

RAVIN' FANS Conversion Workshop: Find People Worksheet

Use this worksheet to find people you can follow and learn from

How to find people on LinkedIn

- Search for the names of those people you've already identified by name using LinkedIn's search box. Also make the most of the advanced search feature.
- You can also use this search box to search for keywords that will be included in profiles. Make the most of using OR or AND in these searches to include a few keywords (OR allows you to look for any one of those terms in the profile, AND allows you to look for a number of words).
- Search for people using their email addresses.
- Join groups that fit your interests or industry. Once you've been accepted as a member, browse the member lists and find people with shared interests that you want to connect with.
- If you find someone that you want to be connected to, look at the groups they belong to and see if any of them match your area of expertise, join then connect with them there. If not, see if any of your connections can introduce you.

How to find people on Facebook

- Use the find people tool by popping your email address in. It finds all those people in your address book that are using Facebook.
- Search for fan pages in your subject area and browse other fans there.
- Once you've connected with some key influencers, browse their friends and connect with people that way.
- When using the search function, filter your results to drill down to the people you're looking for.
- Use the search for workmates function to find people affiliated with companies.
- Keep an eye on the suggestions that pop up on your news stream.

How to find people on Twitter

- Use search.twitter.com. Also use this tool to find the key influencers in your industry and browse their follower/following lists. You could find some great people to connect with there.
- Twittrrel.com lets you find new Twitter users that have the same interests as you.
- Twellow is the Twitter equivalent of the Yellow Pages, a directory sorted by occupation.
- Tweepz help you find people nearby.
- Also pay attention to and search for hashtags being used.