

The No-BS Guide to Using Boolean Search to Find Hiring Managers

This Isn't Tech Talk - It's a Real-World Job Strategy That Works

You don't need to be 'techy' to use Boolean search.

In fact, if you've ever typed something into Google, you're already halfway there.

Recruiters use Boolean search every day to find candidates online. So why not flip the script and use it to find them instead - and message the people who actually do the hiring?

This guide will show you exactly how, step by step.

What Is Boolean Search?

Boolean search is a smart way to search online using a few symbols and keywords to get better, more targeted results.

It helps you find:

- Hiring managers
- Site supervisors
- Project managers
- Companies hiring now
- Hidden job ads (not on Seek or Indeed)

And it works on:

- Google
- LinkedIn
- Job boards
- Facebook
- Company websites

Why Recruiters Use Boolean (and Why You Should Too)

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Recruiters use Boolean to laser-target candidates:

> "Electrician" AND "Melbourne" AND "licensed"

This helps them skip the fluff and find exactly who they want.

You can do the same - just in reverse. Find them, send a message, and get in the door before the job ad goes live.

Simple Boolean Examples for Aussie Tradies

Find Hiring Managers on LinkedIn via Google:

site:linkedin.com/in ("hiring manager" OR "project manager") AND ("electrician" OR "construction") AND "Sydney Australia"

Find the Foreman or Site Manager at a Specific Company:

site:linkedin.com/in ("site manager" OR "foreman") AND "Multiplex" AND "Australia"

Discover Hidden Job Posts in Facebook Groups:

("plumber wanted" OR "now hiring plumbers") AND ("Perth" OR "WA") site:facebook.com

What to Say When You Reach Out

Example LinkedIn Message:

Hi [Name], I came across your profile while researching [Company]. I'm a qualified plumber with 8 years of experience around Perth. I'd love to connect and hear more about your projects or any opportunities you might have.

- Keep it short.
- Make it human.
- Start the convo.

It's Not Complicated - It's a Shortcut to the Right People

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Forget applying to jobs you'll never hear back from.

With Boolean search, you're not guessing. You're targeting - and putting yourself right in front of the decision-makers.

Want Help Using This Strategy to Land More Work?

Book a 1-on-1 coaching strategy session and I'll walk you through it personally.

Email me at info@samlroux.co.za

Let's make sure the right people find YOU.