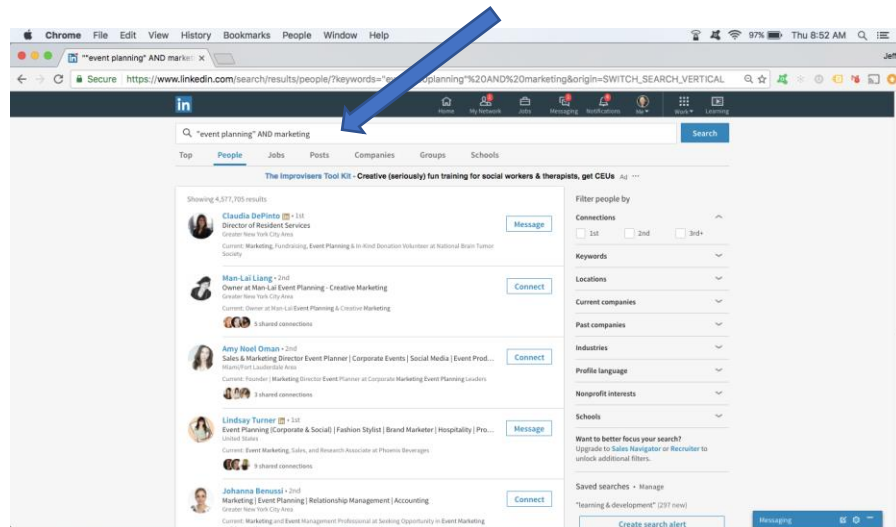
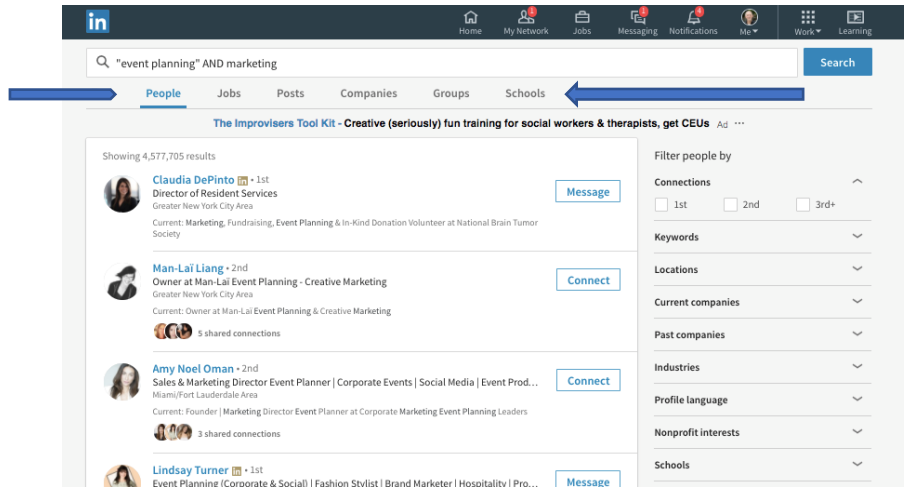


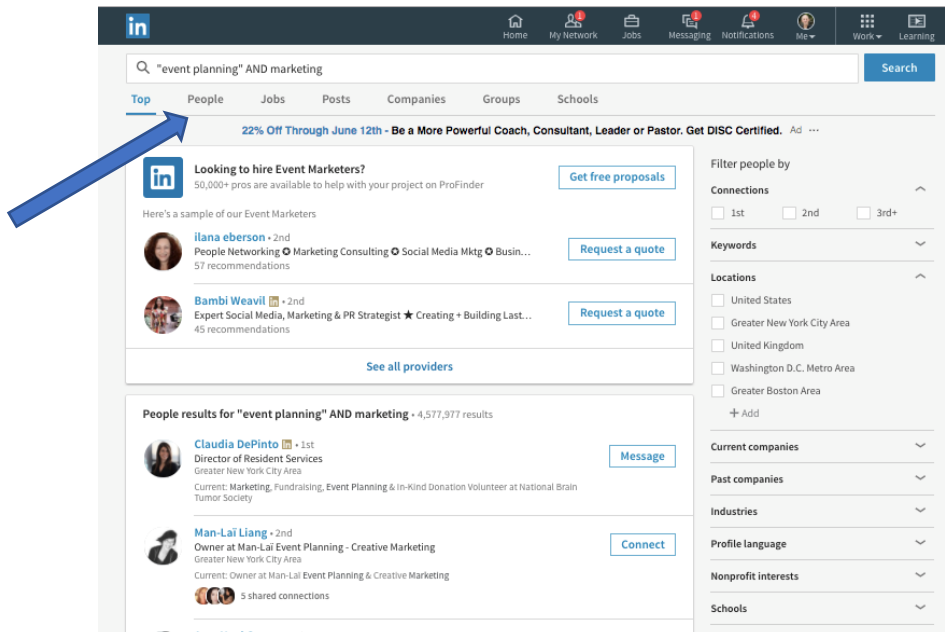
Search Instructions: In the Keyword Search box, enter the name of two or three skills that appeals to you. Put quotation marks around any skills that have two or more words, such as "event planning" (see arrow in image below).



