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If you use it right, LinkedIn is the most powerful platform in the world.

But LinkedIn does a horrible job of showing you its advanced features.

Here are 10 of them you probably know nothing about:

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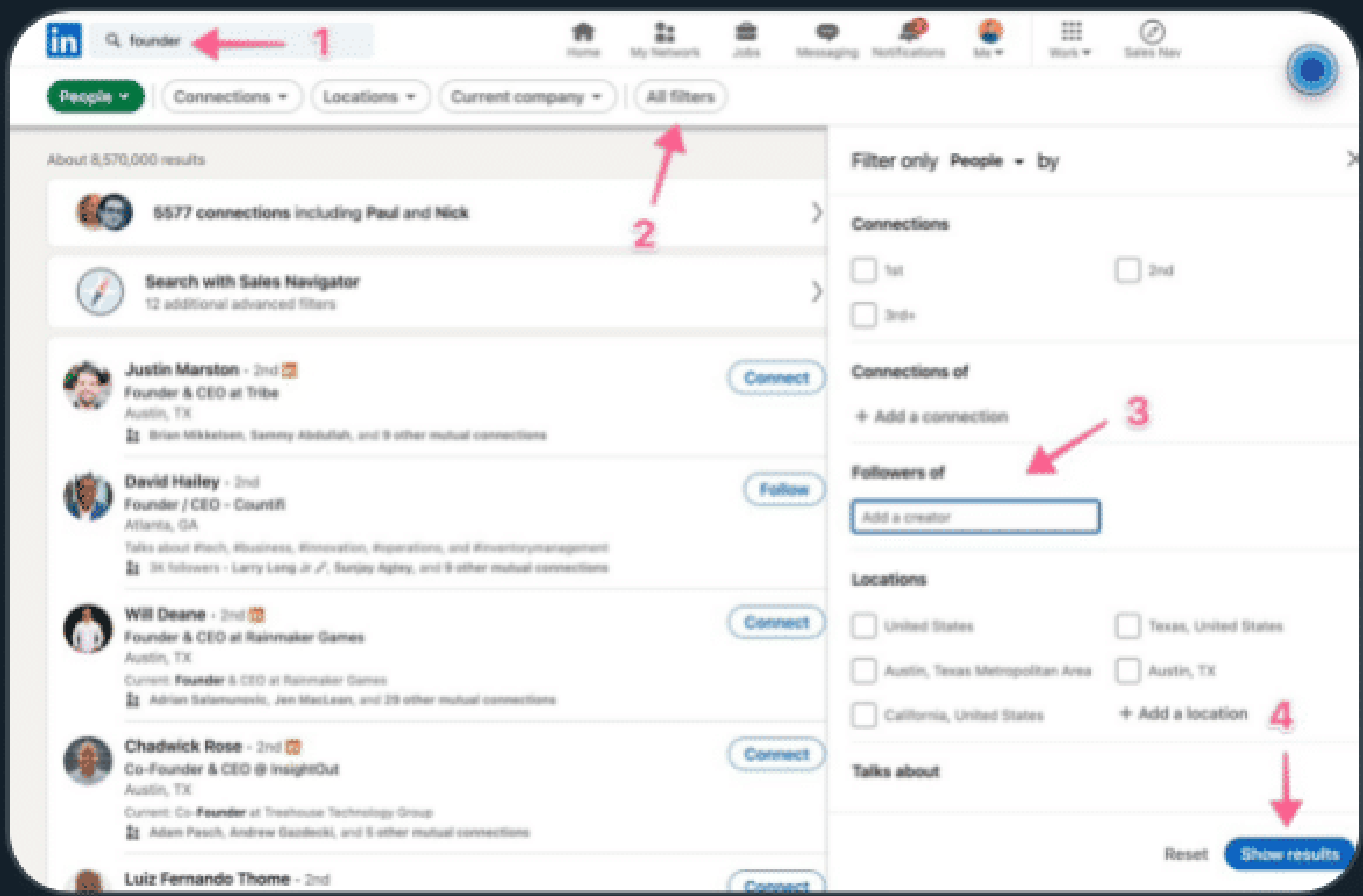
1/ RENT YOUR COMPETITORS AUDIENCE

1. Search your target persona in the search field (e.g. founder)
2. "All Filters"
3. Insert your competitor's name in the "followers of" field
4. Click "show results"

And now you have a list of potential prospects who follow your competitors:



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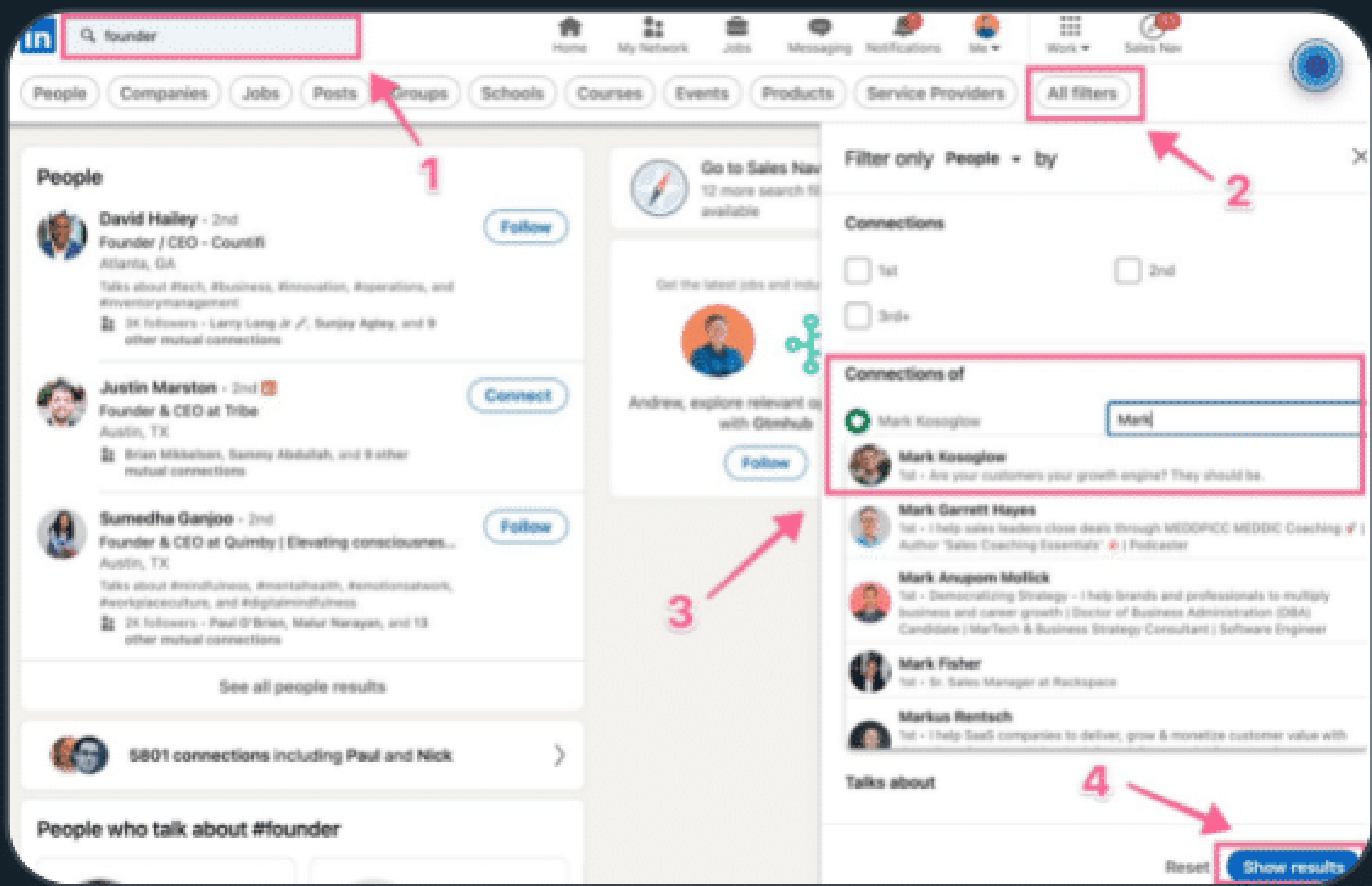
2/ GET REFERRALS FROM CURRENT CONNECTIONS

1. Search persona in the search field (e.g. sales)
2. "All Filters"
3. Insert your connection's name in the "connections of" field
4. Click "show results"

Now you can DM your connection and ask if they'd be willing to introduce you:



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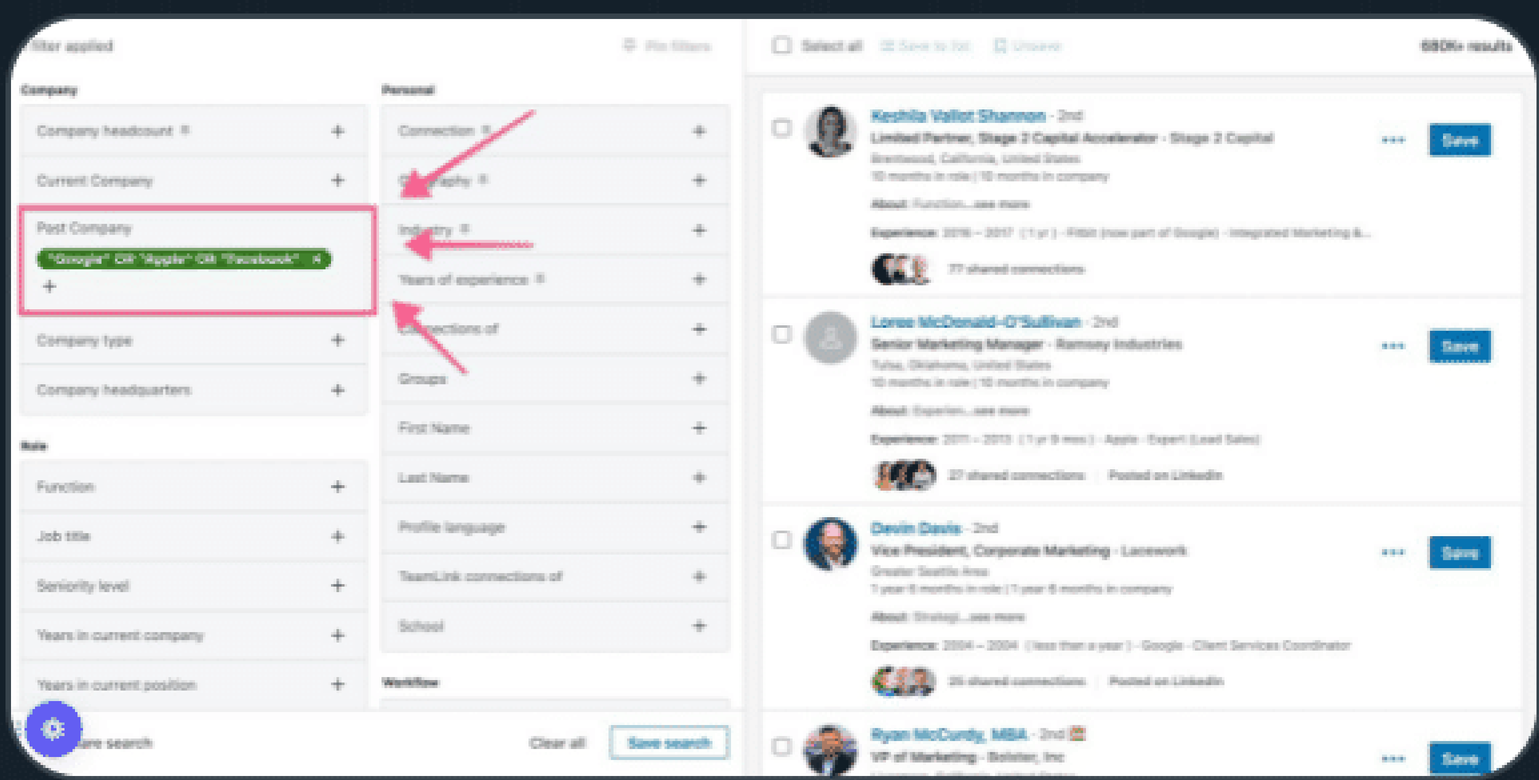
3/ SELL TO OLD CUSTOMERS AT THEIR NEW COMPANY

1. Go to "Lead filters"
2. Find "past company" filter
3. Use a boolean to insert the previous company (e.g. "Google" OR "Apple" OR "Facebook")

These leads:

• Have used your product
• More likely to respond
• Low-hanging fruit



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4/ STAY IN-THE-KNOW ON LEADS

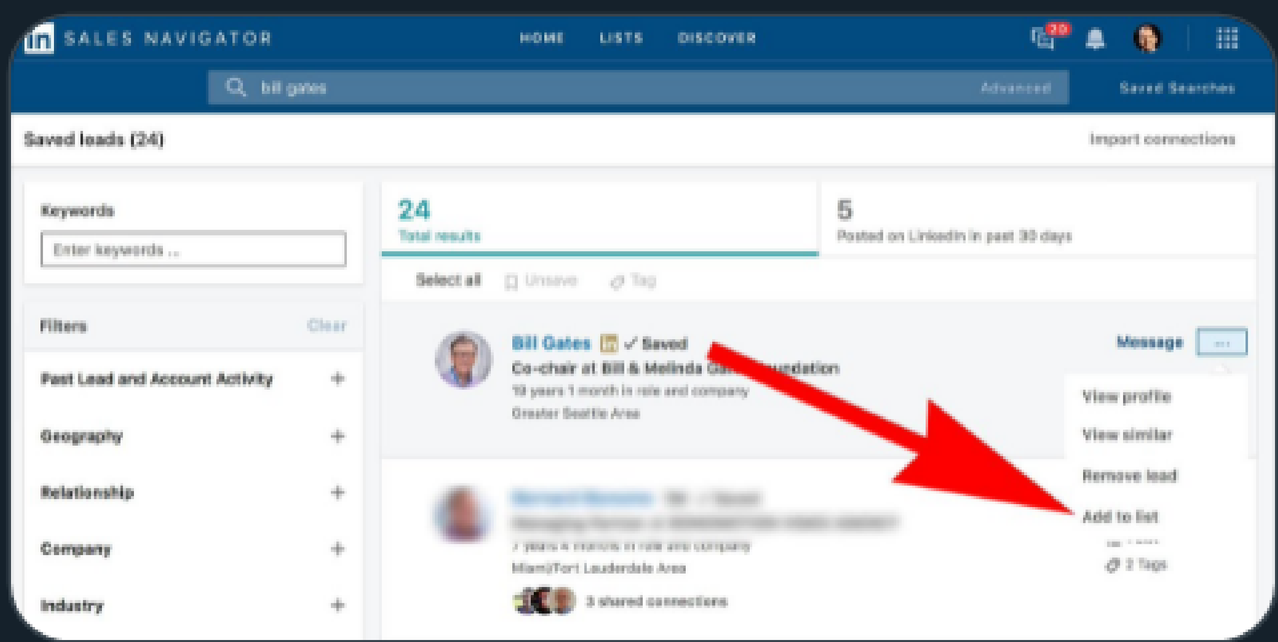
Organize your saved leads into lists.

You can get updates on your leads like:

• job changes
• when they posted last
• if they already follow your company.

Here's how:

1. "Create lead list"
2. Using filters search for ideal leads
3. Add to list



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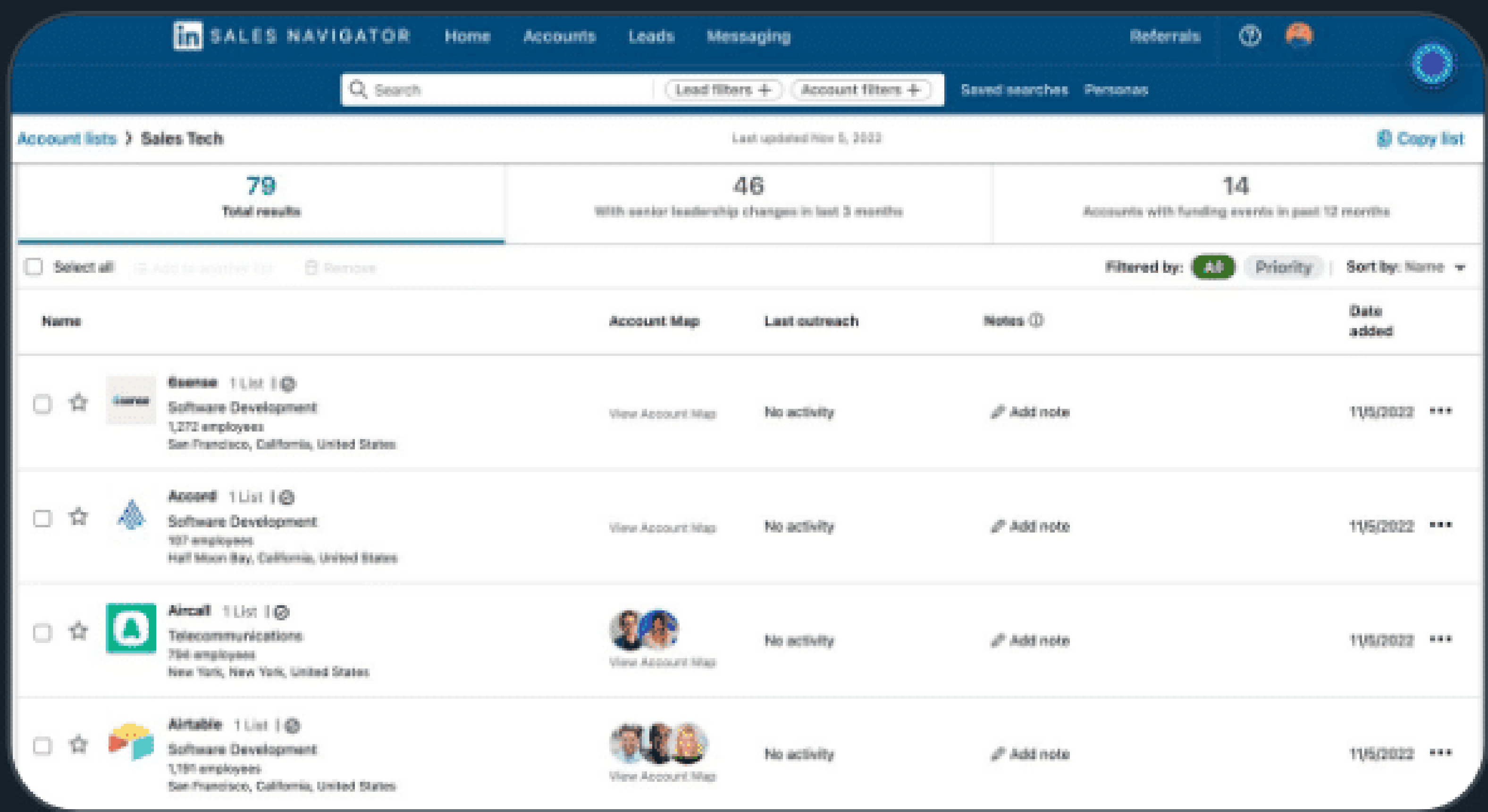
5/ USE ACCOUNT-BASED SELLING TACTICS

Customized account lists let you:

• Filter lead search results by saved accounts
• Share custom lists with your sales and marketing teams
• Add notes to your account lists to organize your thought process
• See recent funding events



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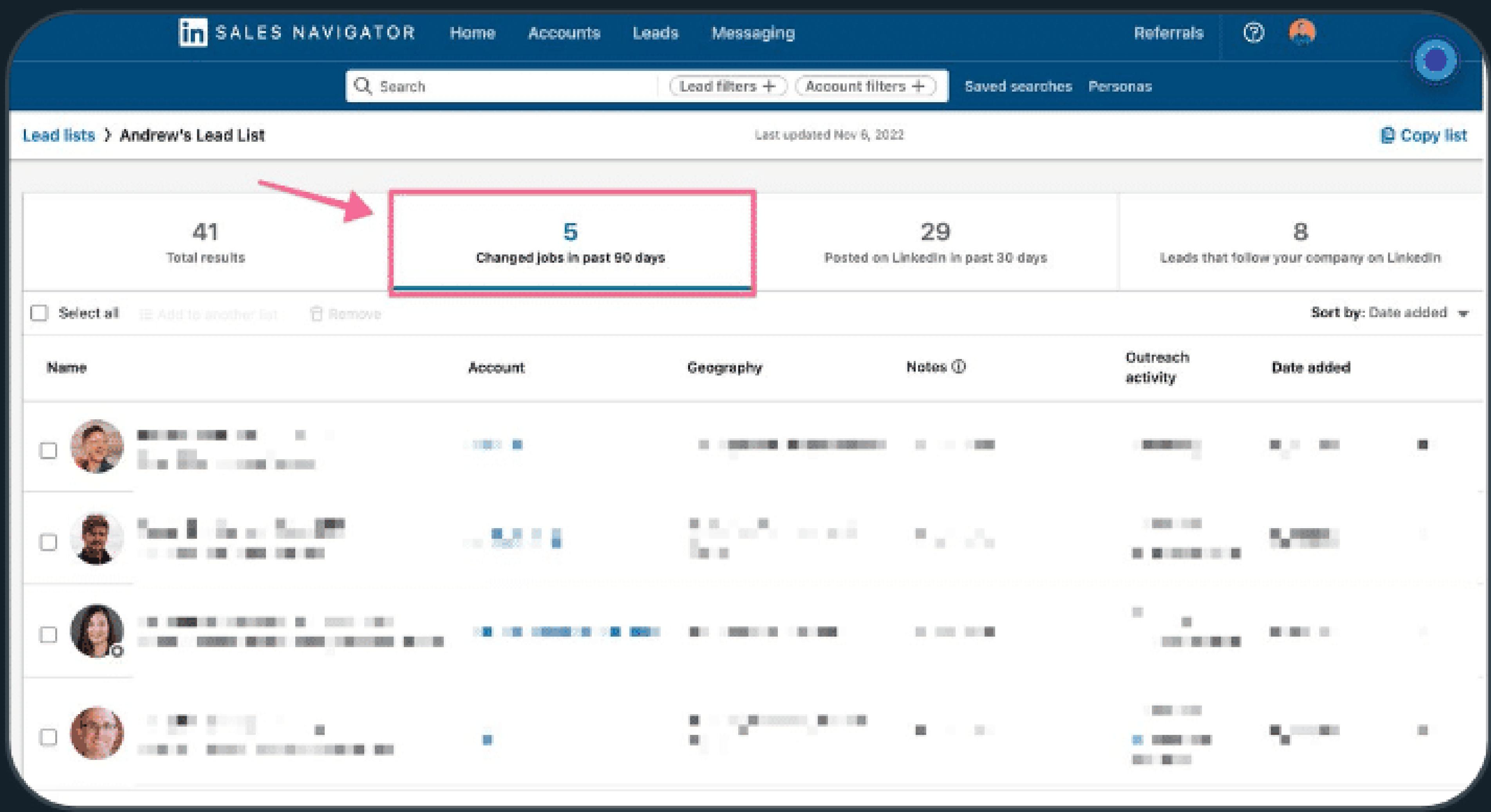
6/ TRACK JOB CHANGES

Job changes are one of the most powerful event-based triggers.

If you're not using LinkedIn to track job changes you're leaving HUGE opportunities on the table.



