

# LinkedIn Prospecting



## Map Your Prospect Personas

Developing a strategy for finding the right people on LinkedIn will help you focus your time more effectively. Who are your ideal prospects? By completing the following information you will end up with a focused plan to grow your business

**List all the Titles of people that you want to target. Full titles as well.  
e.g. Chief Executive Officer**

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**List the industries you want to target. Add location or region you serve.**

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**List specific companies you want to target**

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**Complete a separate worksheet for TWO prospects that you want to target.**

This information will be used for input parameters in the "Advanced" search option in LinkedIn and in the Trigger Event Selling session.

To help you with this, think of answering these 5 questions when searching:

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- Who do I want to meet? (Customers, employees, vendors, suppliers, referral sources & strategic influencers)
- What keywords would those individuals use to describe themselves? (In titles, geographic locations, companies etc.)
- What LinkedIn groups do they usually join? (Search using above keywords)
- What relationship can I leverage to assist me in meeting those individuals?
- What goals or objectives can I set relating to those types of individuals?

**Now come up with some specific actionable goals related to those types of people:**

<input type="checkbox"/>	I am going to use LinkedIn to identify, get introduced to, and meet two new people from this category each month
<input type="checkbox"/>	I am going to join a new group that this category of individual belongs to
<input type="checkbox"/>	I am going to review my 1st degree connections to find people I can connect to in my industry on a monthly basis

<b>Titles used:</b>	<u>Marketing manager</u>	<u>Marketing Administrator</u>	<u>Marketing Director</u>	<u>Product Marketing</u>
<b>Category:</b> Customer, employee, referral etc	<u>Prospect</u>			
<b>Keywords that describe them</b>	<u>Marketing budget</u>	<u>Marketing planning</u>	<u>Social media marketing</u>	
<b>LinkedIn industry:</b>	<u>Marketing</u>			
<b>Geographic regions</b>	<u>Johannesburg</u>	<u>Pretoria</u>	<u>Sandton</u>	
<b>LinkedIn Groups</b> they belong to:	<u>Marketing association</u>	<u>Marketing communication</u>	<u>Fashion marketing</u>	
<b>Specific Action Steps (include timeframe for accomplishment)</b>				
<u>I will join and be an active member in one new marketing related group in the next 12 months</u>				
<u>I will connect with 5 new marketing managers every week</u>				

## LinkedIn Prospect Worksheet

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Titles used		
Category		
Keywords describing them		
LinkedIn Industry		
Geographic region		
LinkedIn groups they belong		

Action:

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Titles used		
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Action: