

# Day 15: Finding companies on LinkedIn

## SUMMARY

Using the LinkedIn **search bar** to find People, Jobs, Content, Companies, Groups, and Schools. Note on LinkedIn's search limit. Finding 33 names for your COMPANIES worksheet.

It's **Day 15**, when you'll find your first batch of 33 organisations to add to your COMPANIES worksheet. Ideas for finding customers don't come easy—"I don't know what sort of companies want me!" is among the biggest headaches for freelance professionals.

**Day 15** answers that plea, giving some tips for making the most of the search bar on **LinkedIn**. This function alone can bring you endless lists of companies you'll enjoy working with . . . and in doing so, gain extra insights into what makes *you* tick. You'll also learn the features of LinkedIn that let you connect not just to people, but to areas of interest and organisations.

In today's Tasks, you'll add some more selectors to your spreadsheet, adding value to the companies on there by labelling them with some useful metadata. It's the start of turning your **List** into a £350,000 business asset.

Time to start finding companies.