

# Boolean Search

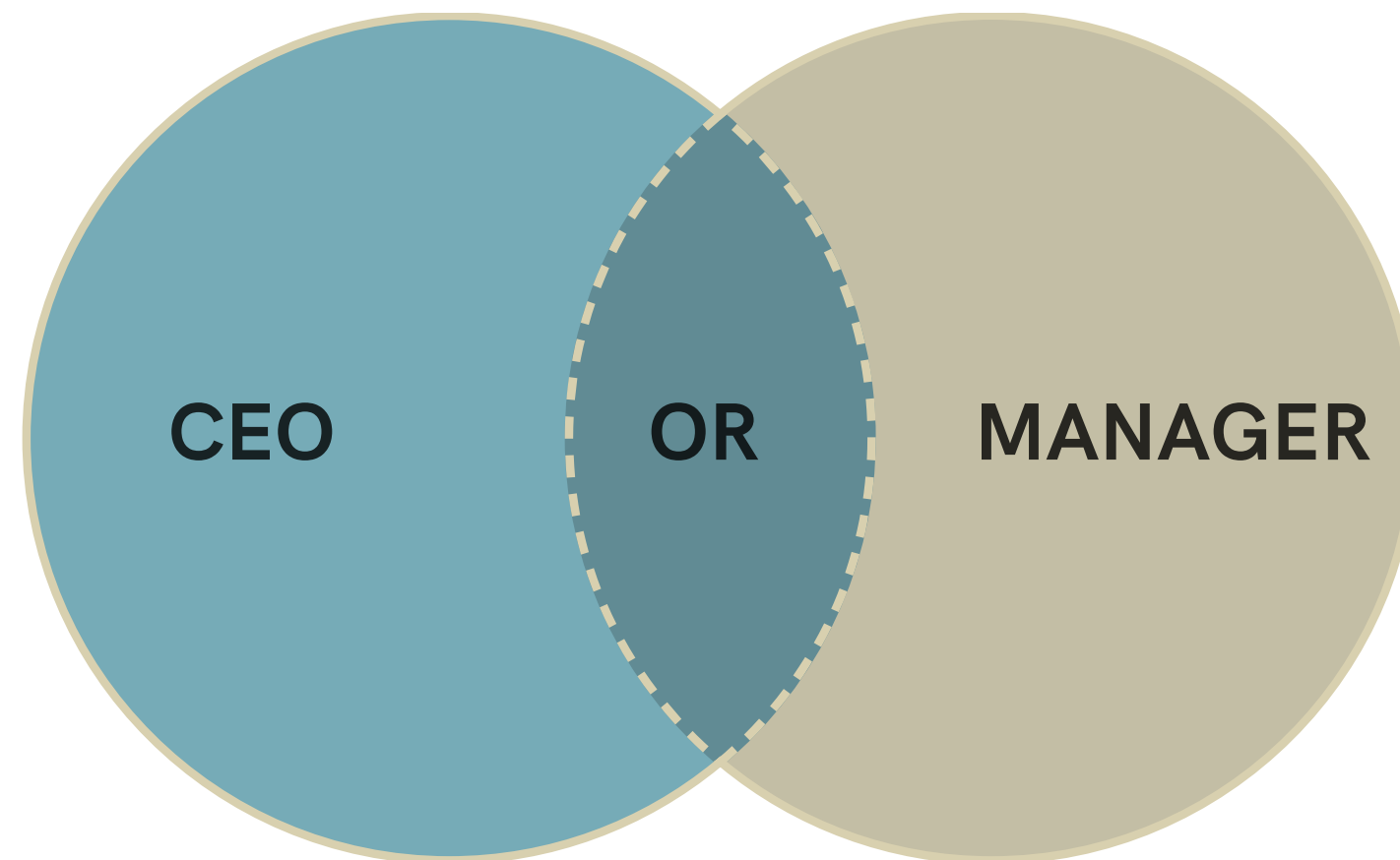


# I. Or = either

Show me all profiles having either \_\_\_ or \_\_\_ key word in them

Always Capitalise your boolean operator

skincare" OR "beauty products

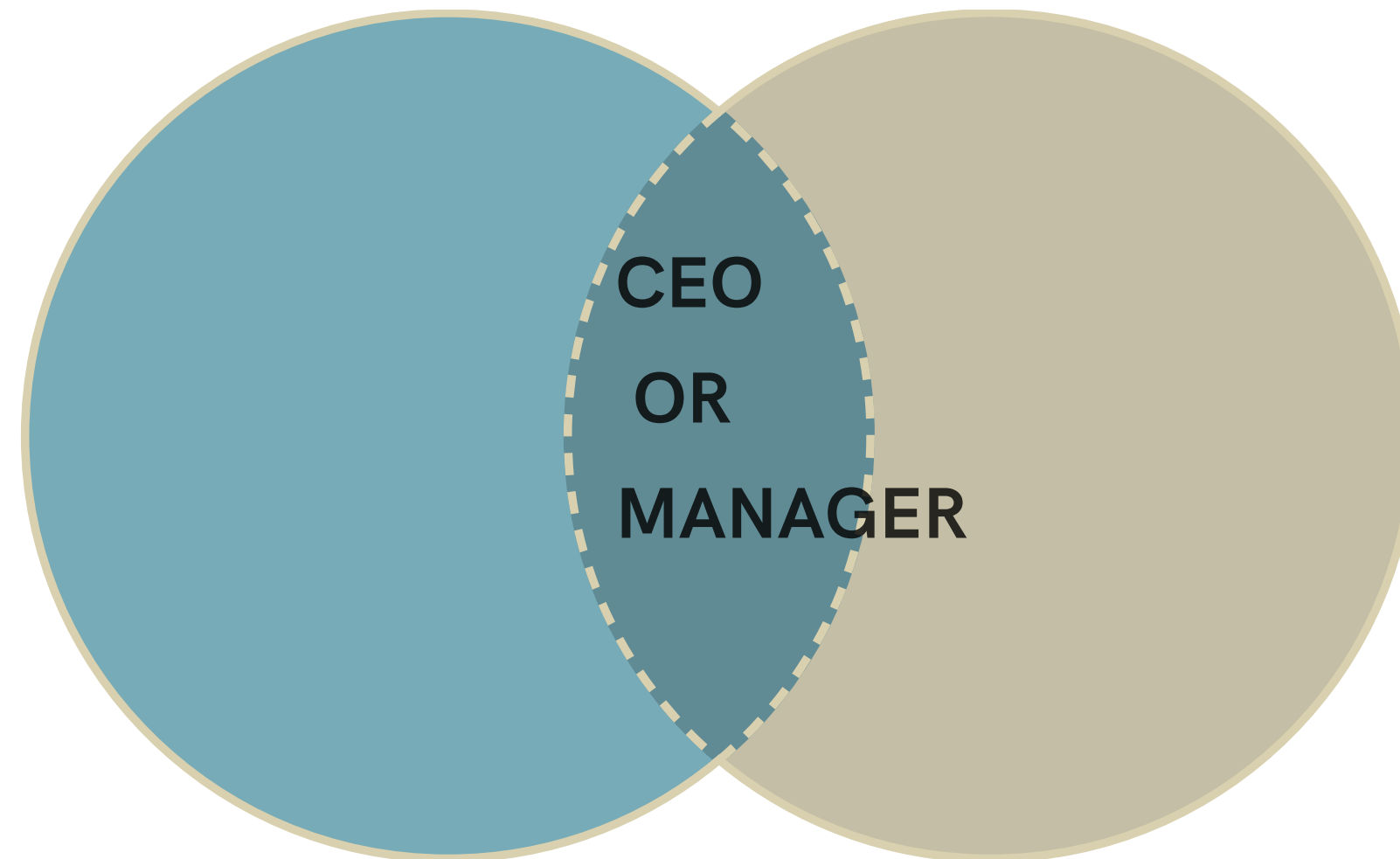


## 2. AND = Including all

Show me all the profiles that have \_\_\_\_\_ AND \_\_\_\_\_ in them

If the profiles only have one of these keywords its not going to show up

skincare" AND "beauty products



### 3. Exact Phrase

Show me all the profiles that have consecutive keyword together in this specific order " \_ \_ \_ \_ \_ "

Commanding that these keyword must be together

If you have more that 2 keywords in your query - email marketing, website development

## 4. NOT = exclude

Exclude all the profiles with these keyword

Eg:- marketing NOT outbound - which means I need profile with marketing not outbound

# 5. Parentheses

Perform the function in parentheses (-----) first

(ceo OR founder OR president OR "managing director")  
AND ("content marketing" OR "inbound marketing")  
AND (AI OR "artificial intelligence")  
NOT (outbound OR "cold outreach")