

## How to Use Search Functions on LinkedIn

Social Selling for Financial Professionals

LinkedIn offers advanced search functionality that allows you to target specific types of prospects. You can also save a search to find similar prospects later. Schedule alerts to know when someone new joins LinkedIn who matches your saved search query.

### Perform an Advanced Search



Use LinkedIn to automatically send you new prospects.

1. Visit **LinkedIn.com** and sign in.
2. Click the **Advanced** link to the right of the search bar located at the top of the screen.
3. Narrow your search by using filters such as “keywords,” “title,” and “postal code.”
4. Click the blue **Search** button located at the bottom left-hand corner of the screen to submit the search query.

*TIP: Upgrading to a premium account (for an additional cost) gives you access to more search criteria such as “interested in” and “seniority level.” These criteria are designated with a yellow LinkedIn icon.*

5. You can refine your search results by using the filters below the **Search** button on the left.
6. Click the **Save search** link located underneath your profile picture at the top right of the screen.
7. Name your search query in the **Title** field and set the frequency of alerts in the **Alert** drop-down list.
8. To save this search, click the green check located to the right of the **Alert** drop-down list. If you want to edit or delete this saved search in the future, click the pencil icon or “x,” respectively, located to the right of the **Alert** drop-down list.

*TIP: You can save multiple searches to easily access them from the results page. Based on your alert frequency, LinkedIn will automatically send you e-mails with any new results.*

Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state.

To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit [SocialSelling.PacificLife.com](https://SocialSelling.PacificLife.com).

---

This informational guide is for educational purposes only. Pacific Life is not affiliated with your financial institution. Remember that you must always follow your firm's policies, procedures, and guidelines.

Pacific Life and its affiliated companies are independent of LinkedIn Corporation.

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues.

Newport Beach, CA

I2008-15A

