

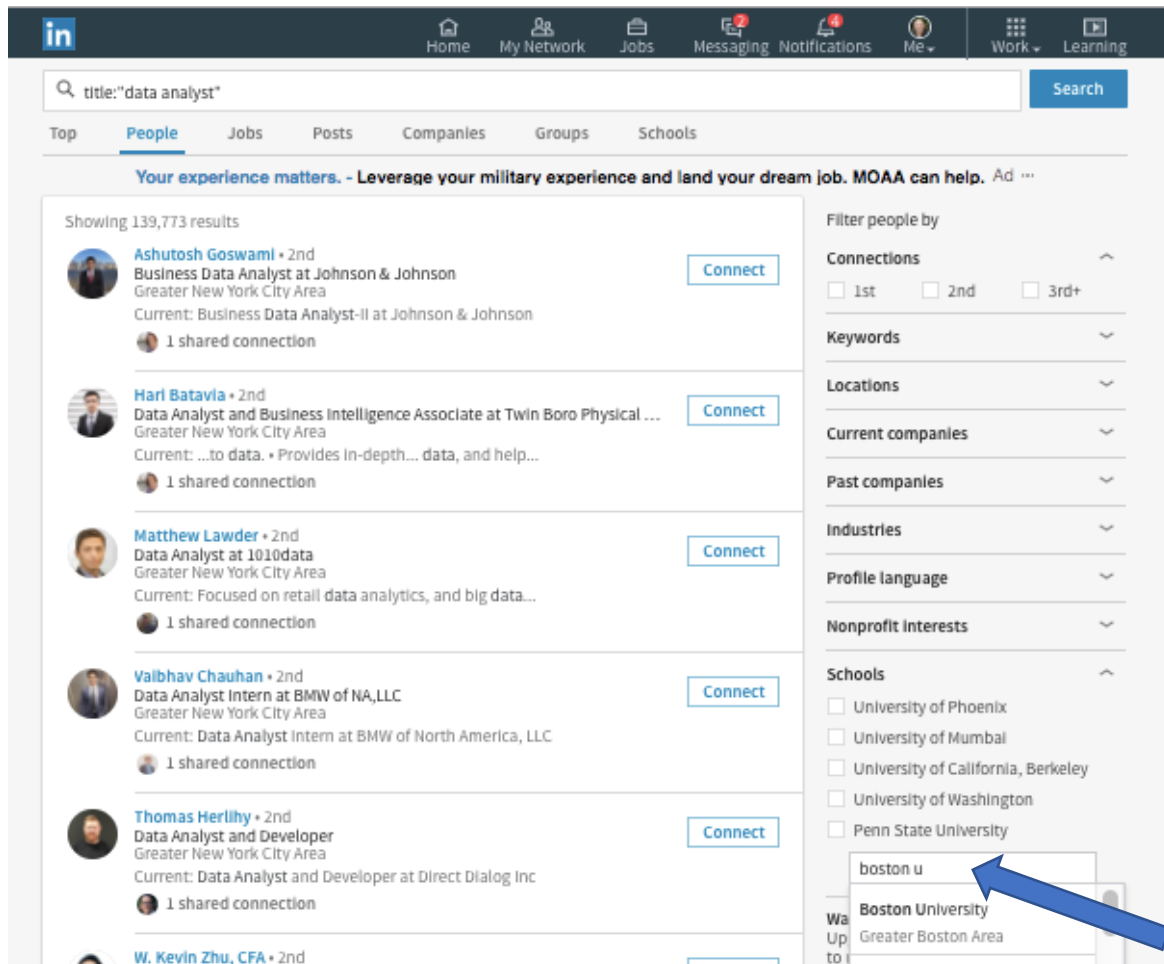


LinkedIn will now show you people who have the job title that you entered initially in the Keyword Search box.

Look to the right of each person's name to see if you have any 1st degree or 2nd degree LinkedIn connections that you can contact for informational interviews (see ***Understanding LinkedIn Connections*** to learn about LinkedIn connections).



Alumni can be a great resource for informational interviews. You can narrow your search results to people who attended the same schools (i.e., colleges and universities) you attended by clicking on 'Schools' (see arrow in bottom right corner of the image below) and then entering the name of the school you attended (see image on next page).



Below is an image of search results showing people who attended Boston University and who have the job title "Data Analyst" in their LinkedIn profile.

The screenshot shows a LinkedIn search results page for the query "title:'data analyst'". The results are filtered by the school "Boston University". The page displays a list of 367 results, with the first seven visible. Each result includes a profile picture, name, job title, location, and a button to either "InMail" or "Connect".

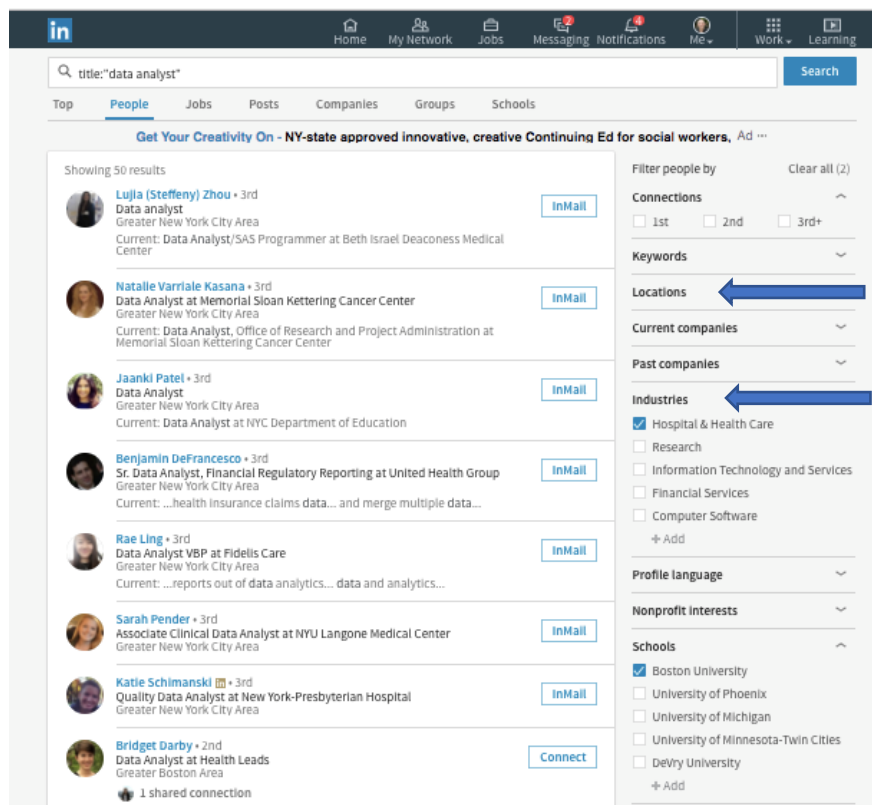
Name	Job Title	Location	Action
Wen Fu	Data Analyst at Kickstarter	Greater New York City Area	InMail
Lujia (Steffeny) Zhou	Data analyst	Greater New York City Area	InMail
Adam Mastrolanni	Data Analyst at comScore, Inc.	Greater New York City Area	Connect
Steven Holtzman	Senior Research Data Analyst at Educational Testing Service (ETS)	Greater New York City Area	InMail
Ian Mathew	Senior Data Analyst at Brandwatch	Greater New York City Area	InMail
Amanda Du	Data Analyst	Greater New York City Area	InMail
Phira (Sun) Chaochaloemphong	Associate, Data Analyst at BattleFin	Greater New York City Area	InMail
Natalie Varriale Kasana	Data Analyst at Memorial Sloan-Kettering Cancer Center	Greater New York City Area	InMail

On the right side of the search results, there is a filter panel titled "Filter people by". It includes a "Clear all (1)" button and several filter categories: Connections (1st, 2nd, 3rd+), Keywords, Locations, Current companies, Past companies, Industries, Profile language, Nonprofit interests, and Schools. The "Schools" filter is expanded, showing a list of schools with "Boston University" selected. Other schools listed include University of Phoenix, University of Mumbai, University of California, Berkeley, and University of Washington. There is also an "Add" button at the bottom of the schools list.

At the bottom of the filter panel, there is a promotional message: "Want to better focus your search? Upgrade to Sales Navigator or Recruiter to unlock additional filters."

If you know the name of an industry that appeals to you, you can click on the Industry box, scroll down the industry menu and select the appropriate industry. If you do not select an industry, your search results will be for all industries.

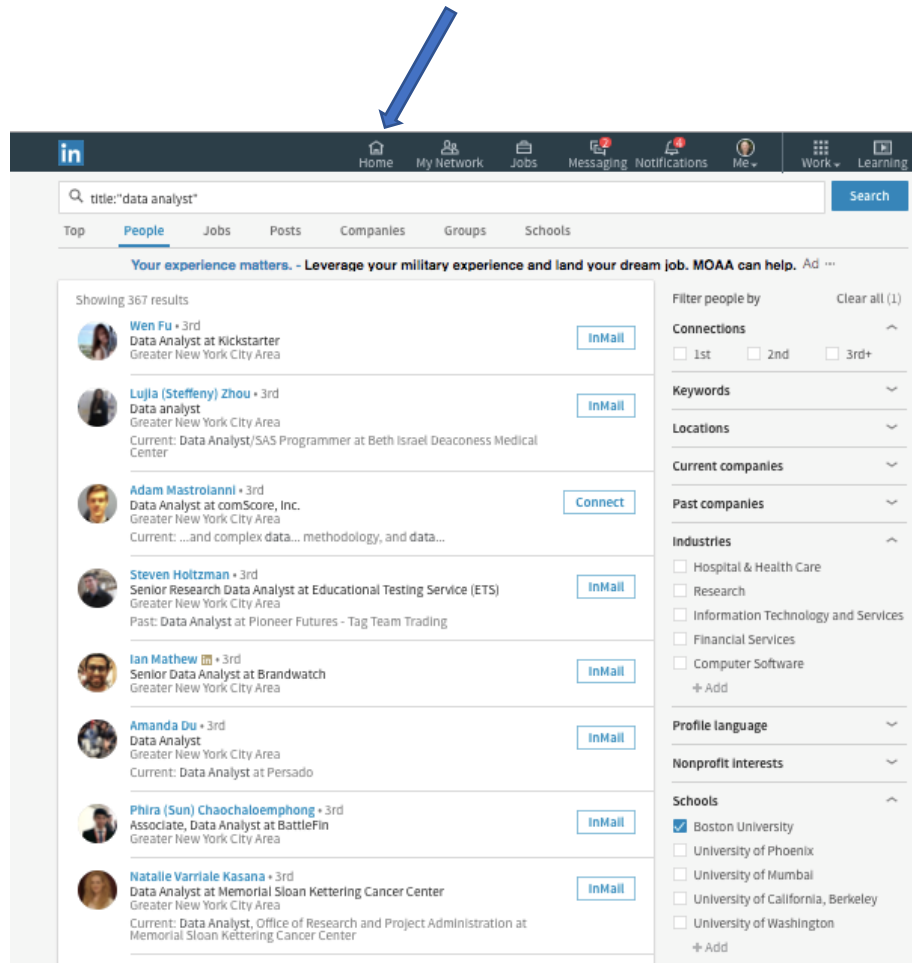
If you want to talk to people who work in a specific geographic region, you can indicate the geographic area in the Location boxes. Do not choose a geographic area if you are willing to talk to people regardless of where they are located.



## Association and Volunteer Connections Search

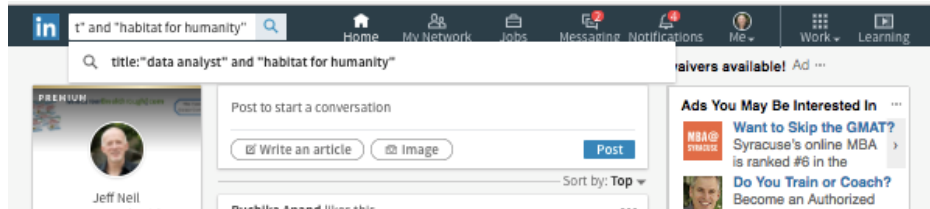
If you belong to an association or have volunteered at an organization, you can find people who belong to the same organization or have volunteered at the same place and who have the job title that you want to learn about. Here's how:

Begin a new search by clicking on the 'home' image in the navigation bar.

