LAURA VIRILI
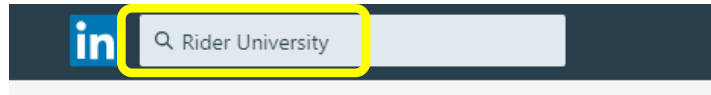## EDUCATING ADVISORS ON CLIENT ACQUISITION & RETENTION
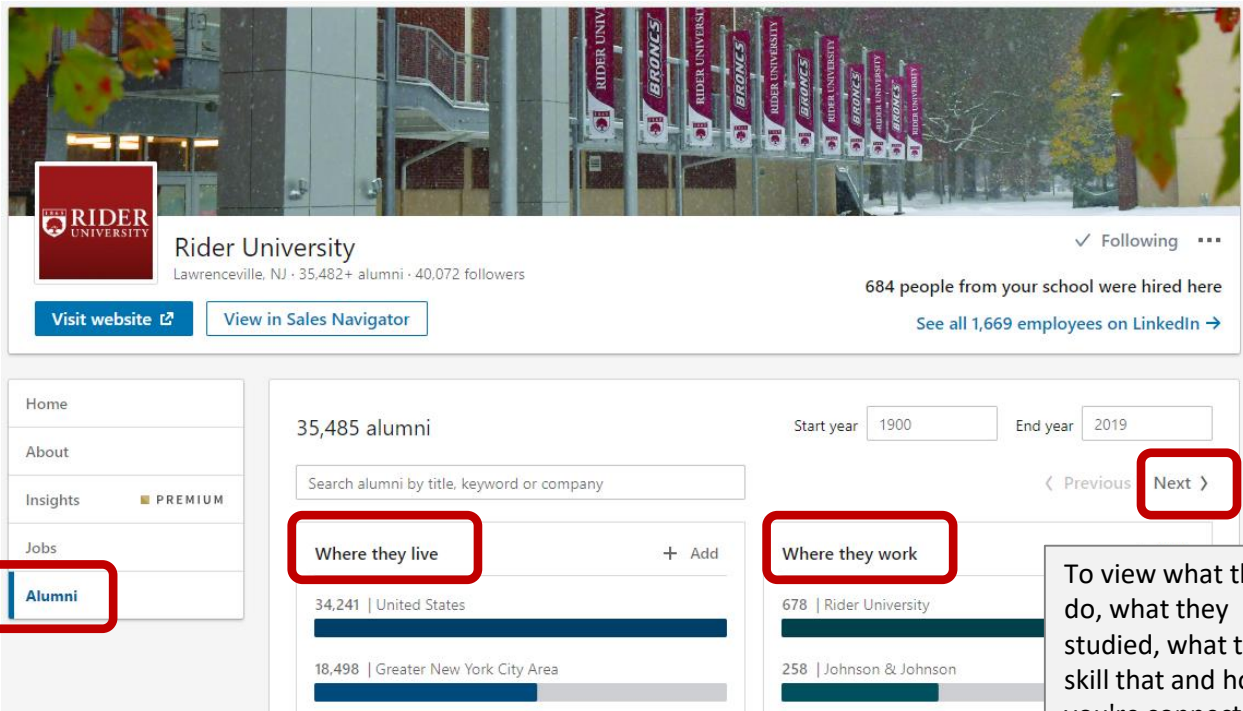
LinkedIn Alumni Search

Tap into the power of the LinkedIn Alumni tool to find ideal prospects, re-connect with alum, grow your network, improve your profile strength and remind your clients, prospects and family about your services.

> Did you know one of the most powerful connection points you can use with C-suite executives is their alma mater?

Search for you **Alumni** from the search box:

When the Alumni page loads, select Alumni from the left-hand menu. Once the page loads, it will display *all* alumni that have attended the university. There are six bar charts, organized by category, that let you further filter the results (displayed on multiple pages). Simply click any bars within the charts that you wish to include the criteria for your search and the results will be displayed. See next page for example.

