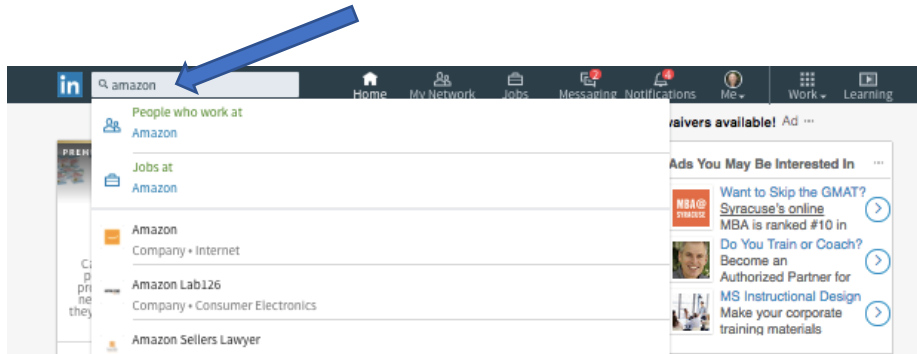
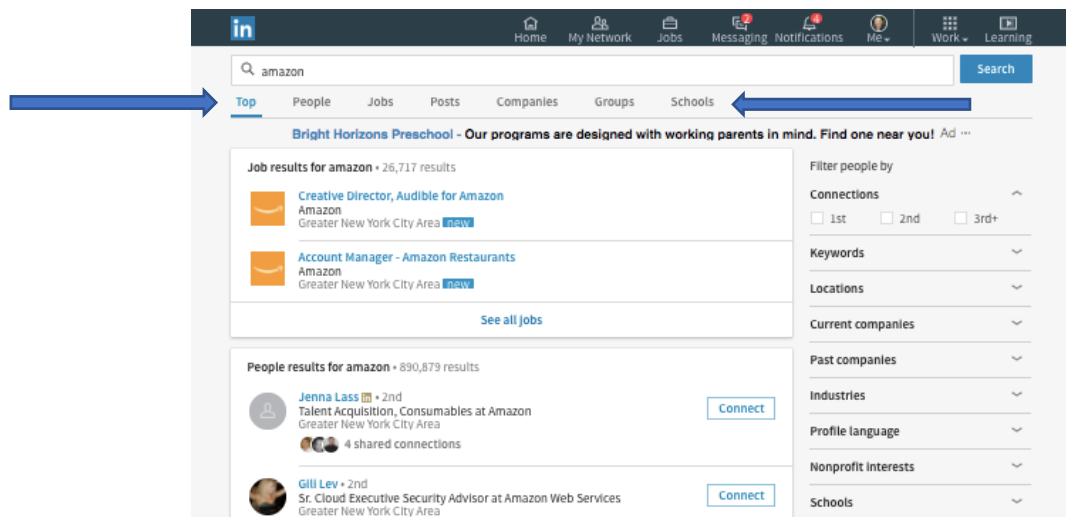


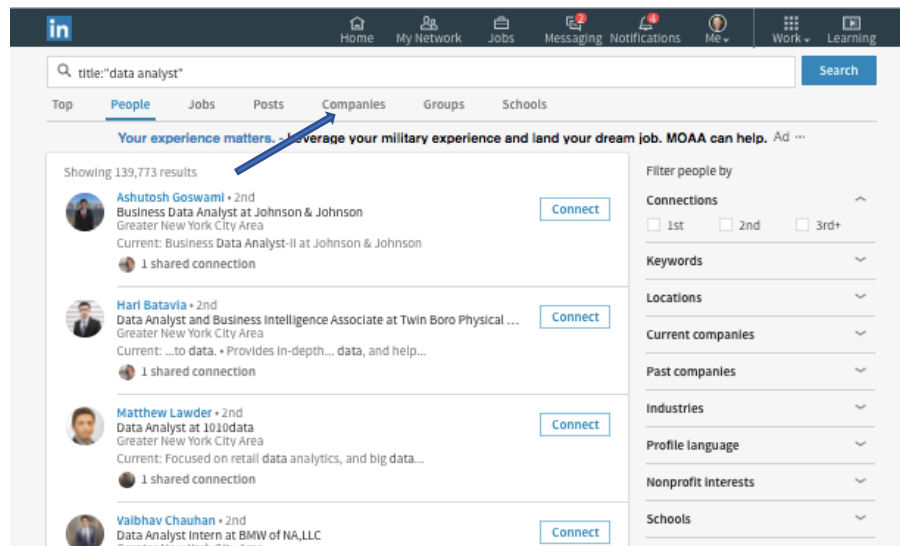
Search Strategy Instructions: In the Keyword Search box, enter the name of an appealing company. In the image below, we'll use Amazon. Be sure to put quotation marks around any company names that have two or more words.