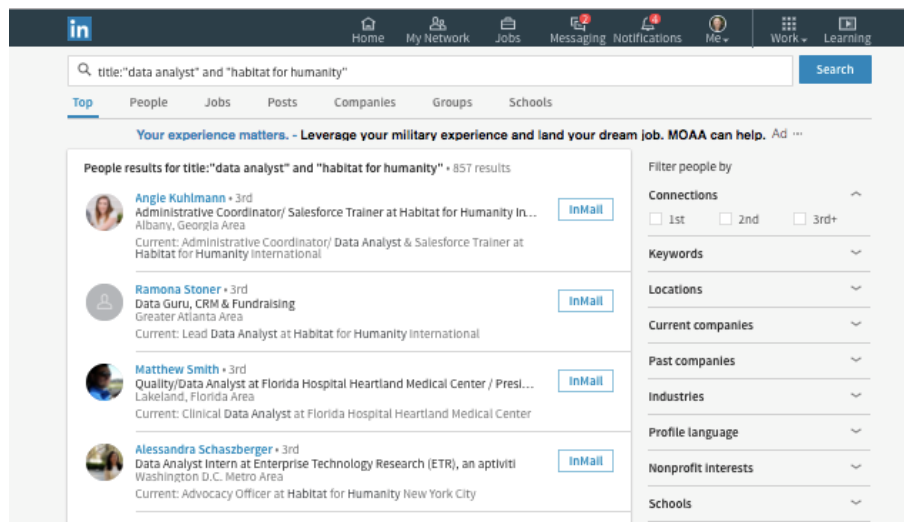


Next, in the Keyword Search box, enter your appealing job title and the name an association that you belong to or a place that you have volunteered. As explained earlier in this chapter, enter the phrase 'title:' directly before the job title, and put quotation marks before and after any job title that has two or more words.

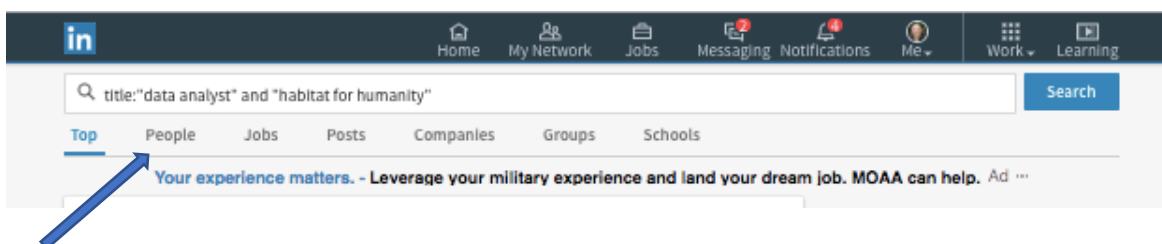
In the sample below, this search is for people who have job title Data Analyst and also have some affiliation with Habitat for Humanity.



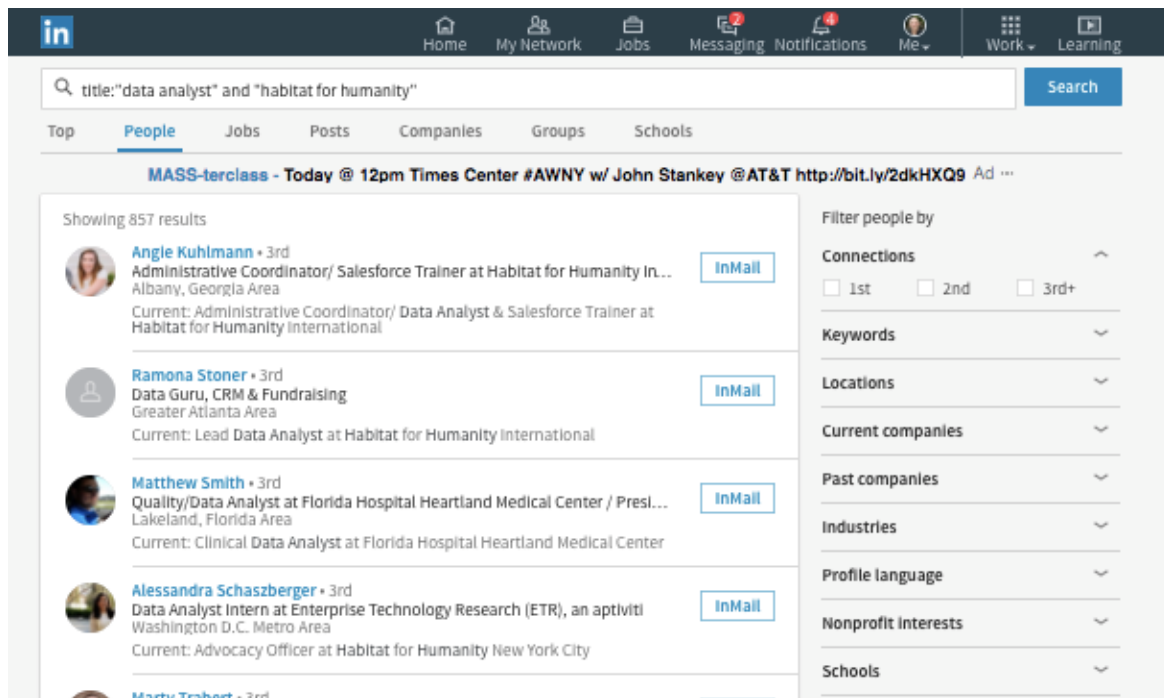
To see your initial search results, press the blue Search button.



Now, to find people who meet your search criteria, simply click on the People tab.







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## ***Search Strategy to Land a Job at a Specific Company That Appeals to You***

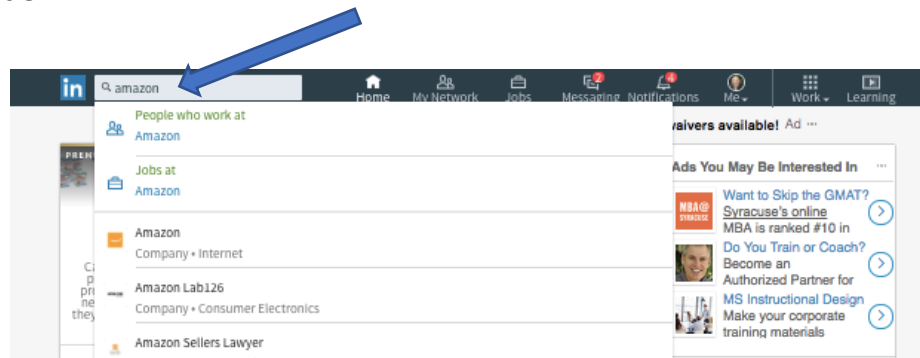
**Who This Strategy Is For:** Use this search if...

