

### ***15.3.2 With your Learning Matrix***

Your professional skills from **Day 10** will appear on a lot of LinkedIn Profiles. See what kind of people share your **unc-com** and **con-com** skillsets, and what kind of companies they work for. You'll find candidates for LinkedIn Connections, companies, and prospective customers.

### ***15.3.3 With your SWOT analysis***

Your SWOT analysis connects your strengths to market opportunities. Use them in the search bar to find which companies use or need your expertise; it'll turn up companies outside the sectors you imagine.

### ***15.3.4 With your gap analysis***

The gap analysis unites your prospective customers with the problem you can solve for them. Add your notes to the search box one by one, and check out the content and companies that come up.

### ***15.3.5 With your 48 sentences***

Your 48 gap-fills summarise your passion, profession, mission, and vocation. They'll match with snippets and snatches of text across LinkedIn, on Profiles, Company Pages, and Groups. Mine their ideas and add them to your own.

### ***15.3.6 With your case study and value proposition***

Your case study and value proposition summarise the wonder that is you, and the language you use will resonate across LinkedIn's millions of users. See who's like you—they're the sort of people who'll also want you on their team.

#### **SIDEBAR: LinkedIn's search limit**

**LinkedIn** has several membership options (see **Day 22**) and pushes you toward a paid subscription if it thinks you're prospecting or recruiting based on how many searches you do. Of course, as a six-freelancer you **are** prospecting—no two ways about it—albeit only for a short time.

But since the number of searches allowed on a free subscription varies with your past activity, there's no easy way to judge how useful a paid sub will be beyond your 100 days. For a workaround if you hit LinkedIn's limit, see **Day 17**.

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That's how the Linked search bar works. Now use it to find 33 companies of interest, in today's Tasks.