

The Ultimate LinkedIn Prospecting Checklist

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Initial Setup

1. Set up Book of Business
2. Set up Personas

To check daily:

1. Account Hub
2. Alerts on homepage

Leads & Accounts Saved Searches:

No.	Search	Filters combination
1	Lead search: Changed Jobs in Past 90 days	Changed Jobs in Past 90 Days + desired Account List (+ job titles or function if desired)
2	Lead search: Years in current position	Years in current position set to 'Less than 1 year' + desired Account List (+ job titles or function if desired)
3	Lead search: Following your company	Following your company + desired Account List (+ job titles or function if desired)
4	Lead search: Past customer	Past Customer + desired Account List (+ job titles or function if desired)
5	Lead search: Past colleague	Past Colleague + desired Account List (+ job titles or function if desired)
6	Lead search: Past company/Current company using Boolean string	Past company + Current company (pasting the Boolean search in one of them and typing your company name in the other one, and viceversa)
7	Lead search: Category interest	Category interest (selecting relevant product categories) + desired Account list
8	Account search: Funding events in past 12 months	Funding events in past 12 months + desired Account list
9	Account search: Senior leadership changes	Senior leadership changes in last 3 months + desired Account list
10	Account search: Company headcount growth	Company headcount growth (setting to 25/30% initially then trying lower or higher % if needed) + desired Account list