(1) You have found an appealing job opening posted on a job board, company website, or LinkedIn.com and you want to get insider information and, ideally, an employee referral to the hiring manager; or

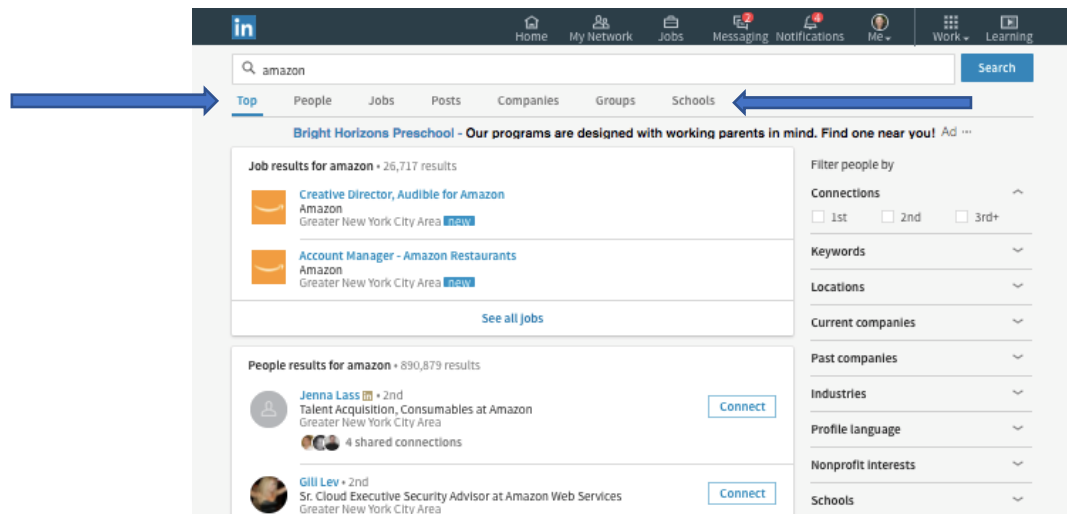
(2) You know the name of a company where you'd like to work but you aren't sure what types of positions they have that would be a good match for your skills and experience; or

(2) You know the name of a company where you'd like to work and type of position you want to land... and you now want to find an employee to talk to about how you can land that type of job at that company

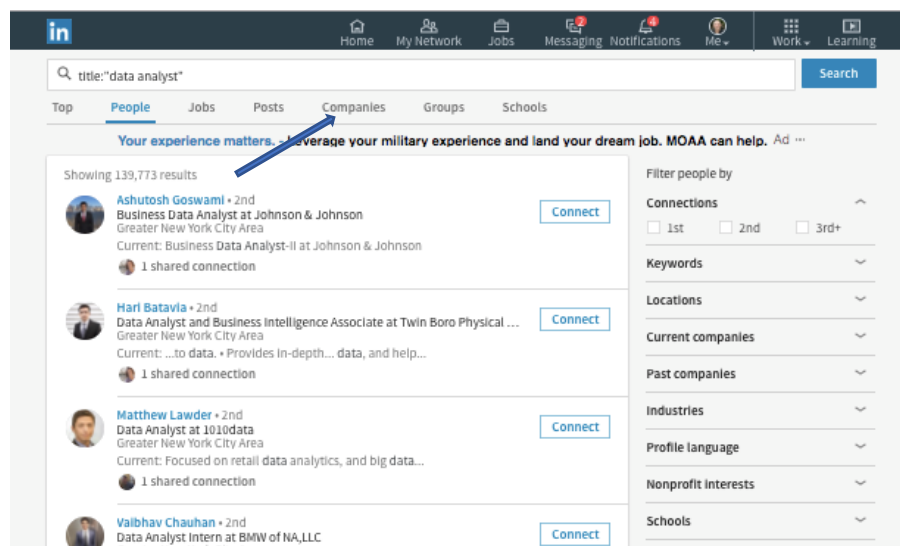
**Search Strategy Instructions:** In the Keyword Search box, enter the name of an appealing company. In the image below, we'll use Amazon. Be sure to put quotation marks around any company names that have two or more words.



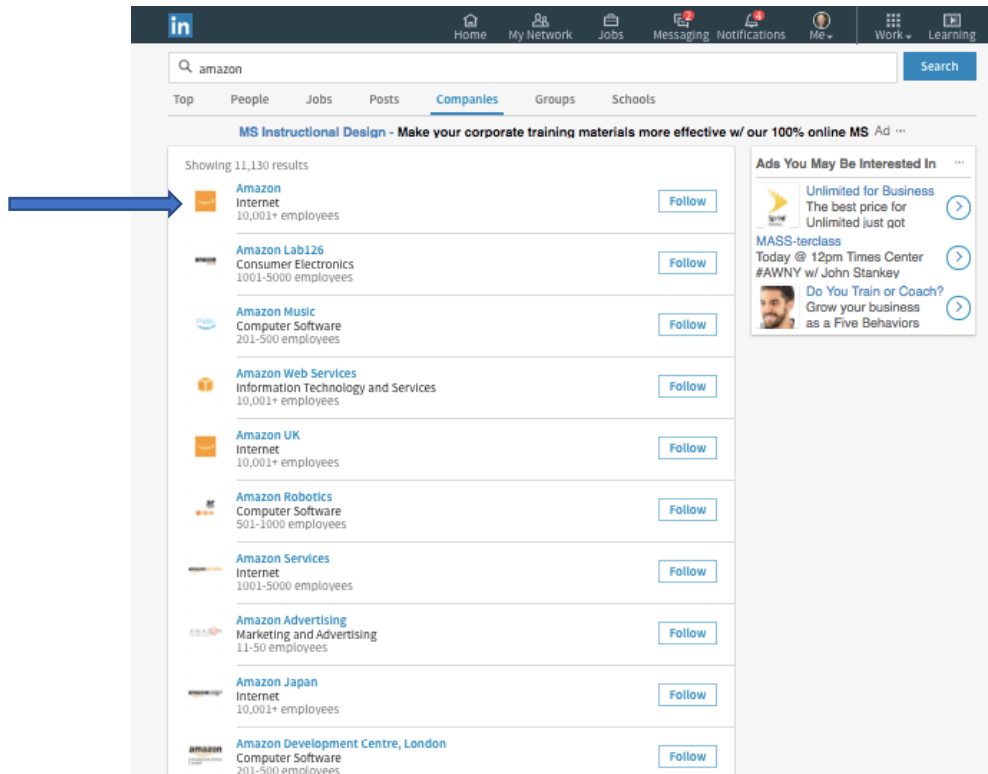
After you enter the company name, click on the blue search icon / magnifying glass image to the right of the Keyword Search box, and you'll see a results page that will look similar to the image below. Notice (between the two arrows on the image below) there is now a 'menu' bar with tabs that include People, Jobs, Posts, Companies and Groups.



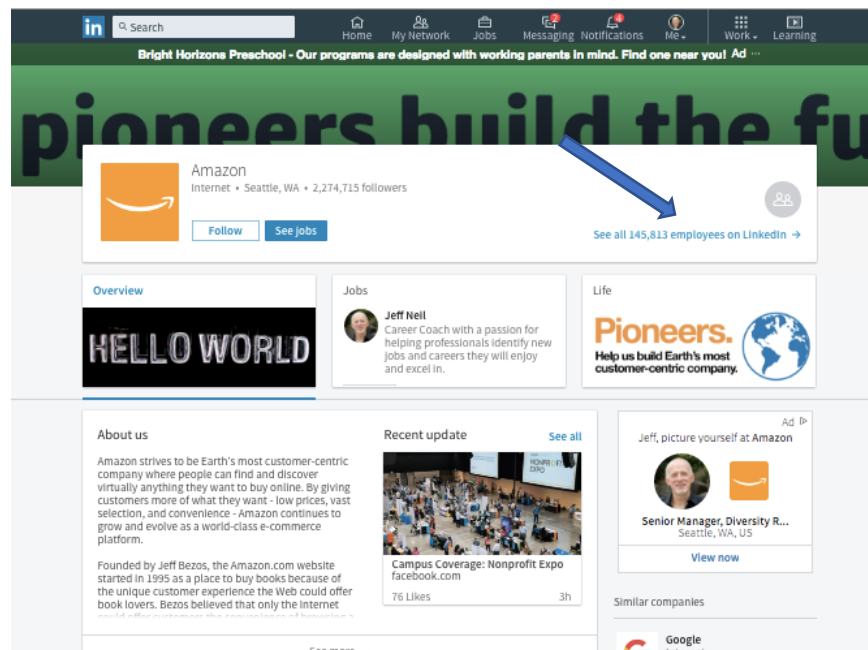
To find the company's home page on LinkedIn, click on the Companies tab.



LinkedIn will show a list of all companies on LinkedIn that have the name in the Keyword Search box. Find the company you're looking for and click on its name.

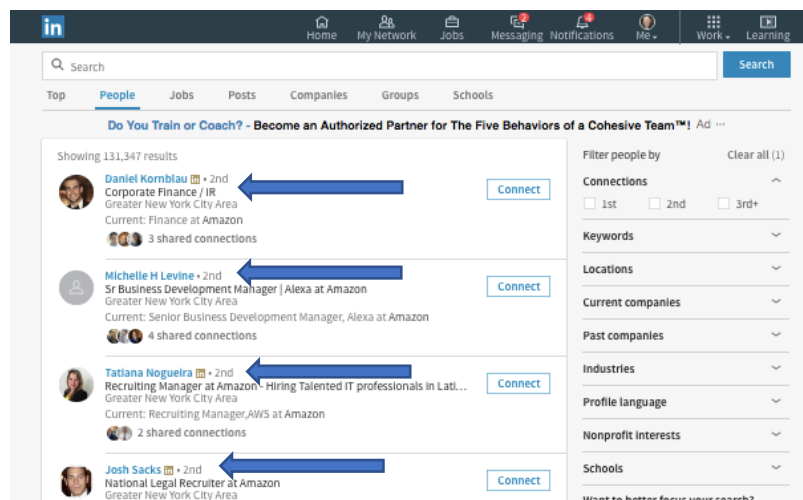


You've now arrived at the company's Home Page on LinkedIn. Next, click on "See all employees on LinkedIn".

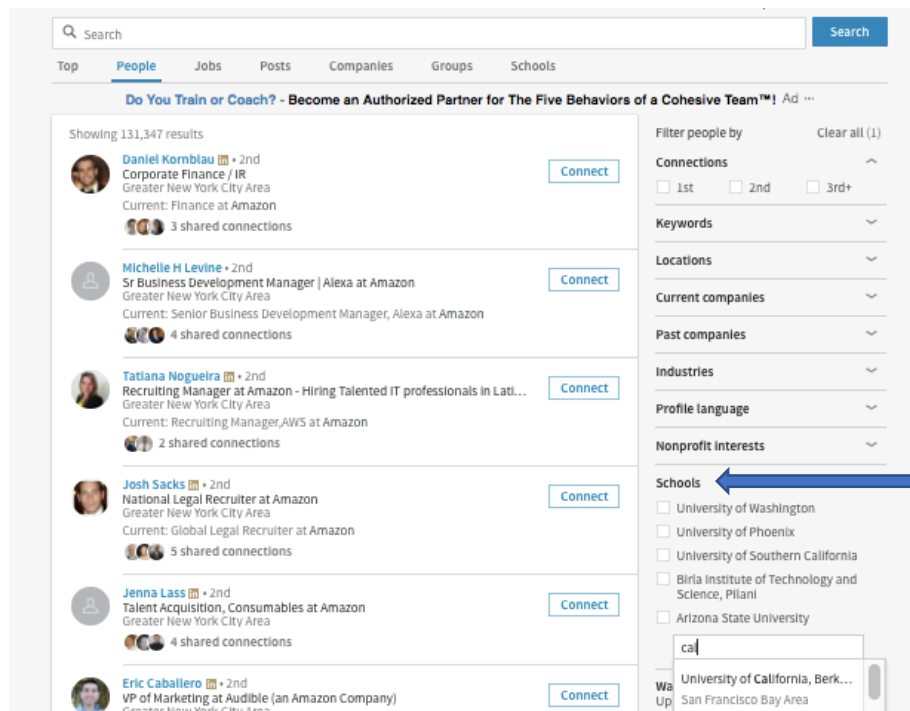


LinkedIn will now show you the profiles of employees who work at that company.