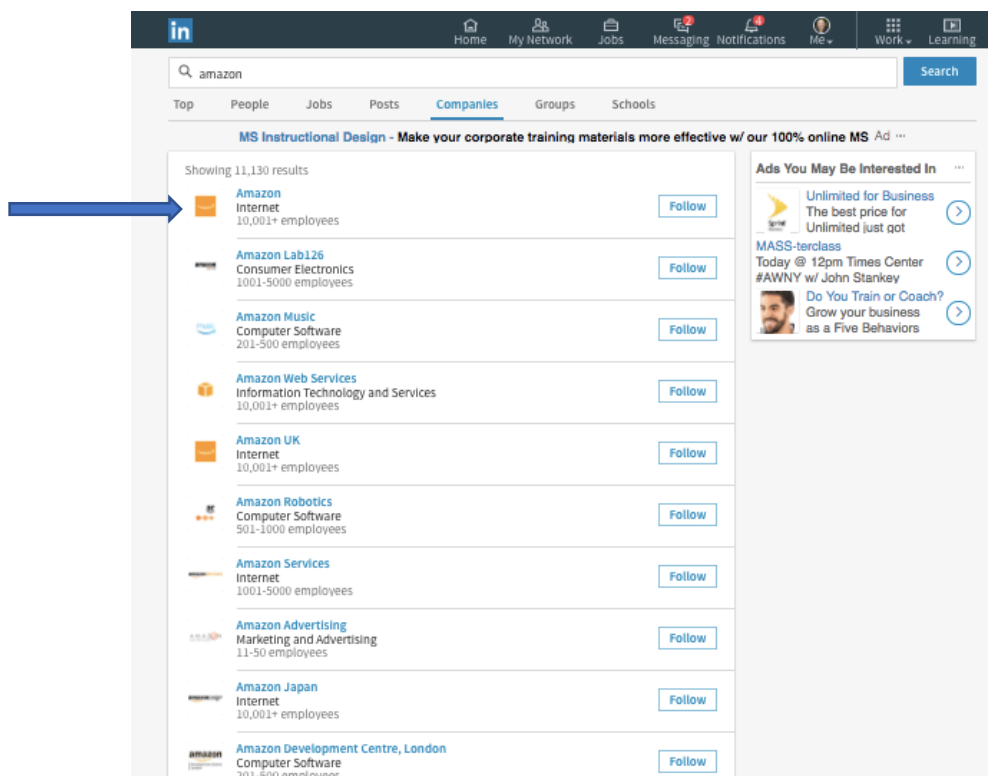
After you enter the company name, click on the blue search icon / magnifying glass image to the right of the Keyword Search box, and you'll see a results page that will look similar to the image below. Notice (between the two arrows on the image below) there is now a 'menu' bar with tabs that include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



