

Moore eSSentials

Secret Sourcing in LinkedIn

30 Minutes to Millions of Profiles with No Upgrade



Thank you for
joining us.





Say hi to Blue.

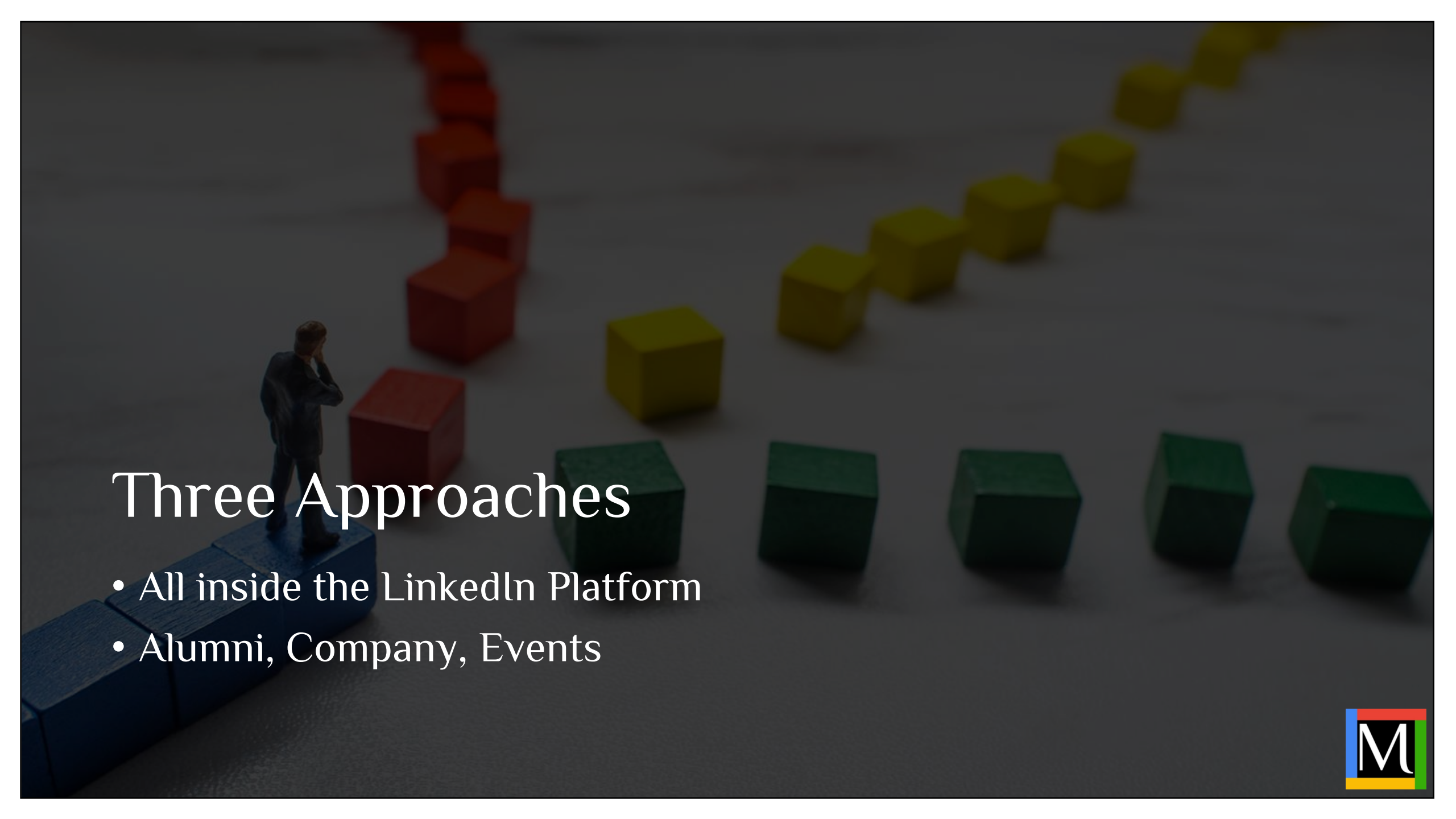
He's working from home and will
announce any **Christmas**
Shopping deliveries.



Our Objective

To enable you to quickly find all levels of professionals on the LinkedIn Platform.

No upgrades required.



Three Approaches

- All inside the LinkedIn Platform
- Alumni, Company, Events

Inside LinkedIn

- Go to LinkedIn and Login
- Doesn't work on mobile
- Doesn't count against free search limit



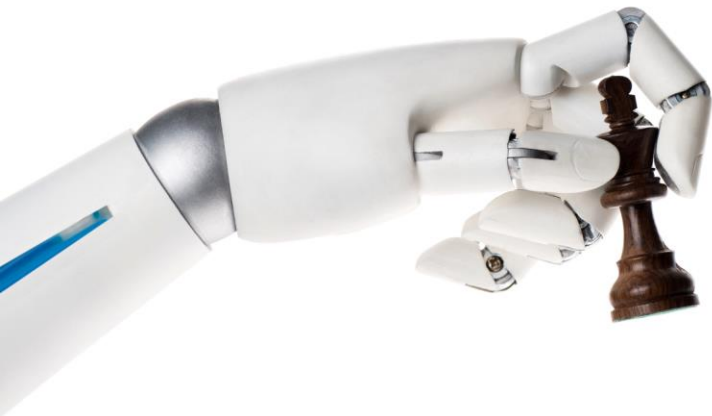
Alumni Search



”

“I only want a person
who graduated with a
degree from one of
these specific schools.”