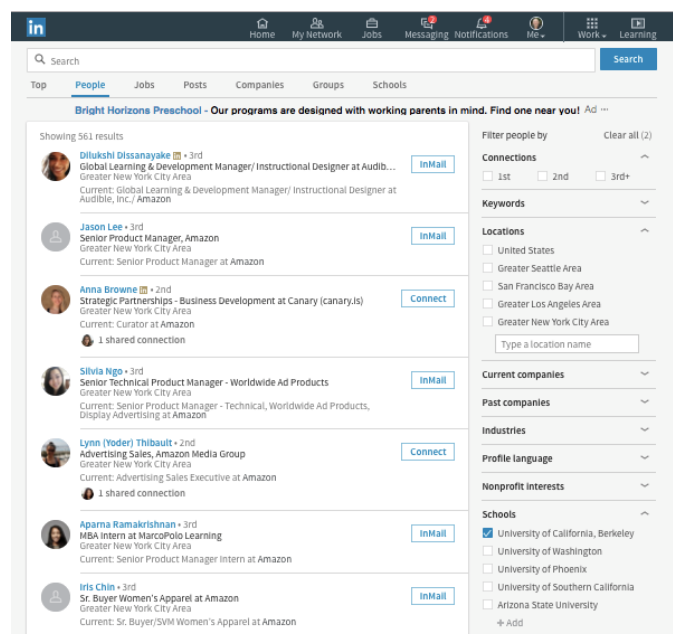
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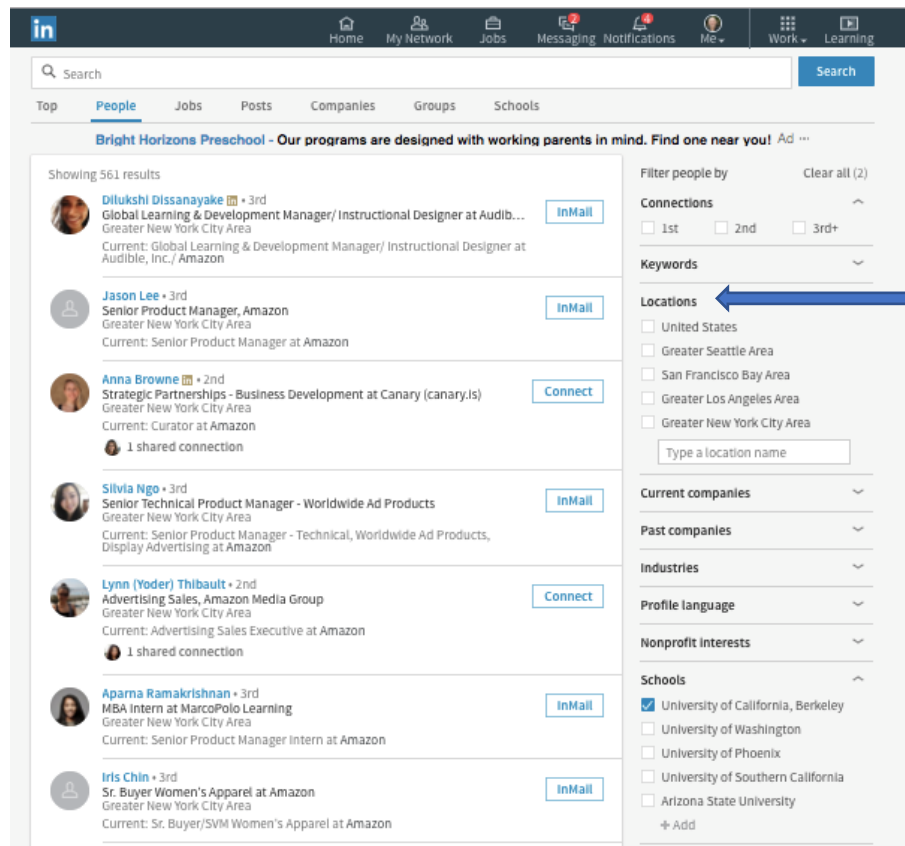
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Below is an image of search results showing people who attended University of California Berkeley and who work at Amazon.



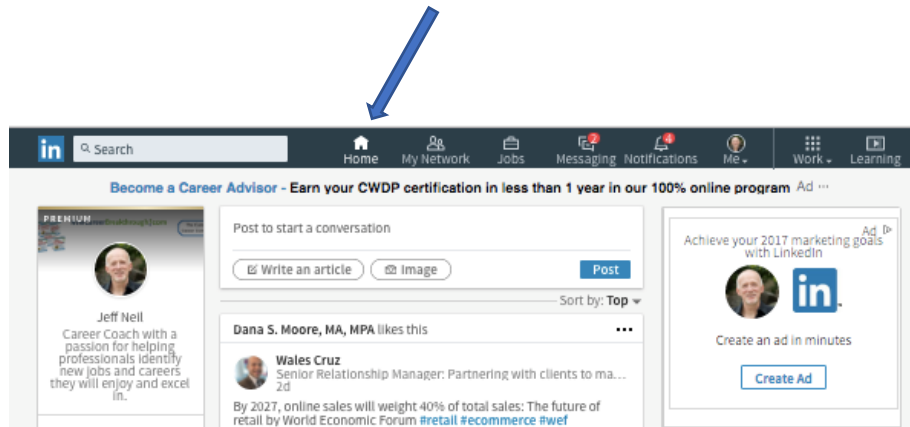
If you want to talk to people who work in a specific geographic region, you can indicate the geographic area in the Location boxes. Simply click on the Locations tab (see arrow in image below) and enter the name of a geographic region. Do not choose a geographic area if you are willing to talk to people regardless of where they are located.



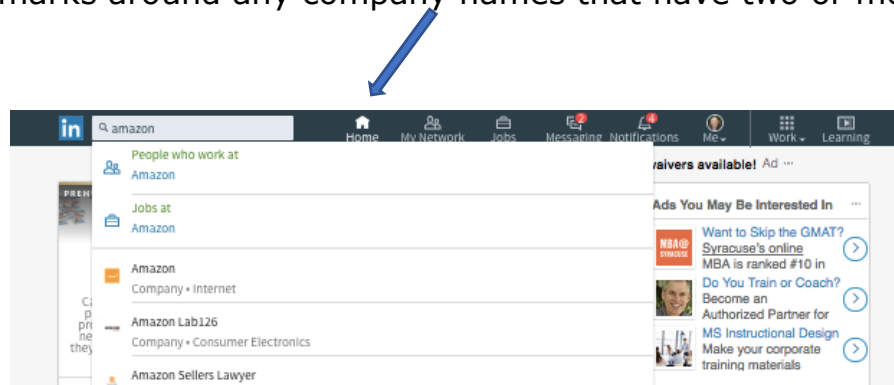
## Association and Volunteer Connections Search

If you belong to an association or have volunteered at an organization, you can find employees of a company who have an affiliation with the same association or organization. Here's how:

Begin a new search by clicking on the 'home' image in the navigation bar.

