15.1 MAKING TIME FOR TODAY'S TASKS

Your principal goal today is to add 33 companies to your COMPANIES worksheet, including some metadata you'll use later to personalise your sales letters to prospective customers within it.

Reserve at least half of today for your searching: it takes 5-10 minutes to find, research, and critically assess a company for your **List**.

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15.2 SEARCH: THE SIX-FIGURE FREELANCER'S TOOLBOX

LinkedIn's **Search** bar is a key tool for adding names to your COMPANIES worksheet. Once you submit a search, it gives you a new navigation bar to refine your search by people, content, company, group, even school.
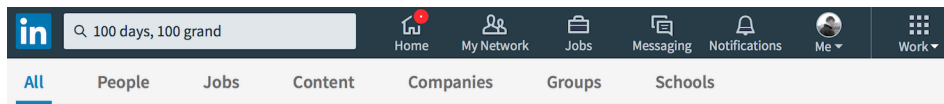

Figure 53: LinkedIn search areas

This is among the most useful features of LinkedIn: it's how you find people, organisations, articles and other content that match your interests—*everything* you need to find common factors you can bring up as openers when introducing yourself to a prospect. Within 100 days, that simple search box will have delivered 3-8 customers paying you £100,000 a year and connected you to a broader network of over 10m people.

While **Part 3** is about finding companies rather than individuals, you'll use similar methods for finding people in **Part 4**—so here's how the LinkedIn search bar works across all its options. To get started, enter any word or phrase you want in LinkedIn's search box and hit Enter. At first, the search results will seem random. The options **People**, **Jobs**, **Content**, **Companies**, **Groups**, and **Schools** make sense of them.

15.2.1 Finding people through Connections

People are the basic unit of LinkedIn, the base of the five-layer model of the economy earlier. LinkedIn's Search makes them easy to find: you've already got around 105 people in your network. So when you find a company, it's a great idea to **Follow** two of its people on LinkedIn: the boss and the head of the department most likely to use your offer to the market.

You don't have to know an individual's name to track down someone of use to you: search for a company, and the **People** tab will show you everyone on LinkedIn who works there. This connection between companies and people is as useful as it gets.
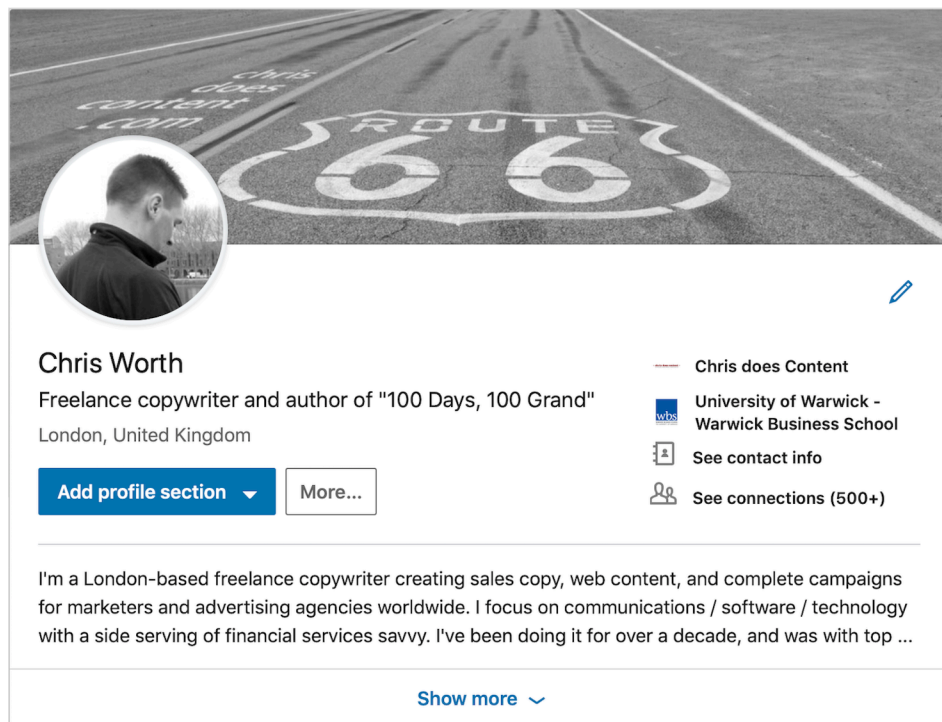
Figure 54: The author's LinkedIn Profile

15.2.2 Using Jobs to find departments

The **Jobs** tab of results gives you a peek into the hiring market. Once you've defined your offer in **Part 2**, it's a useful source of information—because it shows you which companies are hiring people that do what you do. (And also people who *need* what you do.)

Some six-figure freelancers market themselves solely by looking for companies that are hiring, then put themselves forward as stopgap solutions. The jobs market is huge, and LinkedIn Search can turn it into business intelligence for you.

15.2.3 Discovering Influencers from content

Content show you the articles and posts related to your search term. Again, it's useful for pinpointing people to connect with: if they're talking about your subject of expertise, it's a reasonable bet that they're a sales prospect.

