

LinkedIn Prospecting Success Checklist

Print off this checklist and tick off each step as you go through the '[How to Find and Connect with Business Prospects on LinkedIn](#)' guide on our Talk About Digital Podcast website.

Build a Highly Targeted Prospect Profile

- Identify your ideal customer (industry, job title, challenges)
- Create a simple persona for your ideal prospect
- Segment your audience based on industry challenges, goals, and behaviour
- Target companies based on size, growth stage, and needs
- Research industry trends to align your messaging

Master LinkedIn's Advanced Search Function

- Use the "People" search and apply filters (location, industry, current company)
- Refine search results using additional filters (past company, school, years of experience)
- Utilise the relationship filter to target 2nd-degree connections

Implement Boolean Search Techniques

- Use Boolean operators (AND, OR, NOT) to refine your search
- Use quotation marks for exact phrases (e.g., "Business Development Manager")
- Use parentheses for complex queries (e.g., "(Marketing OR Sales) AND London")

Leverage LinkedIn's "People Also Viewed" and "People You May Know" Features

- Check the "People Also Viewed" section on a prospect's profile for additional leads
- Regularly explore the "People You May Know" section for new suggestions based on your network

Engage with Prospects Before Reaching Out

- Follow your prospect's profile and observe their activity (posts, likes, comments)
- Like, comment, and share their posts to build rapport
- Send a warm-up message based on a recent post or shared interest

Use LinkedIn Alumni and Company Pages

- Use the LinkedIn Alumni Tool to find prospects with shared educational backgrounds
- Personalise your connection request by referencing your shared university
- Search company pages to find employees at target organisations
- Filter employees by job function or seniority to identify key contacts

Personalise Every Connection Request

- Craft a custom message for each prospect, referencing specific details from their profile
- Focus on mutual benefits and avoid pushing for a sale too early
- Highlight something of value you can offer (e.g., an article or idea)

Monitor and Analyse Your Outreach Performance

- Track your connection acceptance rate to understand what's working
- Evaluate how prospects engage with your content after connecting
- Refine your search criteria based on which prospects engage and convert

Improving Your LinkedIn Prospecting Performance

- Ensure all strategies focus on connecting with the right people
- Continually refine and adjust your approach based on performance to maximise results

By using this checklist and following the related guide on the TAD website you will understand how to utilise the massive opportunity that LinkedIn provides to find and connect with those people that you want to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.