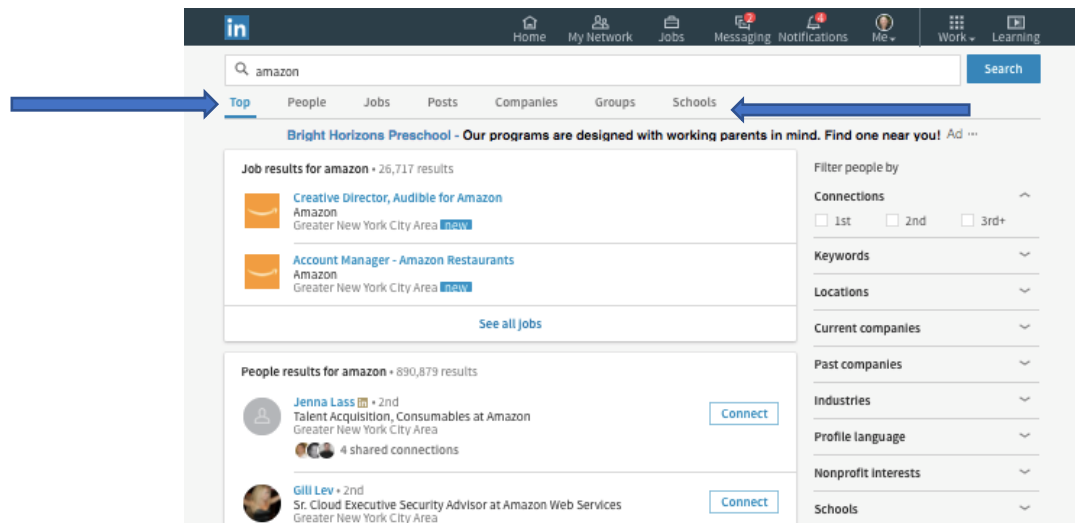


In the Keyword Search box, enter the name of the company that you want to target. In the image below, we'll search for Amazon. Be sure to put quotation marks around any company names that have two or more words.

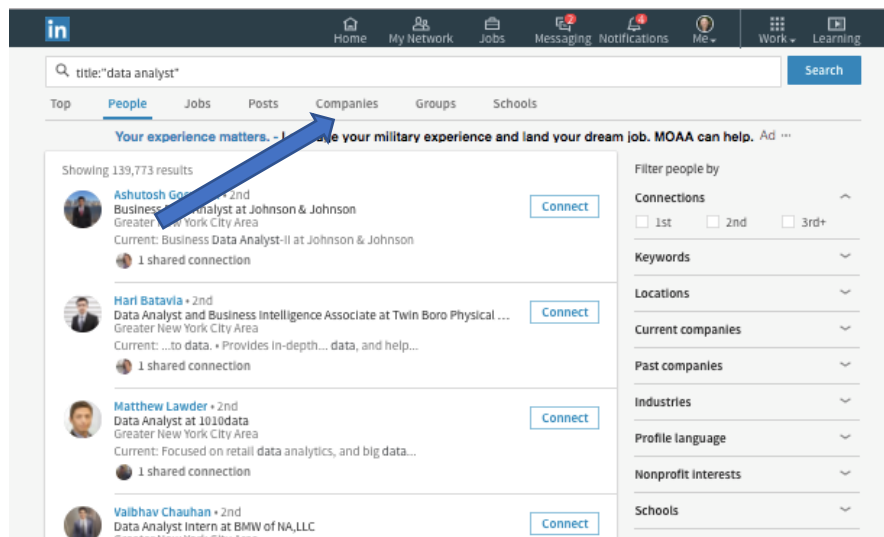




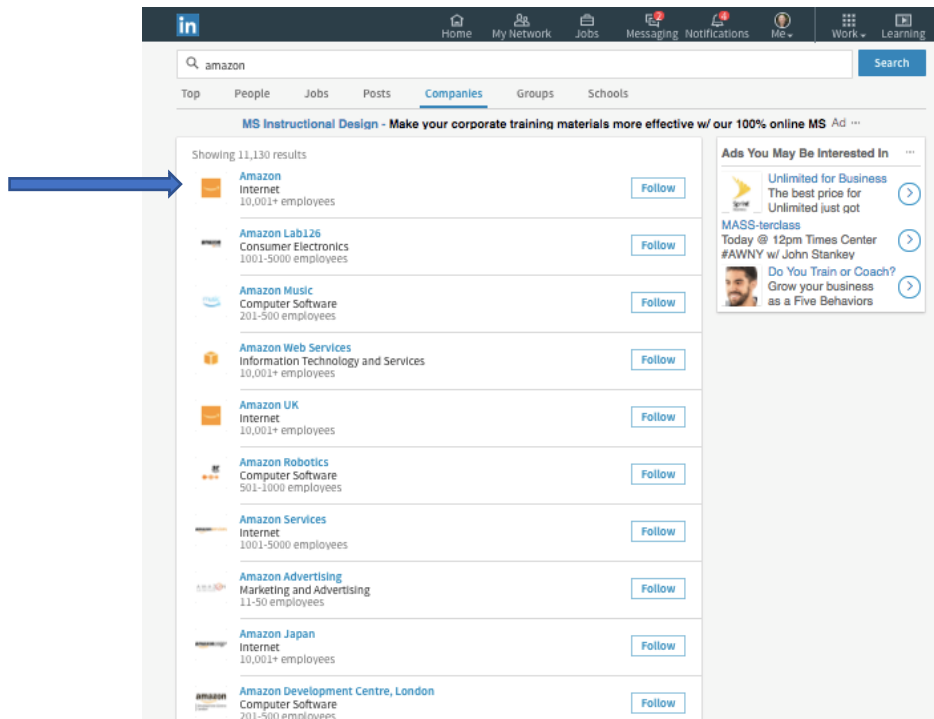
After you enter the company name, click on the blue search icon / magnifying glass image to the right of the Keyword Search box, and you'll see a results page that will look similar to the image below. Notice (between the two arrows on the image below) there is now a 'menu' bar with tabs that include People, Jobs, Posts, Companies and Groups.



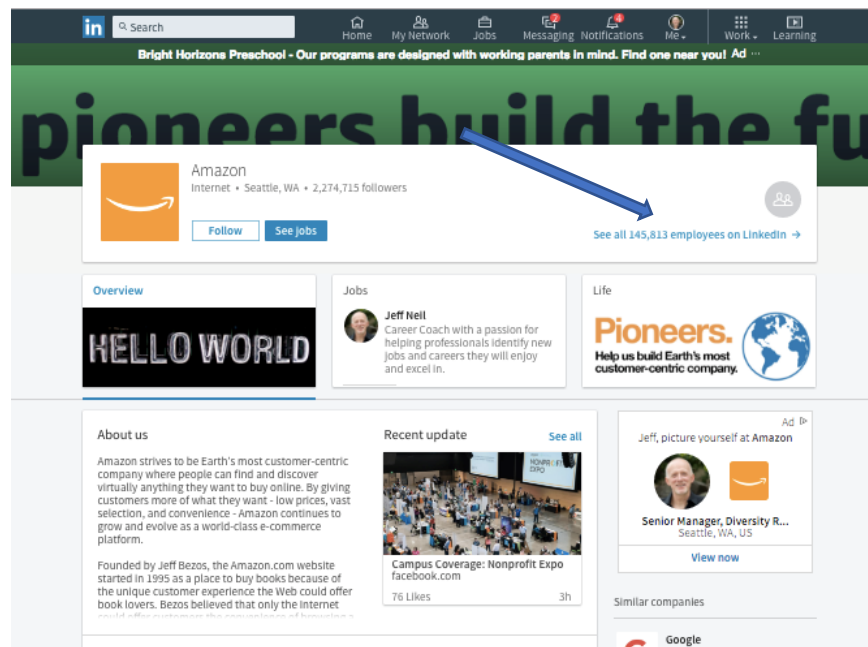
To find the company's home page on LinkedIn, click on the Companies tab.



