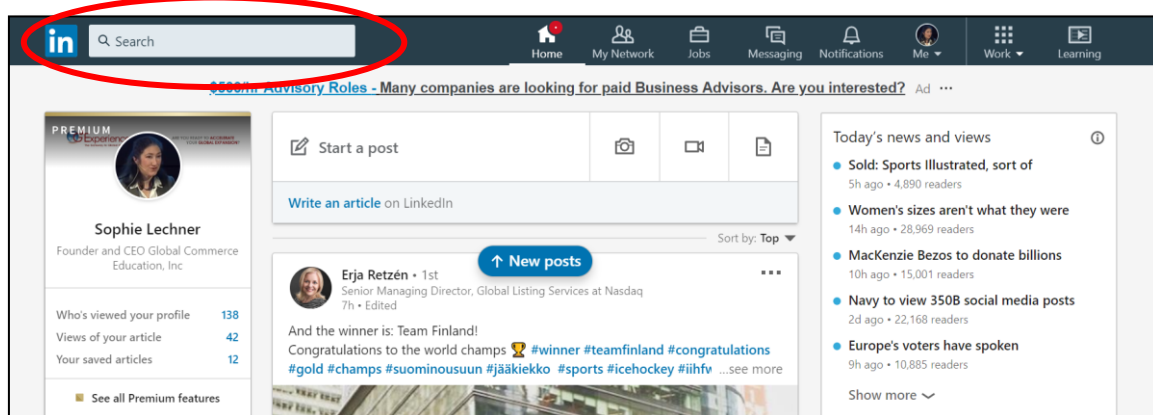


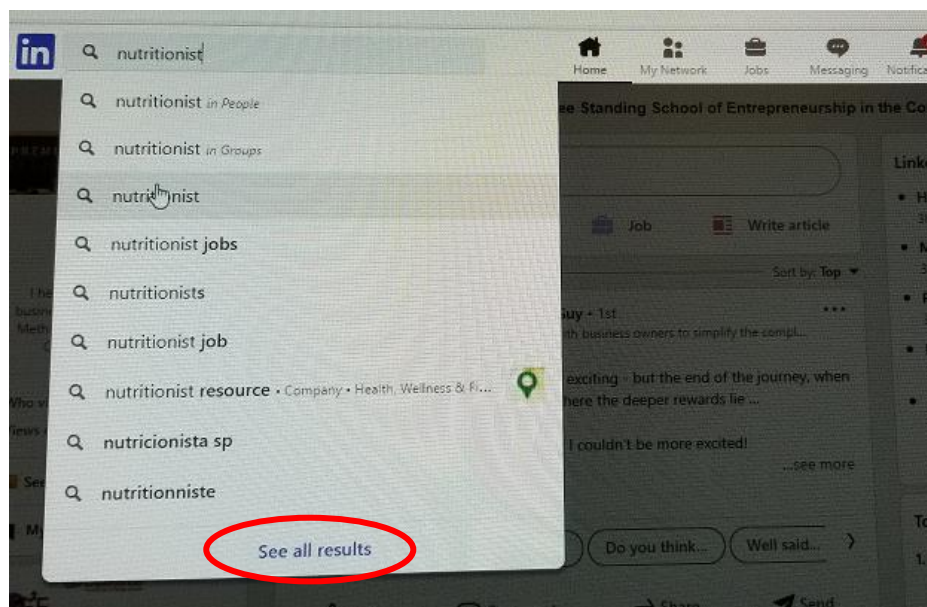


# Searching for Prospects

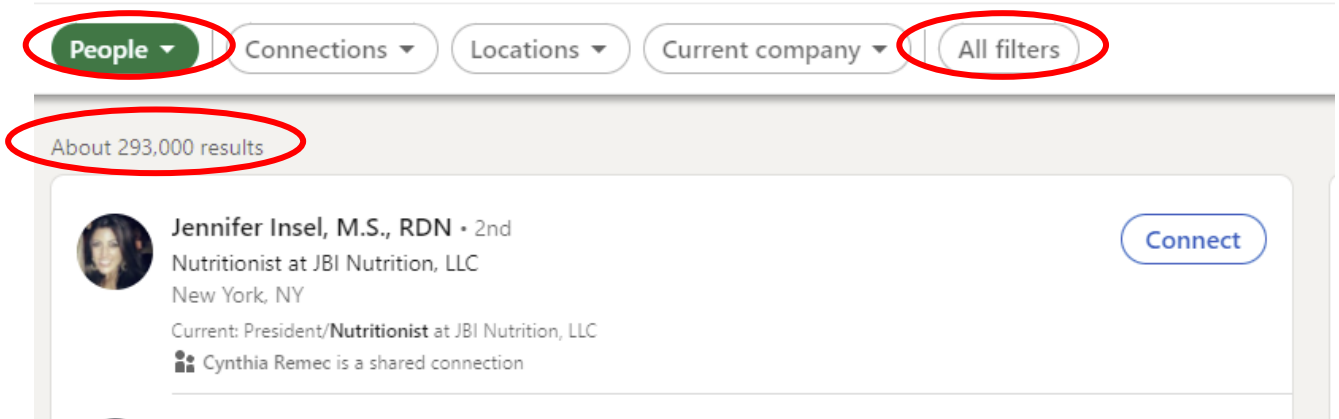
- Start from Home Page Search box
- Enter a search term (you can edit it later)
- Do NOT click “enter”