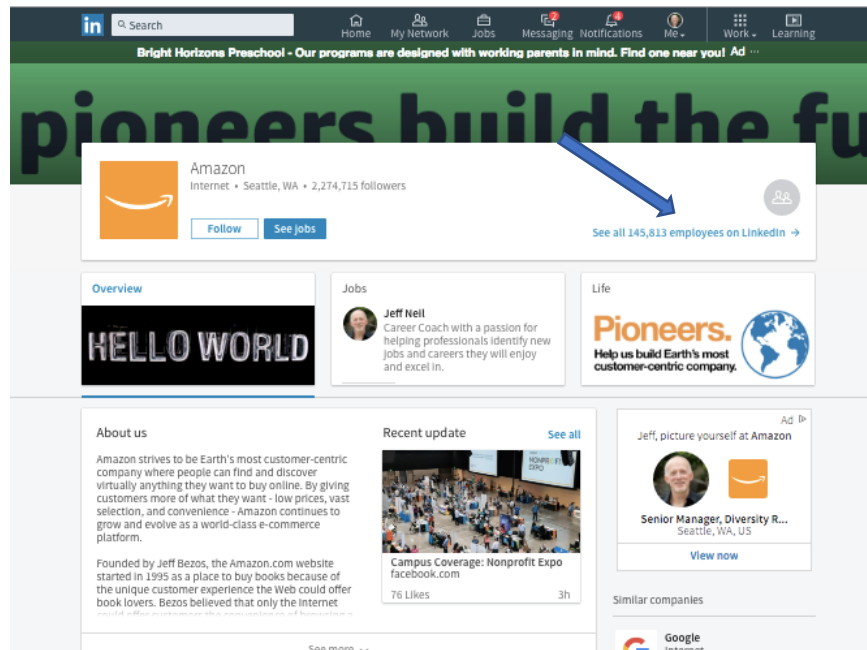
To find the company's home page on LinkedIn, click on the Companies tab.



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.

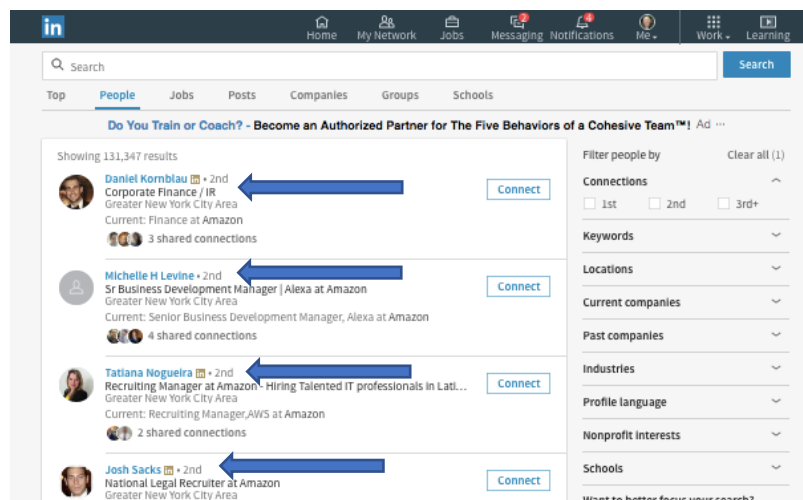


You've now arrived at the company's Home Page on LinkedIn. Next, click on "See all employees on LinkedIn".

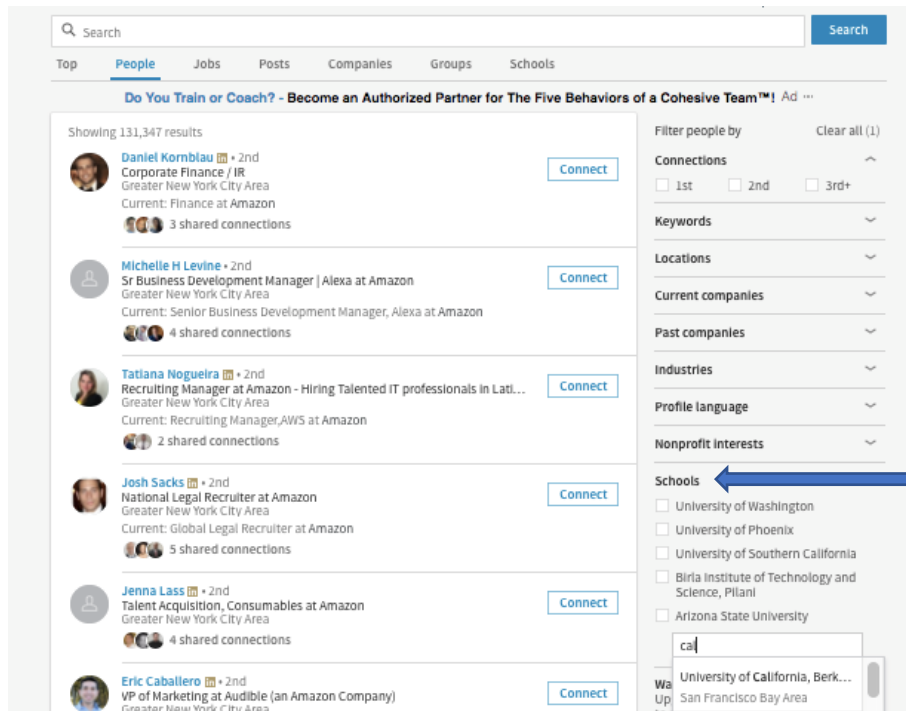


LinkedIn will now show you the profiles of employees who work at that company.

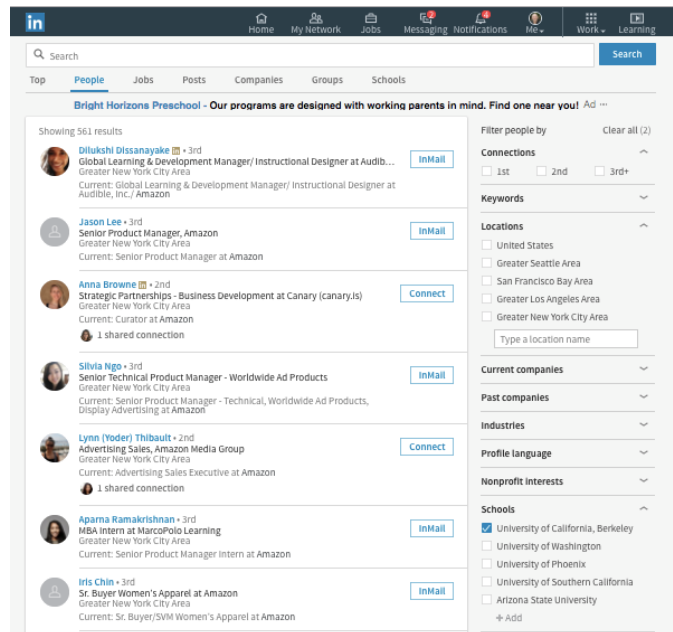
Look to the right of each person's name to see if you have any 1st degree or 2nd degree LinkedIn connections that you can contact for informational interviews (see ***Understanding LinkedIn Connections*** to learn about LinkedIn connections).



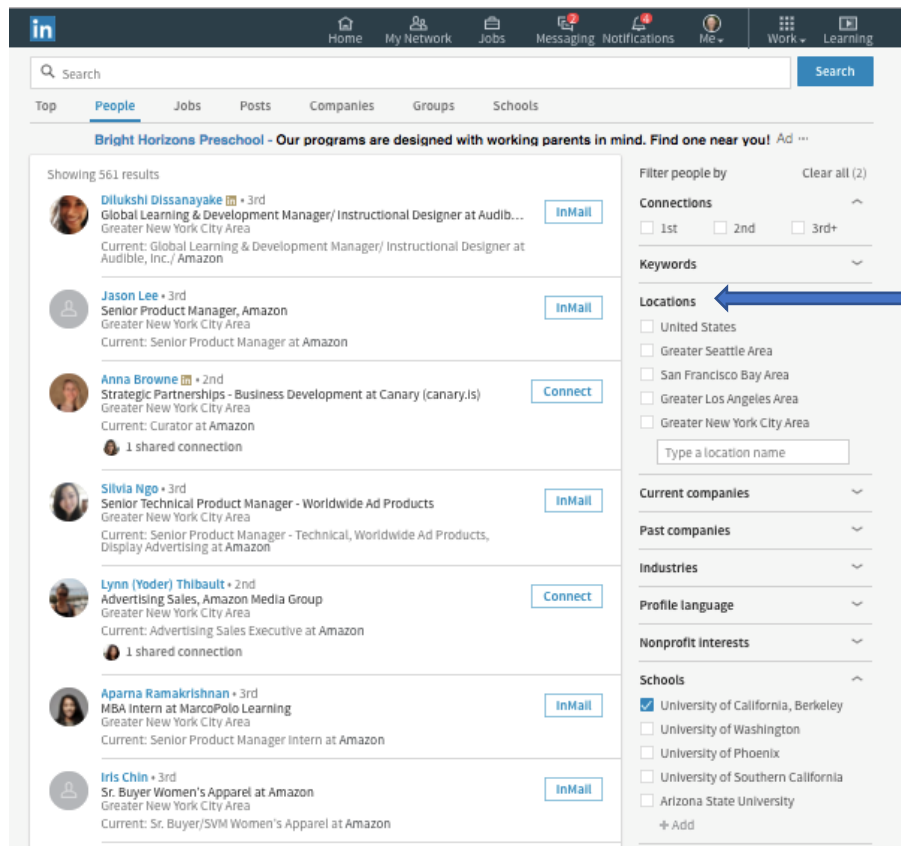
You can now narrow your search results to people who attended the same schools (i.e., colleges and universities) you attended by clicking on 'Schools' (see arrow in bottom right corner of the image below) and then entering the name of the school you attended (see image on next page).