LinkedIn's top 500 contributors are called **Influencers**. They tend to be recognised CEOs and other experts, whose content is often written for them by others. Billionaires and CEOs abound.

While it's harder to connect with Influencers, it's worth **Following** those with a connection to your subject area, because reading their articles is like taking the pulse of LinkedIn. (Once, LinkedIn's articles feed was *called* Pulse.) More on Influencers **Day 22**.

LinkedIn's **Follow** function lets you keep track of what a company or person is up to. By clicking Follow on a Company Page or LinkedIn Profile, their content will appear in your **newsfeed**, even without Connections in that company. You can see who you're Following on your own Profile. Needless to say, you should Follow all the companies and people you add to your **List**.

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15.2.4 Finding and following Companies

Companies is the main tab you'll use in **Part 3**. Companies, of course, are an organising principle of LinkedIn: as a business network, LinkedIn's primary method of grouping its members is by the organisations they work for. Looking at a Company's page is the starting point for extending your network within an organisation you're interested in.
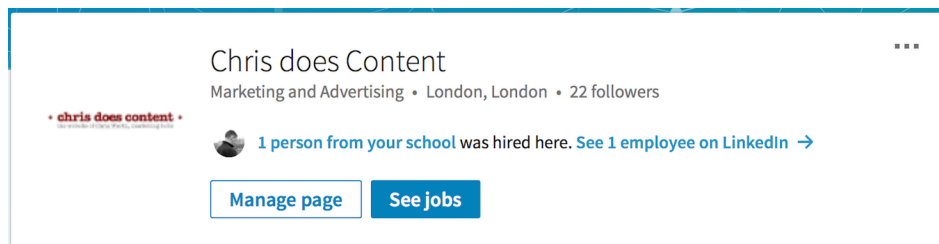

Figure 55: LinkedIn companies tab

You'll see an incredible variety of companies from all sectors—private, public, and charity—but above a certain size, virtually all organisations have a reasonably accurate LinkedIn **company page** complete with its industry sector and location.

Using the links, you can see a list of employees, jobs on offer, even people there who went to your university. Once you've identified a company you want on your **List**, finding the right people within it can be startlingly simple—that's the purpose of **Part 4**.

When you look at a Company page on LinkedIn, you'll see useful links like *2 of your Connections work here*. That's what makes the Company page a great source of new Connections and prospects.

15.2.5 Joining and contributing to Groups

Groups (under **Work** on the main nav) are set up by LinkedIn users around an organisation, topic, or shared interest. Some are open to all, while others restrict membership.
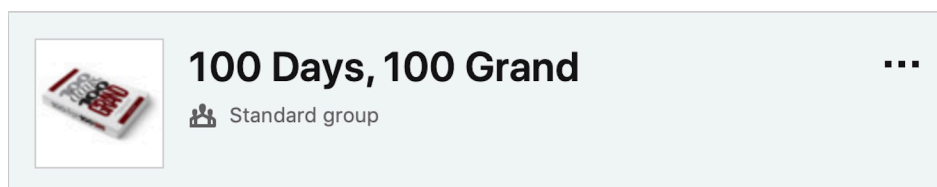
Figure 56: LinkedIn Groups

You become part of Groups by **Joining** them, and interact by starting **Discussions** and submitting **Posts** and **Comments**. Groups are great for introductions—when you initiate a Connection, you can mention a common Group as an interest.

15.2.6 Tracking down Alumni with Schools

LinkedIn's **Alumni** feature is a secret weapon: when did you last refuse a conversation with someone who went to your University? When reaching out, it means you'll always have an opener.
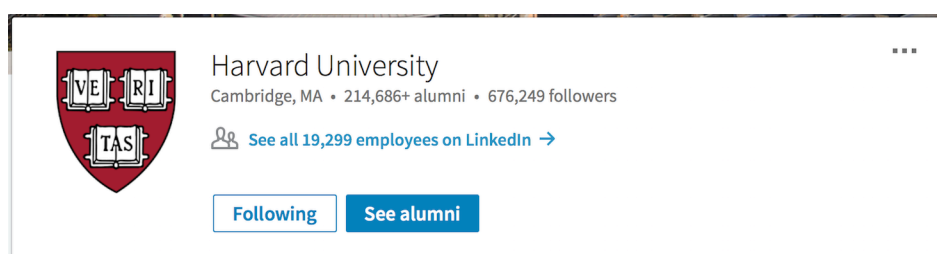

Figure 57: LinkedIn Universities tab

There's more. The **See alumni** link does more than show you a list; it gives statistics on what they do and who works where. If you learned 25 people from your school worked at a company you want as a customer, the Alumni list is a great way to start making those Connections.

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15.3 KEYWORDS ARE HOW YOU SEARCH FOR COMPANIES

Those are the tools, but what do you search *for*? With **Part 2** done, that's the easy part. The documents you've produced so far are a rich source of keywords—words and phrases that describe yourself, your market, your hopes and dreams. With practice, they can connect you to the companies and people who need your services most.

15.3.1 With your Spidergram

The circles on your Spidergram from **Day 9** give you words and phrases for the activities you love—and many of them will be areas of interest for companies' business activities across LinkedIn. Add your Spidergram scribblings into the search box and see what ideas come up.