

How to Prospect for Clients by Age on LinkedIn

Social Selling for Financial Professionals

LinkedIn offers a useful advanced search tool that can help you prospect for new clients. However, it lacks the ability to narrow your search by age. To work around this limitation, you can use the Alumni search tool to create a prospect list in your target age range.

Prospect by Age

1. Visit **LinkedIn.com** and sign in.
2. Click **Find Alumni** under **Connections** from the top menu bar.
3. Use the **Change university** drop-down list to select your targeted university.
4. Change the **Attended** date range to reflect the age group you are looking for by assuming the average person completes an undergraduate degree at 22 years old.

For example, if the current year is 2015 and you want to search for people who are 65 years old, subtract 22 from 65 ($65 - 22 = 43$).

Next, subtract this number of years from the current year ($2015 - 43 = 1972$). This would give you the year 1972, so the date range you may want to select is 1971-1973.

5. Use the interactive graphs and/or keywords to filter your results.

TIP: Type in a high-net-worth profession or role keyword in the **Search** box and select a region in **Where they live** to filter your prospect search even further.



Use this method for your advanced prospecting efforts.

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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.

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