Increase fit for a difficult to satisfy
Hiring Manager by sourcing first from
the Hiring Manager's alma mater



Strategic Approach



Alumni Search



1. Go to the search function in LinkedIn
2. Type the name of your target law school
3. Make sure it says **school** in your result
4. Select the school





Yale Law School

Yale Law School is one of the world's premier law schools, known for its excellence.

Higher Education · New Haven, Connecticut · 65K followers

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Alumni Search

5. You will land at the main page for the school
6. Select Alumni from the sub-navigation
7. Start filtering for candidates





Search



M

11,674 alumni

You can only search for one thing in this box

Search alumni by title, keyword or company

Start year

1980

End year

2020

Date ranges don't work well

Where they work

+ Add

169 | Yale Law School



149 | U.S. Department of Justice



66 | United States Attorneys' Offices



Where they live

+ Add

10,026 | United States



2,842 | New York City Metropolitan Area



1,994 | New York, United States





Let's Go Live!



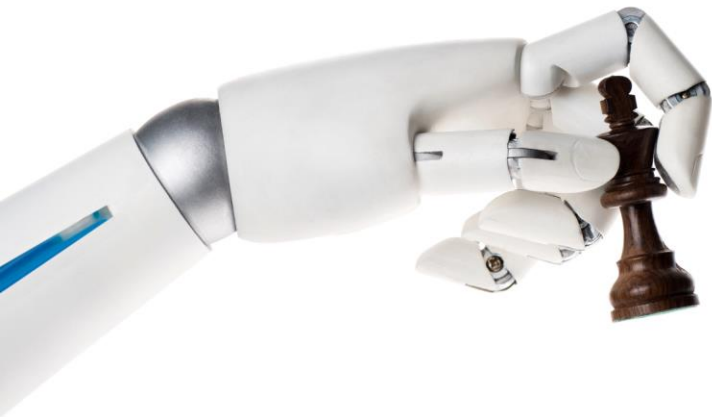
Company Search



”

“The right person will
have worked for one of
these *specific* companies.”

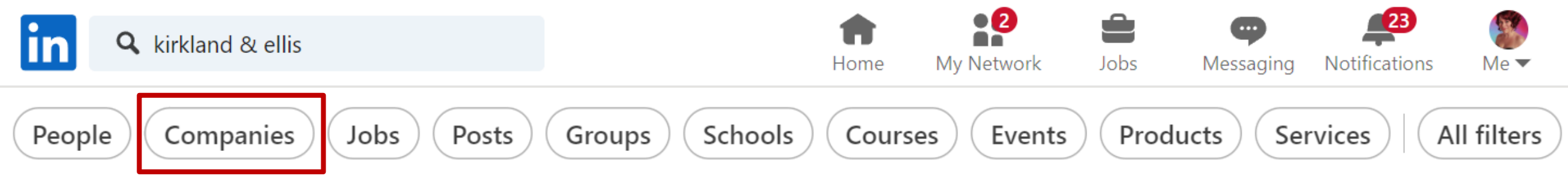
When market mapping companies in a specific geography, this provides you with information quickly



Strategic Approach



Company Search



1. Go to the search function in LinkedIn
2. Type the name of your target Company
3. Make sure it says **company** in your result
4. Select the company

Click the logo on a LI profile of a candidate you like (under experience) to identify new firms to search within



in Search Home

INNOVATION DRIVEN BY INCLUSION



Boeing

Join us and find an inclusive workplace built on innovation and shared values.
Aviation & Aerospace · Arlington, VA · 2,964,140 followers

[Ranked on LinkedIn Top Companies](#)

See all 106,478 employees on LinkedIn

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Company Search

5. You will land at the main page for the company
6. Select People from the sub-navigation
7. Start filtering for candidates



Search employees by title, keyword or school



< Previous Next >

You can only enter one search term in this box

Where they live

+ Add

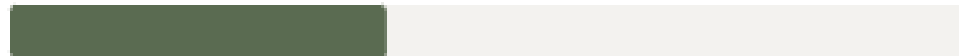
91,654 | United States



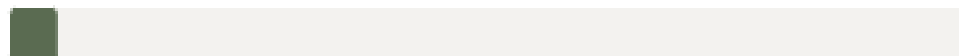
6,751 | Washington, United States



36,136 | Greater Seattle Area



4,534 | India



Where they studied

+ Add

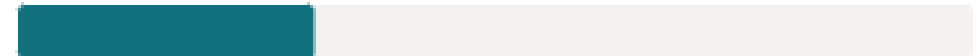
5,053 | University of Washington



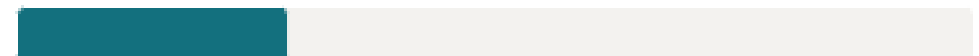
2,797 | Embry-Riddle Aeronautical University