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.

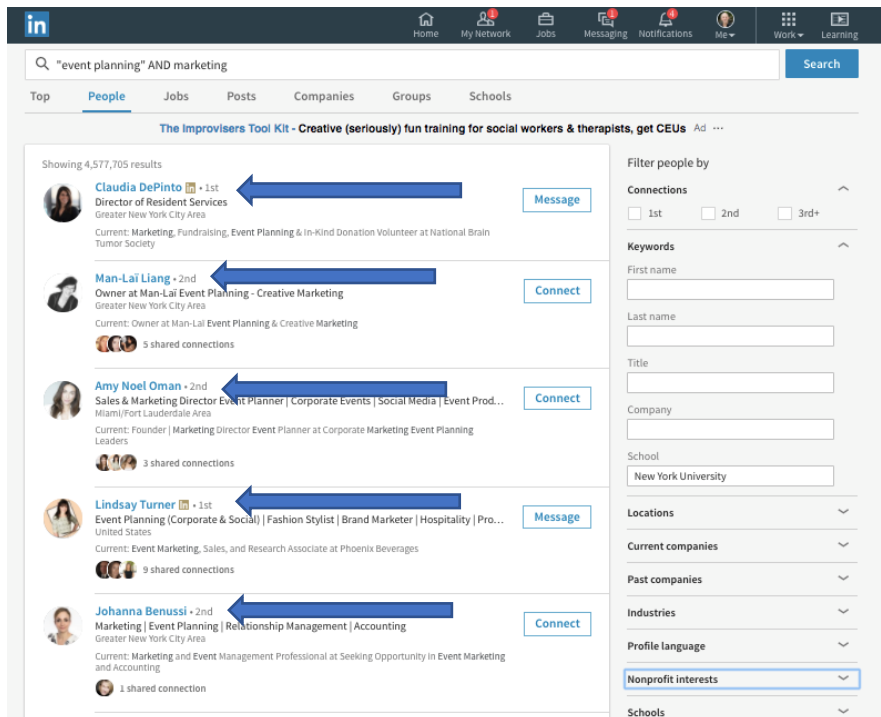


To see people who have these skills in their LinkedIn profile, click on the People tab.

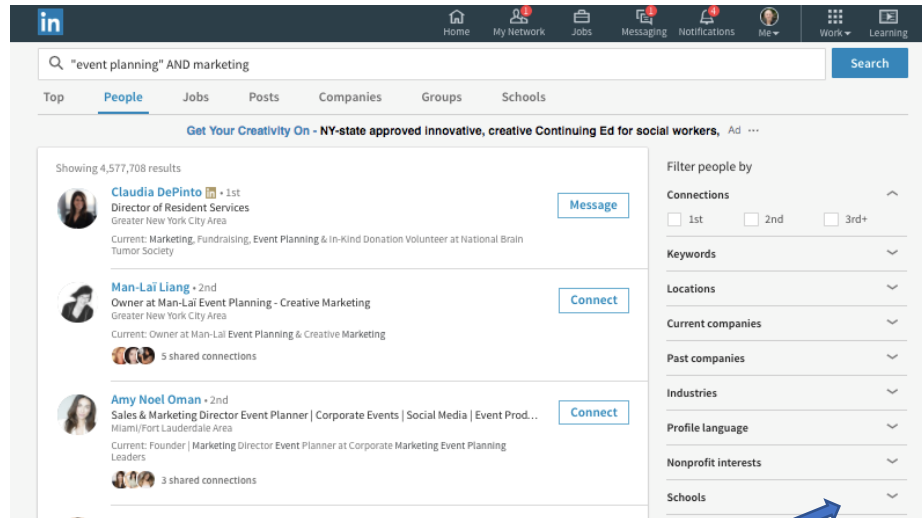


The results page will show people who have the skills you entered initially in the Keyword Search box and who may be connected to you in some way on LinkedIn.