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



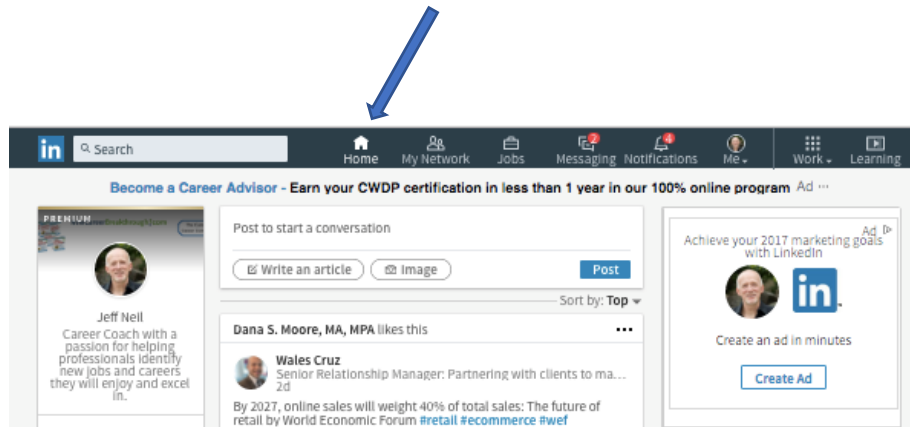
If you want to talk to people who work in a specific geographic region, you can indicate the geographic area in the Location boxes. Simply click on the Locations tab (see arrow in image below) and enter the name of a geographic region. Do not choose a geographic area if you are willing to talk to people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



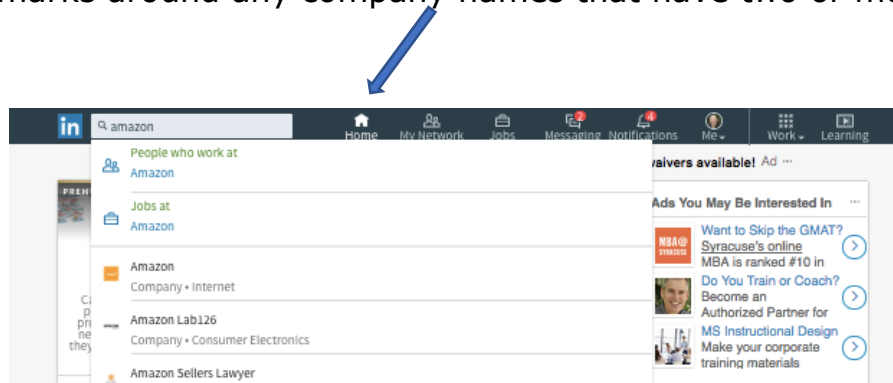
Association and Volunteer Connections Search

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:

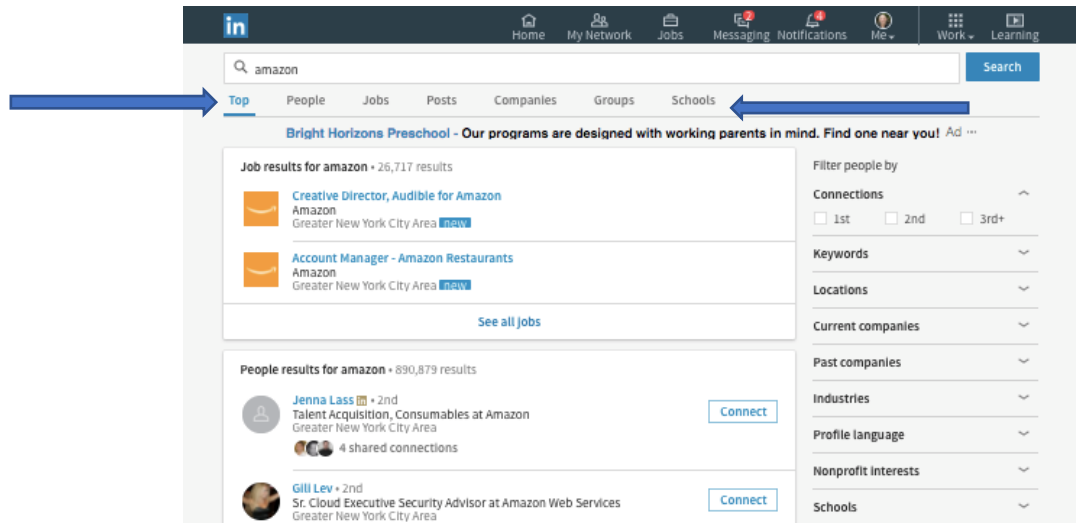
Begin a new search by clicking on the 'home' image in the navigation bar.



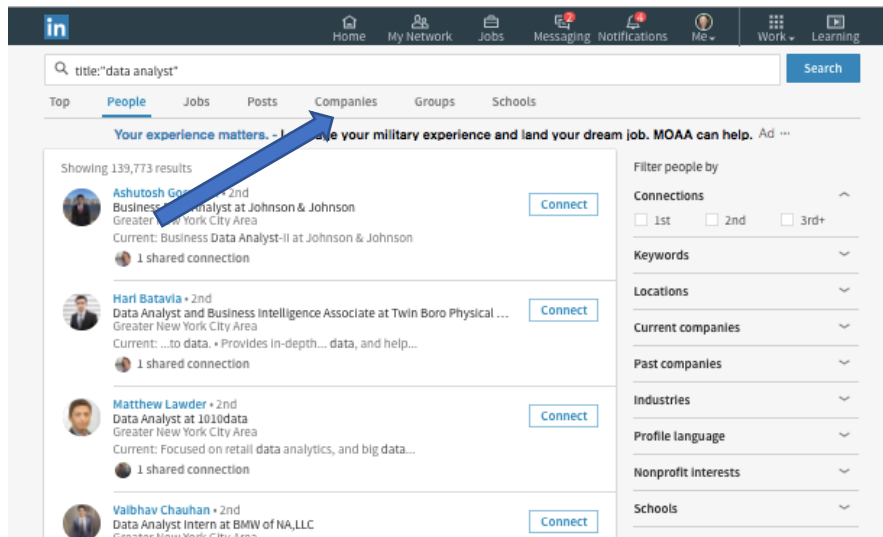
In the Keyword Search box, enter the name of the company that you want to target. In the image below, we'll search for Amazon. Be sure to put quotation marks around any company names that have two or more words.



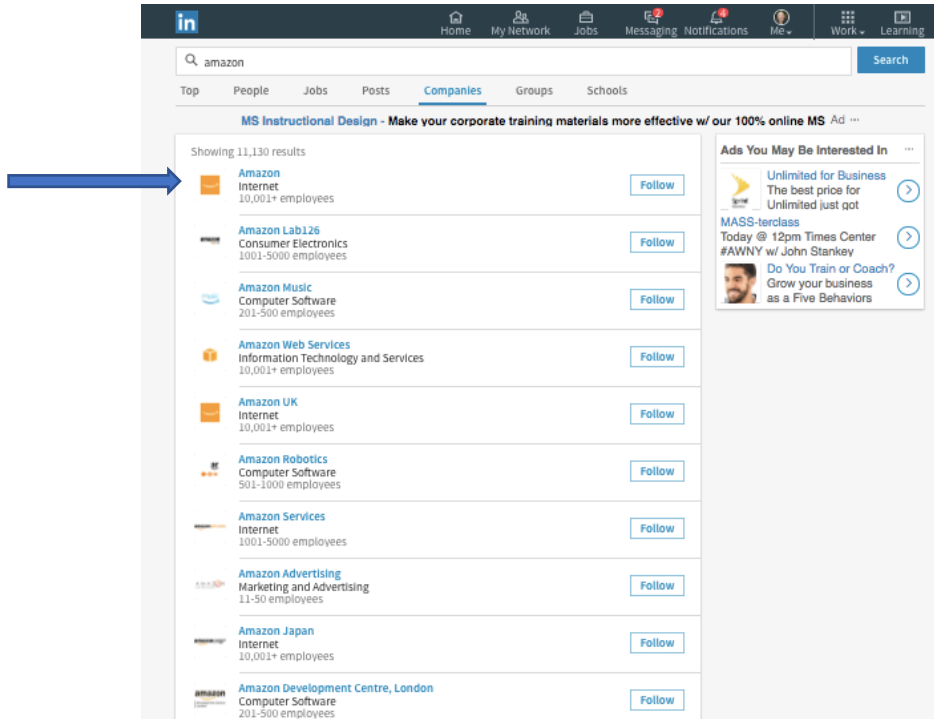
After you enter the company name, click on the blue search icon / magnifying glass image to the right of the Keyword Search box, and you'll see a results page that will look similar to the image below. Notice (between the two arrows on the image below) there is now a 'menu' bar with tabs that include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