1,566 | Washington State University



1,425 | University of Southern California



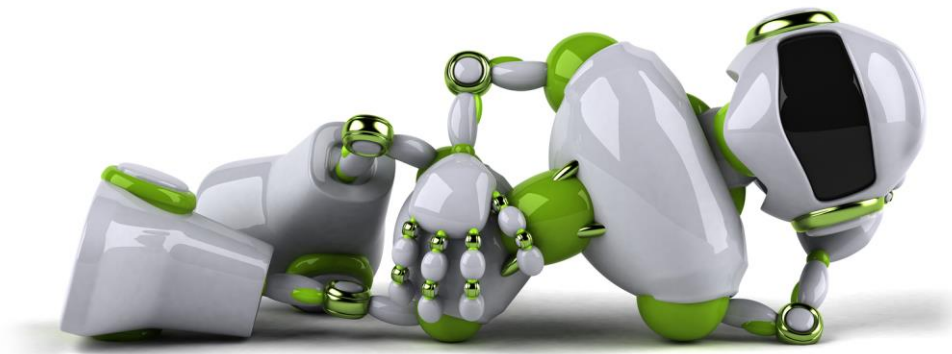
Show more ▾





Let's Go Live!

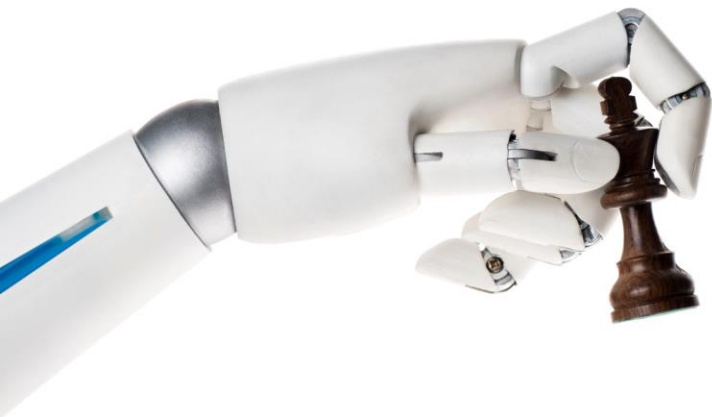
LinkedIn Events



”

“I only want a person who is deep in this specific tool in this specific industry.”

Specifically target LinkedIn Events by
requirement needs and register for
them to see all the attendees

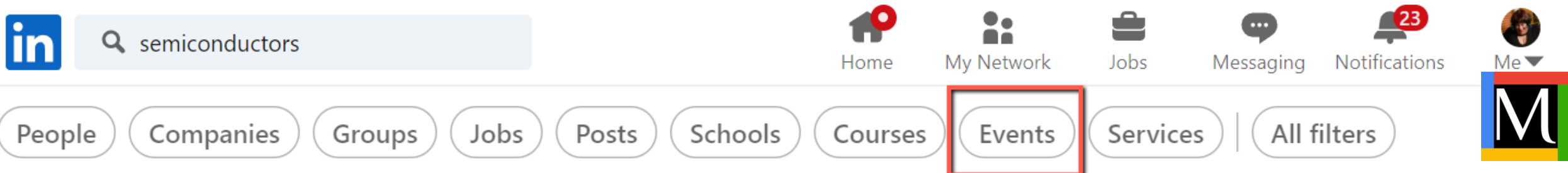


Strategic Approach



LinkedIn Events

- Search for relevant topics inside the LinkedIn Platform
- Select Events within the sub-navigation
- Vast majority are free and online, with hundreds of attendees
- Click the blue ATTEND button
- Click the ATTENDEES link
- All attendees are visible



Take A Step Further

- Once you register, send an email to each attendee asking them if they've ever been to a previous year's event and if it's worth it
- Send an email to each of the speakers letting them know how much you're looking forward to their presentation
- ATTEND THE EVENT
- Send emails to speakers, thanking them and letting them know you have a few questions.
- Follow up with candidates with the information you found the most valuable, and ask if they'd be open to a conversation





Let's Go Live!

eSourcing eSSentials

- Decrease sourcing time by 80%
- Never run out of candidates
- Full program recordings
- Sourcing Tool
- Microlearning modules
- Access for one year
- Live sessions 2x monthly for a year
- \$5K for first seat, \$1K for additional
- Next live session 12.23.24
- **40% off with coupon code TOP24**
- Coupon valid until 12.13.24



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Thank You.