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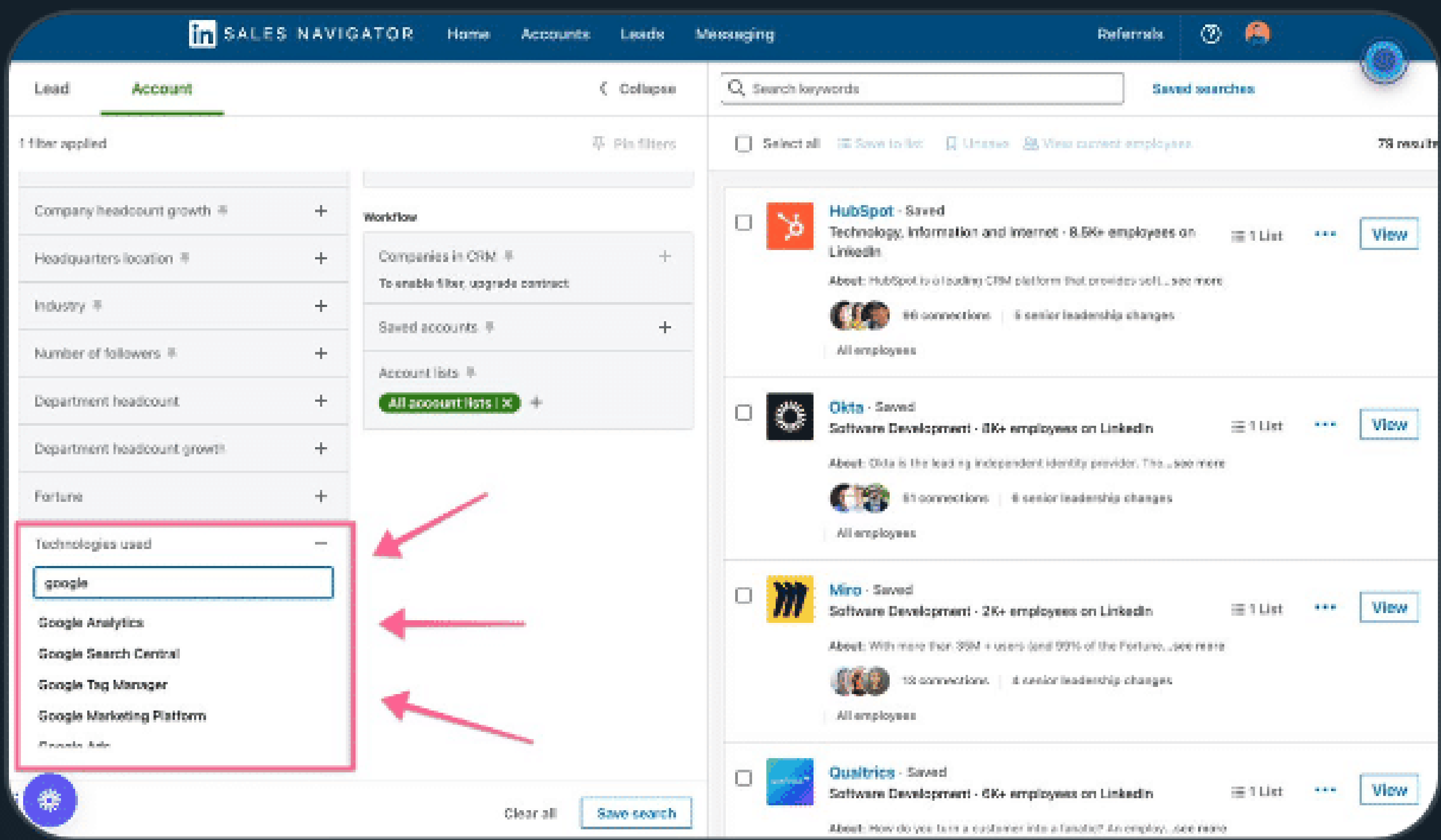
7/ DISQUALIFY YOUR PROSPECTS BASED ON TECHNOLOGIES USED

If they only use OLD SCHOOL tools, chances are they aren't going to buy your NEW SCHOOL tool.

1. Go to Account Filters
2. Enter your account list
3. Enter technologies typical customers use (or don't use)



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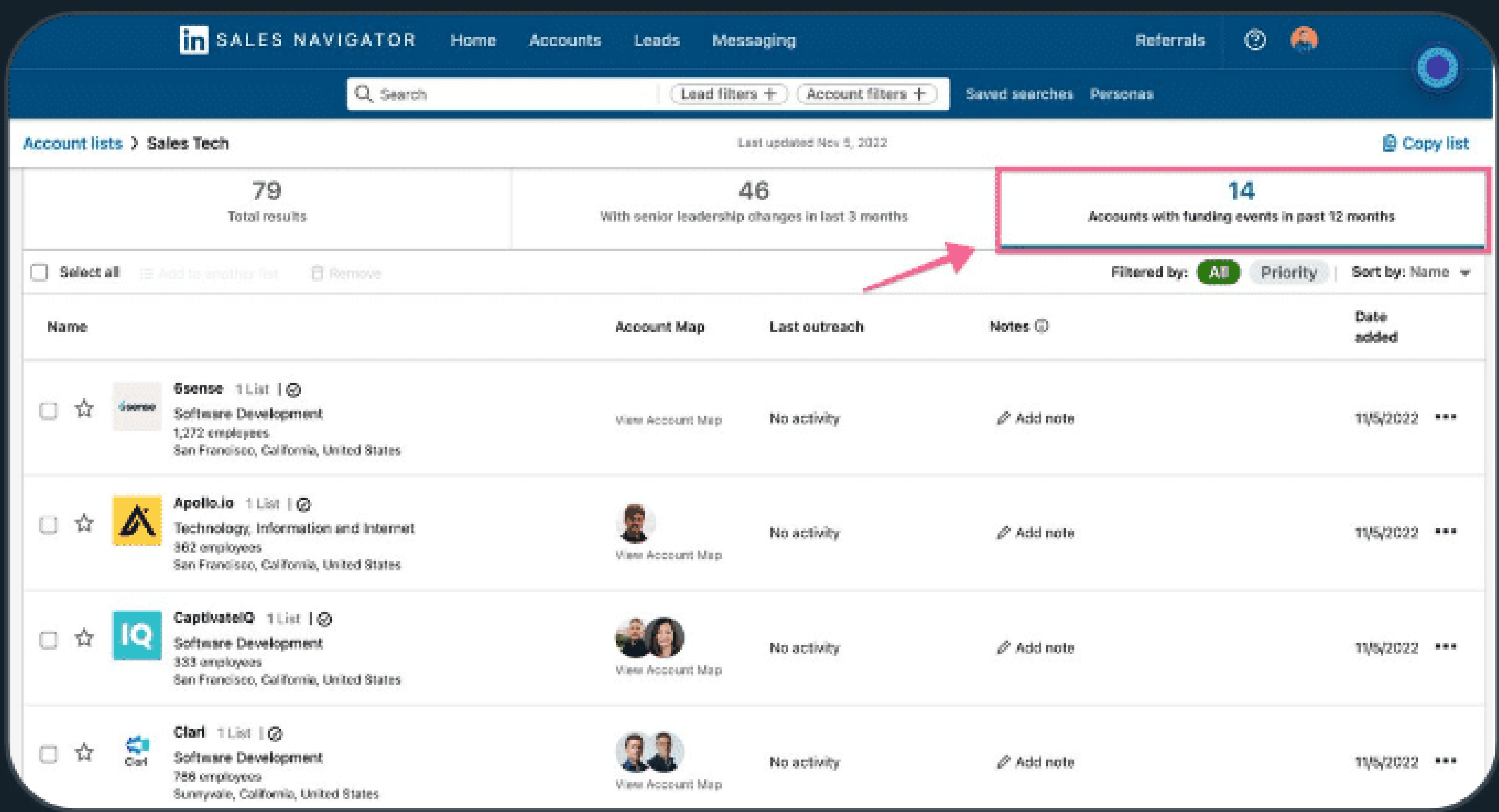
8/ LEVERAGE FUNDING EVENTS

Funding = spending money on new tools.

1. Go to "Accounts" tab
2. Click on the specific account list
3. Select "Accounts with funding..." filter



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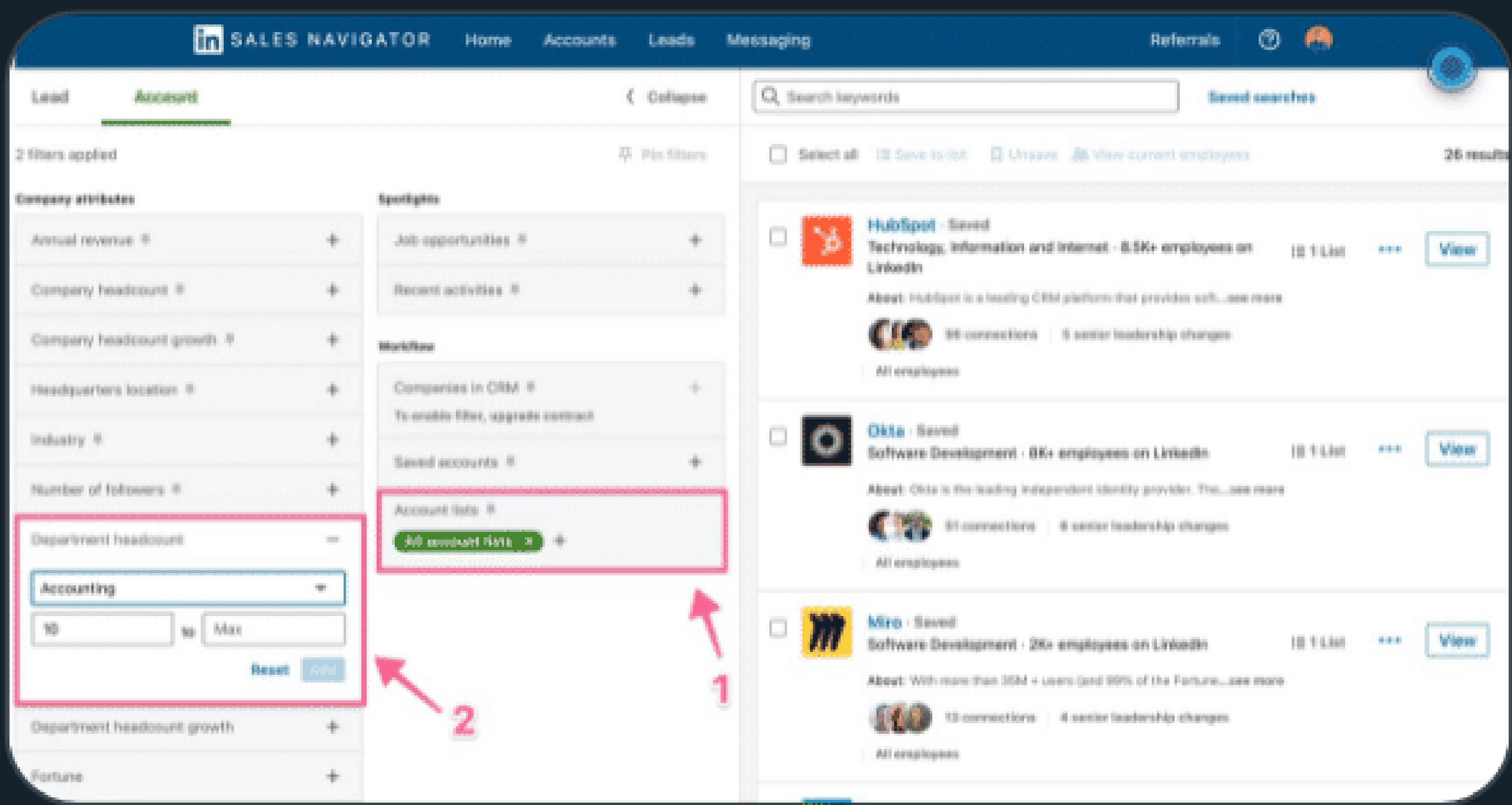
9/ QUALIFY BASED ON DEPARTMENT HEADCOUNT

Selling an Enterprise product?

