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Building your database of prospects in LinkedIn

- 1. Find Your Target Audience Using LinkedIn Search.
- 2. Add Those New Prospects to the LinMailPro, Linkedhelpe, Meet Leonard Queue.
- 3. Choose which LinkedIn Tags to apply inside LinMailPro, Linkedhelpe, Meet Leonard Queue.
- 4. Run **LinMailPro, Linkedhelpe, Meet Leonard Queue** & Send Personalized Invitations to Each Prospect Individually.

Search for "This AND That" Q marketing AND Facebook 命 ജ Search for "This OR That" Q, sales OR marketing G æ Search for "This NOT That" ഷ്ട Q president NOT vice ធ Do a Complex Search Q. VP NOT (assistant OR SVP) ஊ ណ Search for Exact Phrases Q "product manager"

LinkedIn has five field commands: title, company, school, firstname, lastname



Spreadsheet

"by," "in," and "with" aren't used