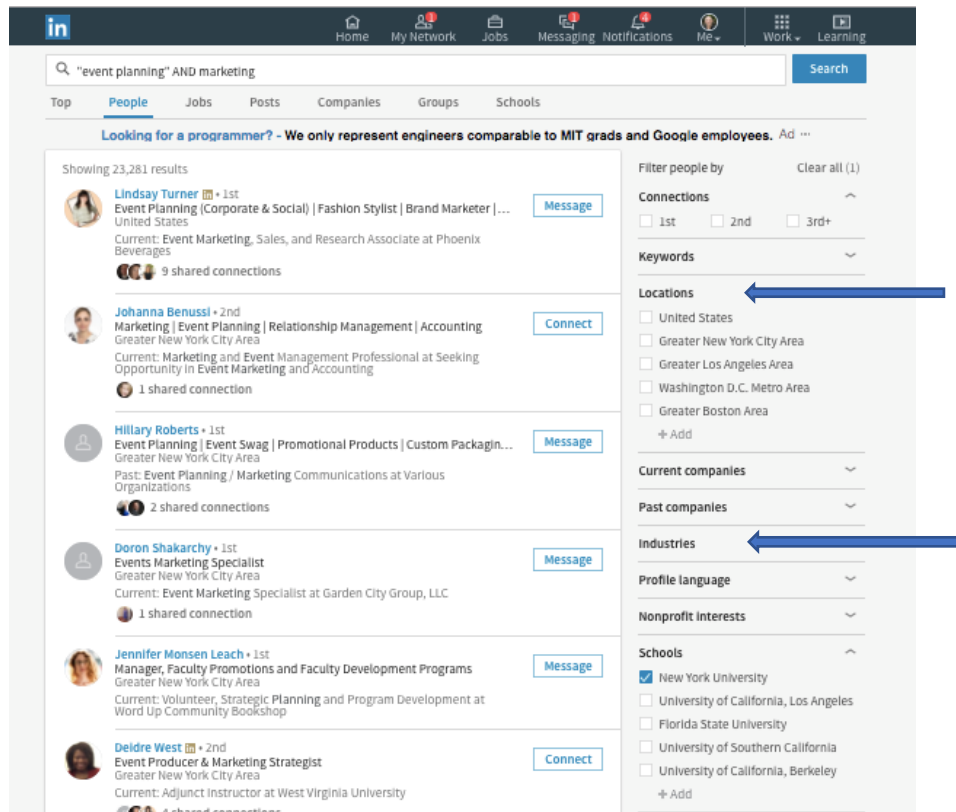
Look to the right of each person's name to see if you have any 1st degree or 2nd degree LinkedIn connections that you can contact for informational interviews (see ***Understanding LinkedIn Connections*** to learn about LinkedIn connections).



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.