Chances are the department you sell to has a minimum # of employees.

1. Go to the Accounts filter
2. Add your account list
3. Add the typical MIN amount of employees in the department you sell into



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10/ PIN LEAD MAGNETS

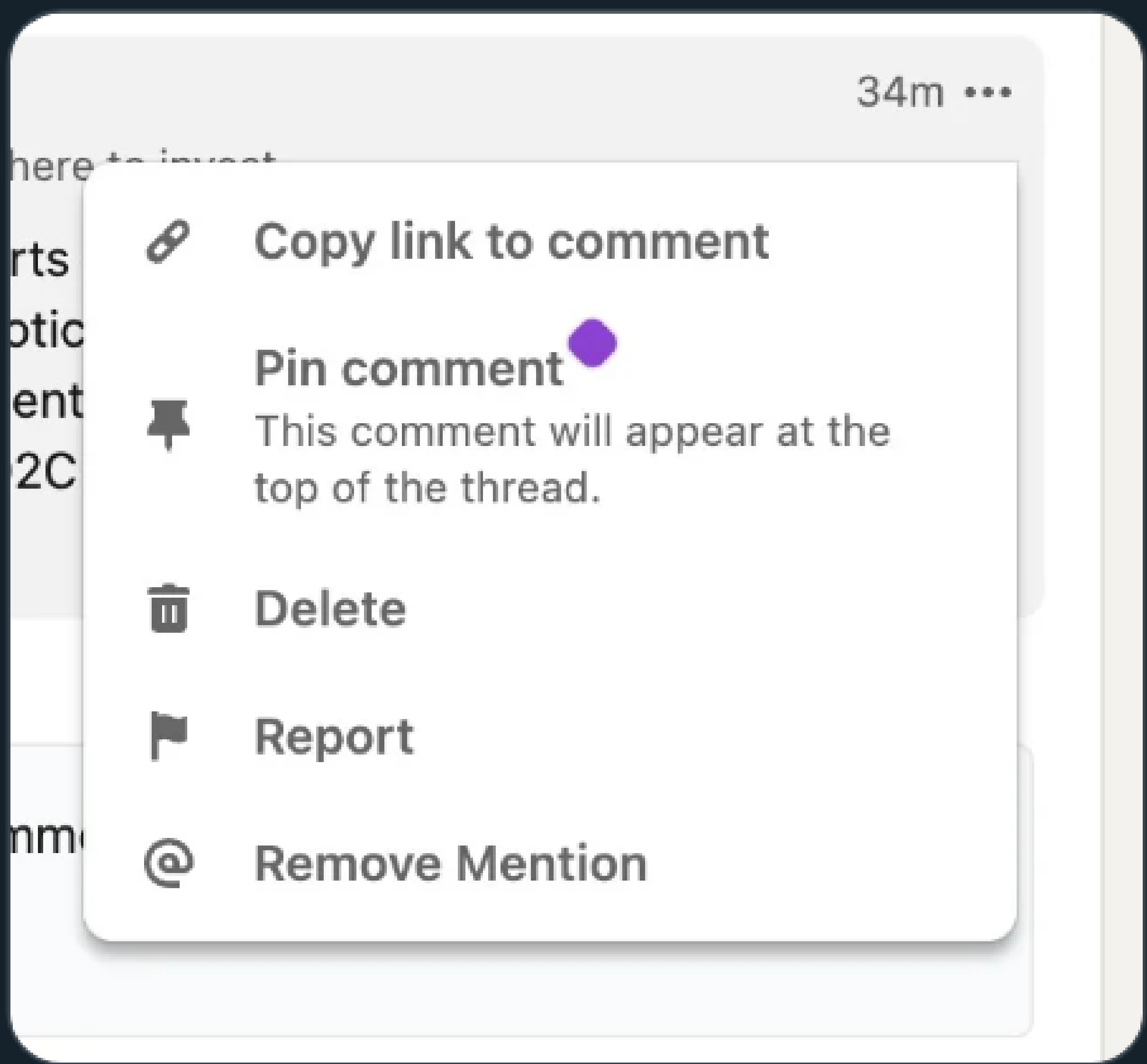
Every post is a chance to offer your free lead magnet:

- Templates
- Cheatsheet
- Ultimate Guide

Here's how:

1. Comment on your post with your lead magnet
2. Click "Pin comment"

Now your comment will be at the top of the list.



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TL;DR - LinkedIn Advanced Features

1. Rent your competitor's audience
2. Get referrals
3. Sell to old customers
4. Stay in-the-know on leads
5. Use Account-based selling
6. Track job changes
7. Disqualify prospects
8. Leverage funding events
9. Qualify prospects
10. Lead magnets

That's a wrap!

1. **Follow me here on LinkedIn** for more valuable content - I'm Andrew Mewborn ☀️

2. **Turn on the bell notifications in my profile**