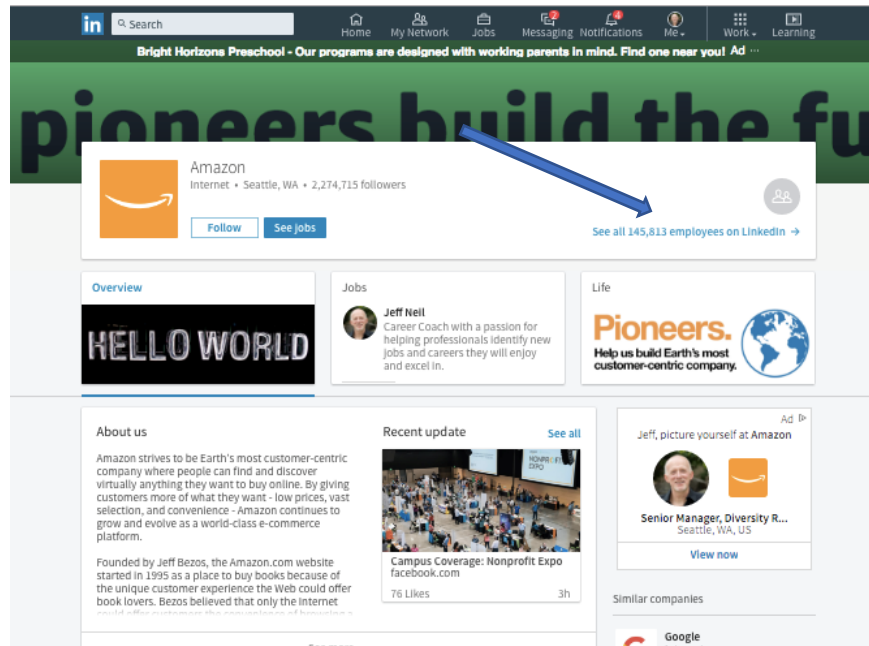
To find the company's home page on LinkedIn, click on the Companies tab.



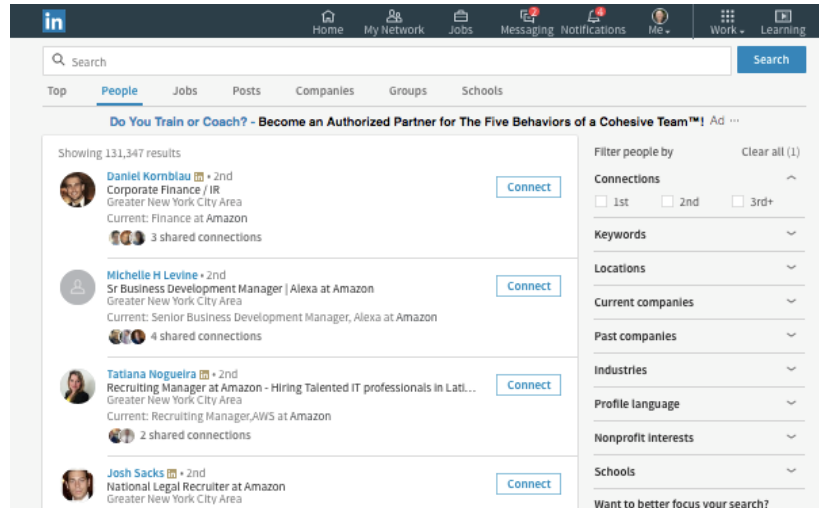
LinkedIn will show a list of all companies with the name that you entered that have a company 'Home Page' on LinkedIn. Find the right company and click on its name.



