



# This Is How To Replace **COLD CALLING**

*Become Insanely Awesome at Social Media!*

## **STEP BY STEP**

Master these steps to  
find warm leads and  
never cold call again!





**STEP 1**

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Go to your browser and enter <https://twitter.com/search-advanced>

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**ANSWER THIS QUESTION**

What words or phrases would people use in a tweet that might signal they need to buy or sell a home?

Here are a few suggestions to get you started and some space to add your own.

"new job" AND "YourCity"

"moving to" AND "YourCity"

"house hunting" AND "YourCity"

"looking for a house" AND "YourCity"



Find "This exact phrase" and enter the phrases (one at a time). If you are using a phrase instead of a single word be sure to have quotes around the phrase. Use AND to have Twitter search for your phrase **and** your city. You can change the "YourCity" to your county or state or whatever area you serve. It's worth experimenting with this part, perhaps widening the search area if you live in a small town and narrowing it if you serve only certain neighborhoods in a large city.



Move down to "Places" and enter the name of your city. **Think about doing searches with this on and again without a city name.** What if you sell houses in San Francisco and you enter it here, but there's someone moving from New York to San Francisco. Having Twitter only look for tweets in your area may not always be the best way to go.



Be sure to put in the date parameters so you don't get tweets and accounts from years ago.



Click on "Search".



Choose "Latest" from the top menu and go through the tweets to either respond or follow the person (or both).

Here's what the advanced search page will look like when you first land there, obviously without the blue arrows. I encourage you to experiment with all the fields, but to get started with this tutorial concentrate on working with the fields to the right of the blue arrows.

The image shows the Twitter Advanced Search interface. At the top, there is a navigation bar with icons for Home, Moments, Notifications, and Messages, followed by the Twitter logo, a search bar labeled "Search Twitter", a user profile picture, and a "Tweet" button. The main content area is titled "Advanced search" and is divided into several sections:

- Words:** This section includes five radio button options: "All of these words", "This exact phrase", "Any of these words", "None of these words", and "These hashtags". Each option is followed by a text input field. A blue arrow points to the "This exact phrase" option.
- Written in:** A dropdown menu currently set to "All languages".
- People:** This section includes three radio button options: "From these accounts", "To these accounts", and "Mentioning these accounts". Each option is followed by a text input field.
- Places:** A radio button option "Near this place" is followed by a location input field with a red location pin icon and the text "Add location". A blue arrow points to this option.
- Dates:** A radio button option "From this date" is followed by two date input fields separated by the word "to". A blue arrow points to the first date input field.
- Search:** A red "Search" button is located at the bottom left of the form. A blue arrow points to this button.

In the example below you can see I only entered the phrase and left the dates and location alone. This is so I can see if the phrase I've chosen is being used as I had imagined and from here I can go back and narrow it down.

### Advanced search

**Words**

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

**People**

From these accounts

To these accounts

Mentioning these accounts

**Places**

Near this place 📍 Add location

**Dates**

From this date  to

[Search](#)

And here are the results. Notice I've clicked on the "Latest" link in the navigation at the top of the page, but be aware that Twitter will probably not show you the tweets in chronological order. Pay attention to the dates before you reach out to someone!

# ""looking for a house" AND "Maryland" "

Top **Latest** People Photos Videos News Broadcasts

## Search filters · Show







## Who to follow · Refresh · View all

-  **Looking** @LookingHBO ×  
[Follow](#)
-  **Eckhart Tolle Quotes** @... ×  
[Follow](#)
-  **Byron Katie** @ByronKatie ×  
[Follow](#)

[Find people you know](#)

## Trends for you · Change

- #Scaramucci**  
Scaramucci is no longer White House communications director
- The Mooch**  
41.3K Tweets
- #MondayMotivation**  
@CharleyRealtor and @topagentmarin are Tweeting about this
- Sam Shepard**  
Sam Shepard has died at 73
- #BlackWomensEqualPay**  
2,160 Tweets
- #NationalMuttDay**
- John Kelly**  
51.1K Tweets

-  **18 Matt Rosario** @RosarioMathew · Mar 25 🇺🇸  
Replying to @RubyRose  
what a steal. Find a couple more **and** buy them all. While you're at it, I'm **looking for a house**, buy me one? Only 300K in **Maryland**  
[Comment](#) [Retweet](#) [Bookmark](#) [Like](#) [Message](#)
-  **29 Scott Masartis** @scottmasartis · Jan 21 🇺🇸  
**Looking for recommendations for a house** in Ocean City, **Maryland**. Must sleep at least 6-8 **and** a pool is preferred.... [fb.me/75UYvHFtH](https://fb.me/75UYvHFtH)  
[Comment](#) [Retweet](#) [Bookmark](#) [Like](#) [Message](#)
-  **51 City Of Peoria IL** @CityofPeoria\_IL · 17 May 2016 🇺🇸  
**Looking to buy a house and** willing to fix it up? RFPs open for 2310 **Maryland** Ave-Open House Thursday, May 19 3-4:30 [ow.ly/d/4MUu](https://ow.ly/d/4MUu)  
[Comment](#) 1 [Retweet](#) [Bookmark](#) 1 [Like](#) [Message](#)
-  **17 lawrencechavious** @MilitaryTony · 18 Sep 2014 🇺🇸  
Replying to @RentalHomesPlus  
[@RentalHomesPlus](#) [@AptsCom](#) [@Apartmentscom](#) live in Baltimore, **Maryland** **and looking for information about renting a house**.  
[Comment](#) [Retweet](#) [Bookmark](#) [Like](#) [Message](#)
-  **33 BigUseOf** @biguseof · 10 Dec 2013 🇺🇸  
HELLO EVERYBODY **and** FRIENDS, this is UDO... PLEASE CONTACT ME.... I'M **LOOKING for a HOUSE** in LAUREL, **MARYLAND**... [fb.me/1e6KkhIRX](https://fb.me/1e6KkhIRX)  
[Comment](#) [Retweet](#) [Bookmark](#) [Like](#) [Message](#)
-  **33 BigUseOf** @biguseof · 10 Dec 2013 🇺🇸  
HELLO EVERYBODY **and** FRIENDS, this is UDO... PLEASE CONTACT ME.... I'M **LOOKING for a HOUSE** in LAUREL, **MARYLAND**... [fb.me/2x4WJrZ1e](https://fb.me/2x4WJrZ1e)  
[Comment](#) [Retweet](#) [Bookmark](#) [Like](#) [Message](#)

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