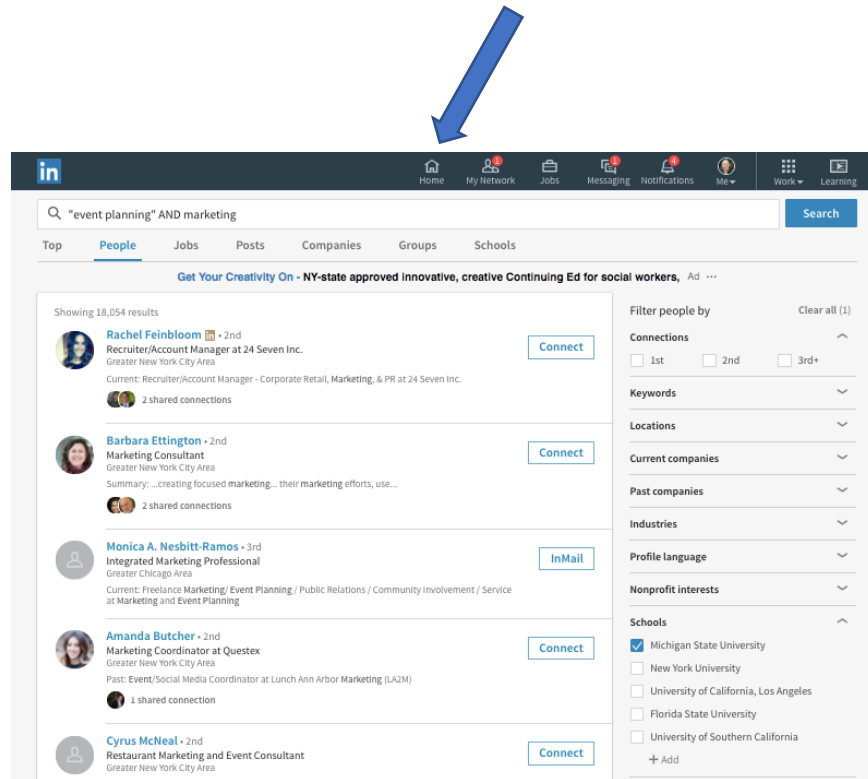
Likewise, if you would like to talk with people who work in a specific industry, you can click on the Industry box (bottom arrow in above image), and type the name of the industry. If you do not select an industry, your search results will be for all industries.

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:

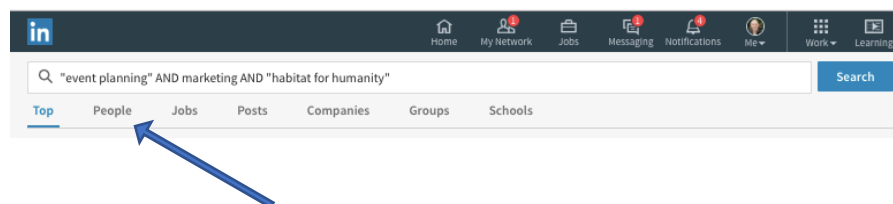
Begin a new search by clicking on the 'home' image in the navigation bar.



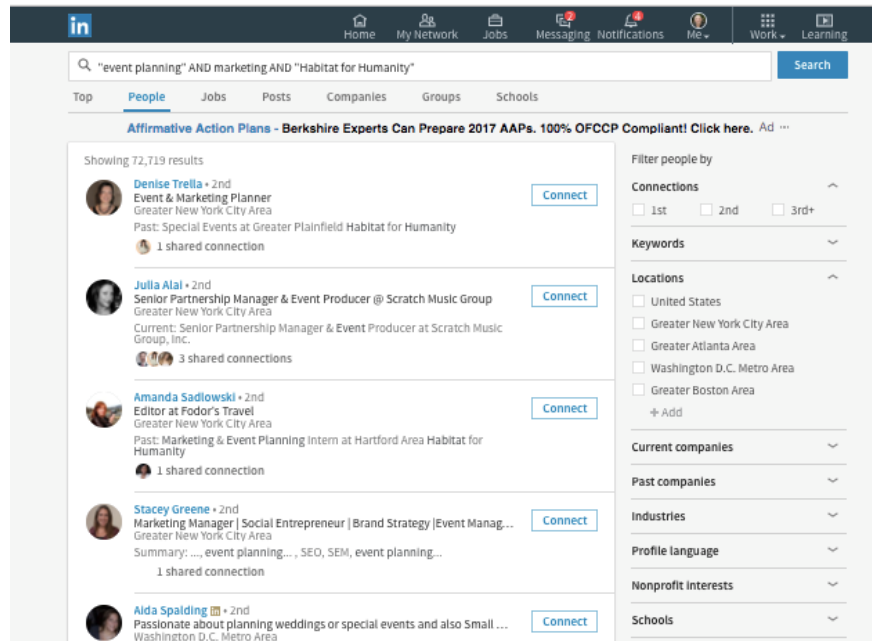
Next, in the Keyword Search box, enter your appealing skills and the name an association that you belong to or a organization where you have volunteered.

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 1st degree or 2nd 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.