To view what they do, what they studied, what their skill that and how you're connected, click on the arrow to go to additional pages.

Let's say you attended **Columbia University**, when the page loads it will display all 146,947 alumni. You want to search for alum that are in **Healthcare Services** at **Columbia University Medical Center** living in **Greater New York City.** Simply click on the bar charts and your results will be filtered automatically.

Make a Connection! Once you've identified some alums that are your ideal prospects, reach out with a personalized message, such as:

Hi Sharon,
I'm a fellow XYZ University alum and came across your profile. I graduated in 1990, also with a degree in Business Admin and currently live in the New York area. I was wondering if you would be available for quick phone call next Thursday.
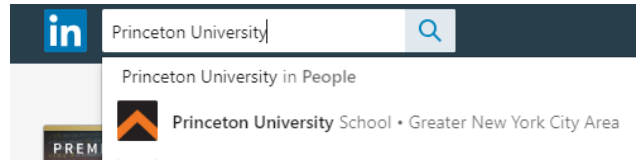*Thank you and Go Tigers!*
Laura
T 555-212-1212
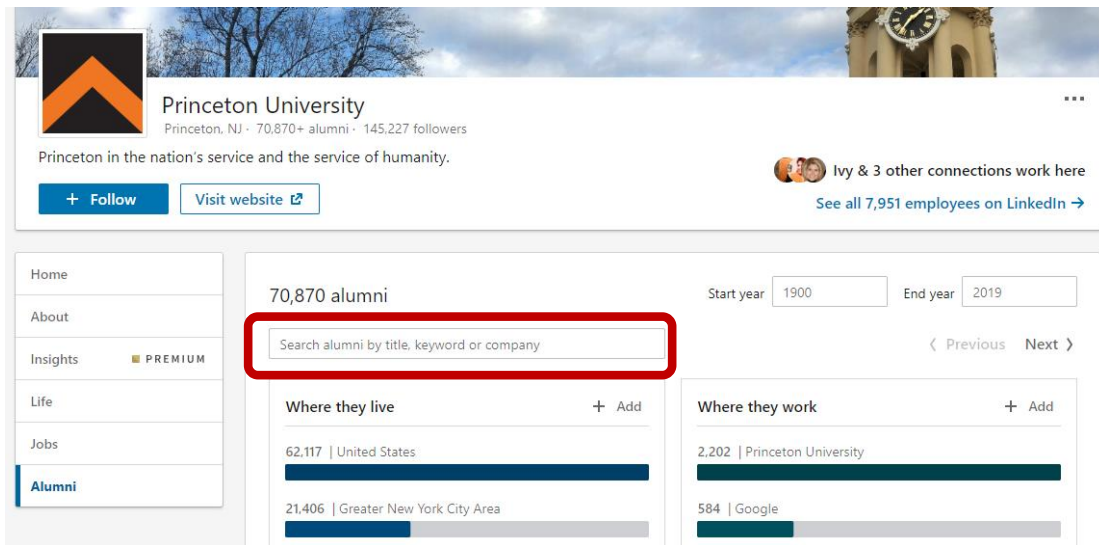
© 2020 http://lauravirili.com

Search a Different University

Let's say you wanted to view alum at other universities (you may have attended a different undergrad or you live close to a university you'd like to target for ideal prospects) it is as simple as searching for a new University from the Search box:

Keyword Search

Go further than standard alumni search filters with keyword search. Use the text box and enter keywords.

BONUS: Search by Age

While you can't search LinkedIn by age, by using the alumni feature and making a few assumptions about graduation year, you can generate a decent list of the age group you are targeting. Let's say you're looking for 45 year olds, you have to assume most graduate college at age 22. Thus count back 23 years (45-22=23) to calculate when most 45 y/o graduated, the actual year would be 1993, but you may want to enter a range of 1990-1995. Results will be displayed of alumni who attended and graduated during that time.

3