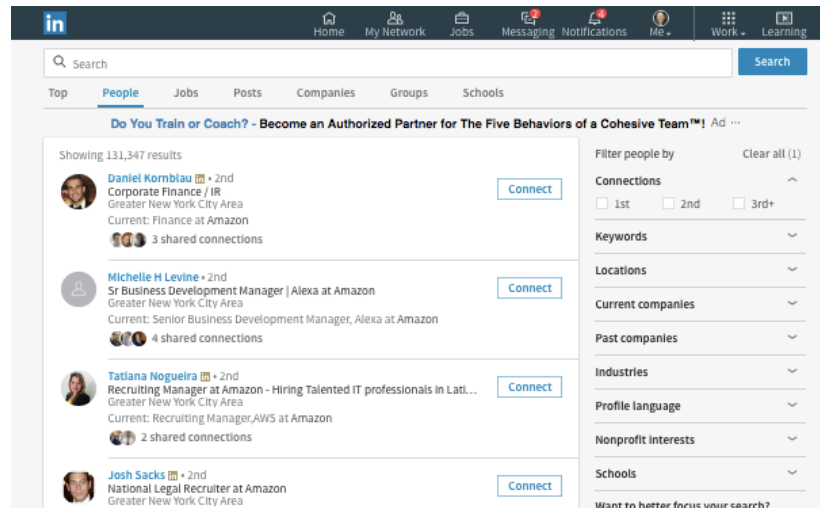
LinkedIn will show a list of all companies with the name that you entered that have a company 'Home Page' on LinkedIn. Find the right company and click on its name.



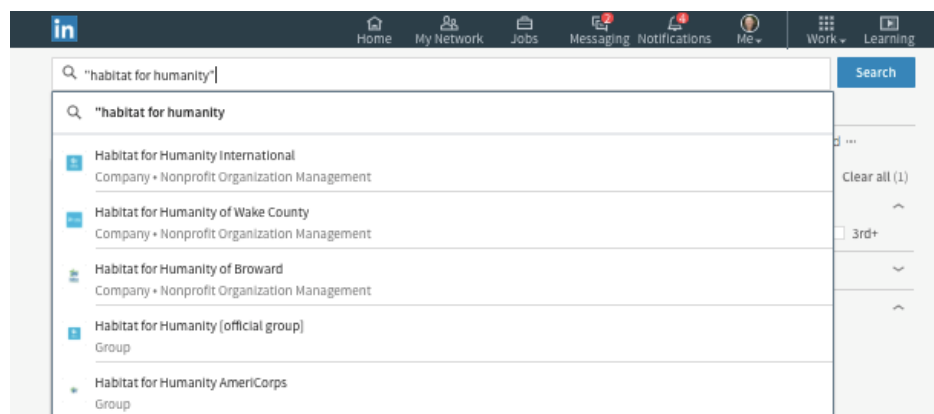
You've now arrived at the company's Home Page on LinkedIn. Now, click on "See all employees on LinkedIn".



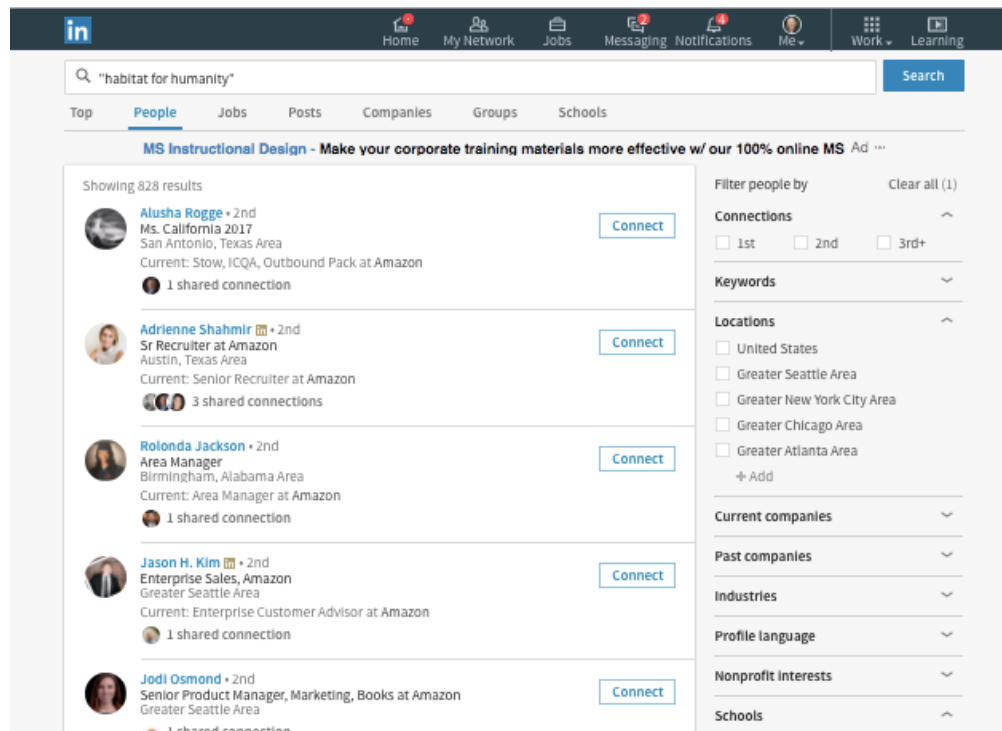
LinkedIn will now show you the profiles of employees who work at that company.



Next, in the Keyword Search box, enter the name of the association you belong to or have volunteered at. In this case, we'll enter Habitat for Humanity. (If the information you enter has two or more words, as shown below, be sure to put quotation marks before the first word and after the last word). Then press the search box.



LinkedIn will now show you company employees who have some affiliation with the organization you entered.



**Free Bonus:** Because LinkedIn search strategies are new to many people... and because LinkedIn changes its 'User Interface' and search functions over time... I have prepared updated training videos that show you exactly how to conduct these searches. You can get access to these training videos here:

[www.InformationalInterviewToolkit.com](http://www.InformationalInterviewToolkit.com)