

BOOLEAN SEARCH

Using this type of search method will help you find results faster and with better accuracy.

Key Instructions:

1. Boolean search operators (AND, OR, NOT) **must** be written in UPPERCASE.
 - a. Example: content OR copywriting
2. If your search term is composed of more than one word, it needs to go in "quotation marks."
 - a. Example: "content writer" AND copywriter
3. If combining the Boolean search terms, use (parenthesis) to define your query.
 - a. Example: ("content writer" OR copywriter) NOT "content manager"

Boolean Search Operators

- **NOT:** Type the word NOT immediately before a search term to exclude it from your search results. This typically limits your search results.
 - **Example:** programmer NOT manager
 - This will show results for jobs with the title programmer, that exclude the use of the word manager.
- **OR:** Type the word OR to see results that include one or more items in a list. This typically broadens your search results.
 - **Example:** sales OR marketing OR advertising
 - This will show results that include any or all of the three terms
- **AND:** Type the word AND to see results that include all items in a list. This typically limits your search results.
 - **Example:** accountant AND finance AND CPA

- This will shows results that only include all 3 terms

LinkedIn, Sales Navigator, and Recruiter filters that support Boolean search are:

- First name
- Last name
- Job title
- Company
- School

Things to consider:

- What's the typical job title of your ideal lead?
- Is there a synonym or another name for the same/similar title of your ideal lead?
- Are there any companies you would like to specifically target?
- Did you ideal lead attend specific schools?

Formula

- (Seniority level OR Seniority OR Seniority) AND (Title OR Title) NOT (Seniority OR Title OR KeywordsYouWishToExclude)
- **Example:** (Head OR Chief OR VP) AND (sales OR marketing) NOT (intern OR assistant OR consultant OR growth)

JOB PREFERENCES

On your LinkedIn profile, you will notice there is an option called **“Open to.”** If you are looking for a job, selecting this option will help recruiters to find you.

Open to Add profile section

Finding a new job
Show recruiters and others that you're open to work

Hiring
Share that you're hiring and attract qualified candidates

Providing services
Showcase services you offer so new clients can discover you

Tell us what kind of work you're open to

Job titles*
[+ Add title](#)
- Select at least 1 job title

Location types*
[On-site +](#) [Hybrid +](#) [Remote +](#)
- Select at least 1 location type

Start date
 Immediately, I am actively applying
 Flexible, I am casually looking

Employment types
[Full-time +](#) [Part-time +](#) [Contract +](#)
[Internship +](#) [Temporary +](#)

Visibility (who can view you're open to work)*

Recruiters only
Limited to people using LinkedIn Recruiter
While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.

All LinkedIn members
Includes recruiters and people at your current company
This selection adds the #OpenToWork photo frame.