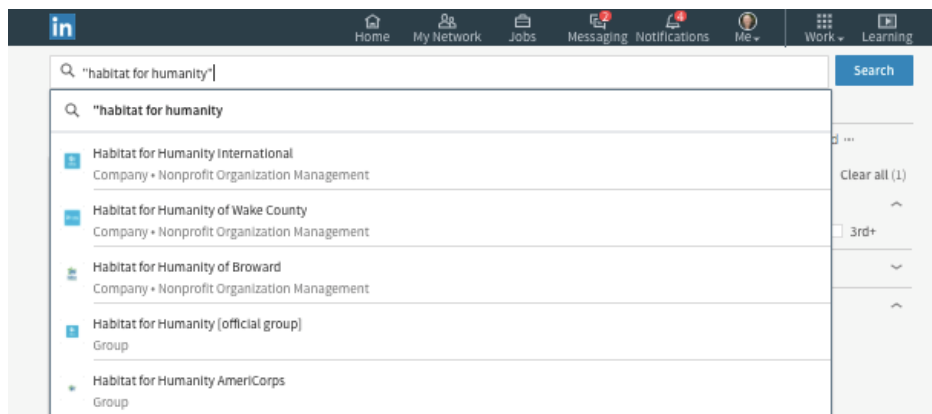
You've now arrived at the company's Home Page on LinkedIn. Now, click on "See all employees on LinkedIn".



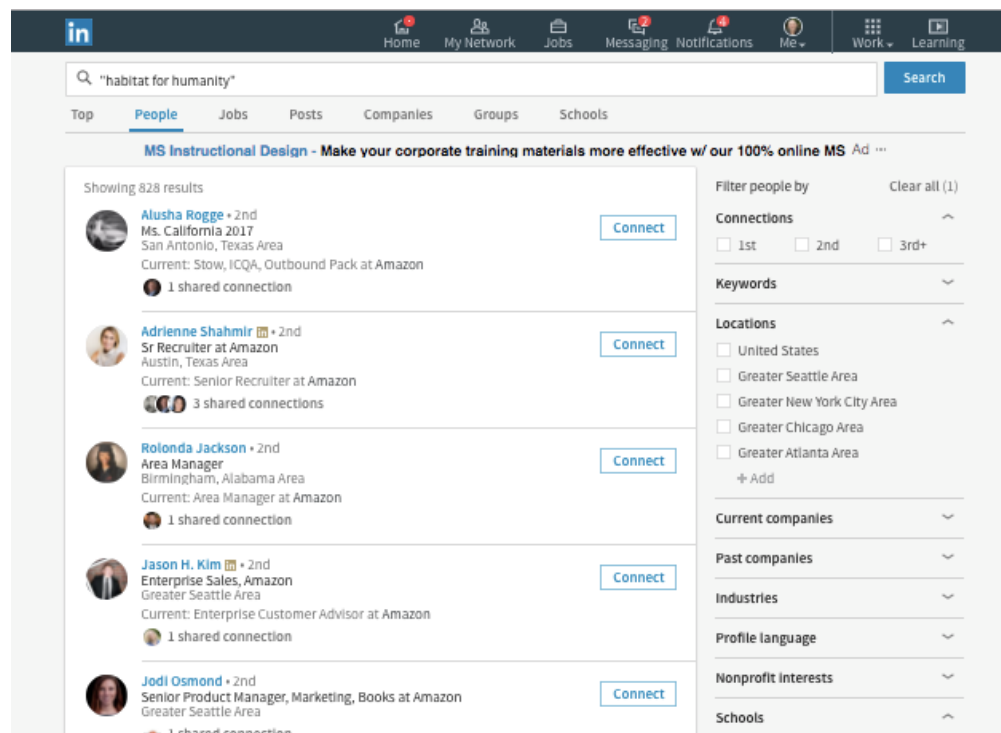
LinkedIn will now show you the profiles of employees who work at that company.



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