- Click on “See all results”



- Click on “People”



- In this example, a search for “nutritionist” brings up 293,000 results
- On the right side of your screen, a window will open with a series of filter options (see next page)
- Apply a few filters until the total number of results is down to a hundred or so

- List of available filters

Filter only **People** ▾ by ✕

---

**Connections**

1st  2nd

3rd+

---

**Connections of**

+ Add a connection

---

**Locations**

United States  New York City Metropolitan Area

New York, United States  Brazil

California, United States **+ Add a location**

---

**Current company**

Sodexo  HealthifyMe

Self Employed  Academy of Nutrition and Dietetics

NewYork-Presbyterian Hospital **+ Add a company**

- List of available filters (continued)

**Past company**

<input type="checkbox"/> Sodexo	<input type="checkbox"/> GRSA - Grupo de Soluções em Alimentação
<input type="checkbox"/> Nestlé	<input type="checkbox"/> NewYork-Presbyterian Hospital
<input type="checkbox"/> Sapore S.A	<b>+ Add a company</b>

---

**School**

<input type="checkbox"/> New York University	<input type="checkbox"/> Institute for Integrative Nutrition
<input type="checkbox"/> Centro Universitário São Camilo	<input type="checkbox"/> Cornell University
<input type="checkbox"/> Rutgers University	<b>+ Add a school</b>

---

**Industry**

<input type="checkbox"/> Health, Wellness & Fitness	<input type="checkbox"/> Hospital & Health Care
<input type="checkbox"/> Professional Training & Coaching	<input type="checkbox"/> Food & Beverages
<input type="checkbox"/> Higher Education	<b>+ Add an industry</b>

- List of available filters (continued)

### Profile language

<input type="checkbox"/> English	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Spanish	<input type="checkbox"/> Turkish
<input type="checkbox"/> French	

---

### Open to

<input type="checkbox"/> Pro bono consulting and volunteering	<input type="checkbox"/> Joining a nonprofit board
---	--

---

### Service categories

<input type="checkbox"/> Consulting	<input type="checkbox"/> Healthcare Consulting
<input type="checkbox"/> Coaching & Mentoring	<input type="checkbox"/> Life Coaching
<input type="checkbox"/> Marketing	<a href="#">+ Add a service</a>

---

### Keywords

First name	Last name
<input type="text"/>	<input type="text"/>
Title	Company
<input type="text"/>	<input type="text"/>
School	
<input type="text"/>	

---

[Reset](#) [Show results](#)

- In this example I searched for « nutritionist »
- Who are 2<sup>nd</sup> degree connections
- Who listed “Health, Wellness & Fitness” as their industry
- Who offer coaching and mentoring as a service

That brings up 52 results

The screenshot shows the LinkedIn search interface with the following elements:

- Search filters: **People**, **2nd 1**, **Health, Wellness & Fitness 1**, **Coaching & Mentoring 1**, and **Locations**. The first four filters are circled in red.
- Results count: **52 results** (circled in red).
- Profile 1: **Kristine Bahr, M.S., M.S., LDN** - 2nd degree connection. Functional Medicine Nutritionist at Vitality Beyond 50, Brookline, MA. Current: Functional Medicine **Nutritionist** at Cutting Edge Wellness. Provides services - Life Coaching, Healthcare Consulting, Life Coaching. **Connect** button.
- Profile 2: **Lisa Young, PhD, RDN** - 2nd degree connection. Nutritionist, Speaker, Author, Professor, Health and Wellness Expert, New York, NY. **Follow** button.

- Do NOT click Connect!
- View their profile and engage on their content