

# TEE TARGETING

## GOLDMINE

## EXAMPLES

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## OVERVIEW

Included in this PDF are three additional examples of niches where walking through the steps in the Tee Targeting Goldmine book greatly expand the potential reach of a job group.

These examples will help you see just how different the job titles can be for a job that really means the same thing or is in the same field. Feel free to use these as your own audiences – you'll just have to recreate them since you can't paste a list into the Job Title field – but at least you'll know what words to type into the Job Title field to bring up these same volumes.

## ACCOUNTANTS

Here's what we get if we use Facebook Ads Manager suggestions for "accountant" and "accounting":

The screenshot shows the Facebook Ads Manager interface. On the left, under 'Job Titles', a list of job titles is displayed, with the first 18 titles highlighted in yellow. A red box with white text is overlaid on the list, stating: 'Only 57,000 potential reach for "accountant" and "accounting" if we use just the suggestions from Facebook Ads Manager'. A red arrow points from this box to the 'Potential Reach: 57,000 people' text at the bottom right of the interface. The right side of the interface shows 'Audience Details' for the selected job titles, including location (United States), job title (a long list of accounting-related titles), age (18 - 65+), and language (English (UK), English (US) or English (All)).

**Job Titles**

- Accountant
- Accountant Assistant
- Accountant Clerk
- Accountant Helper
- Accountant Manager
- Accountant Supervisor
- Bank Accountant
- Fiscal Accountant
- Accounting Assistant
- Accounting Auditor
- Accounting Director
- Accounting Instructor
- Accounting Lecturer
- Accounting Officer
- Accounting Professor
- Accounting Supervisor
- Accounting Teacher
- Accountant

**Audience Details:**

- Location - Living In:
  - United States
- Job title:
  - Accountant, Bank Accountant, Accountant Assistant, Accountant Clerk, Accountant Helper, Accountant Manager, Accountant Supervisor, Fiscal Accountant, Accounting Auditor, Accounting Assistant, Accounting Director, Accounting Instructor, Accounting Lecturer, Accounting Officer, Accounting Professor, Accounting Supervisor or Accounting Teacher
- Age:
  - 18 - 65+
- Language:
  - English (UK), English (US) or English (All)

**Potential Reach: 57,000 people**

By following the search steps, though, we can nearly quadruple the ideal audience:

Execv.Chartered Accountant - Finance & Taxation

Sr.Accountant & Finance Controller

Accountant/ Head of Finance

Accounting work

Accounting Workleader

Contract Accountant

Accountant (Part Time)

Add a job role...

More Demographics

Interests

Search interests

Search suggestions

Browse

Behaviors

Search behaviors

Browse

Connections

All

Advanced connection targeting

Recruitment Consultant (Finance and Accounting), Finance & Accounting Supervisor, Finance and Accounting Specialist, Tax Officer at Finance and Accounting Department, Team Leader Finance and Accounting, Head Finance & Accounting Unit, VP Finance & Accounting, VP-Head - Finance and Fund Accounting, Banking/finance:Accountant, Controller Finance / Chief Accountant, Sr.Accountant & Finance Controller, Execv.Chartered Accountant - Finance & Taxation, Accountant/ Head of Finance, Accounting Workleader, Contract Accountant, Accountant (Part Time), Accounting Lecturer or Lead Staff Accountant

Age:

18 - 65+

Language:

English (UK), English (US) or English (All)

Potential Reach: 240,000 people

Increased to 240,000 accountants!

Job Titles ⓘ

Accountant	×	×
Accountant Assistant	×	
Accountant Clerk	×	
Accountant Helper	×	
Accountant Manager	×	
Accountant Supervisor	×	
Bank Accountant	×	
Fiscal Accountant	×	
Accounting Assistant	×	
Accounting Auditor	×	
Accounting Director	×	
Accounting Instructor	×	
Accounting Lecturer	×	
Accounting Officer	×	
Accounting Professor	×	
Accounting Supervisor	×	
Accounting Teacher	×	
Accountant	×	
Accountant/Bookkeeper	×	
Branch Accountant	×	
Budget Accountant	×	
Cash Accountant	×	
Certified Public Accountant	×	
Chartered Accountant	×	

Chartered Certified Accountant (Expert-compta...	×
Chief Accountant	×
Corporate Accountant	×
Cost Accountant	×
Divisional Accountant	×
Accountant/Financial Analyst	×
Financial Accountant	×
Financial Reporting Accountant	×
Forensic Accountant	×
Fund Accountant	×
Mutual Fund Accountant	×
Trust Financial Accountant	×
Assistant G5 Accountant	×
Head Accountant	×
Accountant II	×
Industrial Accountant	×
Intermediate Accountant	×
Inventory Accountant	×
Jr. Accountant	×
Junior Accountant	×
General Ledger Accountant	×
Comptroller (Management accountant)	×

Medical Accountant	×
Office Manager/Accountant	×
Payroll Accountant	×
Plant Accountant	×
Procurement Accountant	×
Project Accountant	×
Property Accountant	×
Public Accountant	×
Railroad Accountant	×
Regional Accountant	×
Revenue Accountant	×
Traveling Repair Accountant	×
Senior Accountant	×
Senior Financial Accountant	×
Senior Staff Accountant	×
Sr. Accountant	×
Staff Accountant	×
Systems Accountant	×
Accountant/Tax Consultant	×
Tax Accountant	×
Trainee Accountant/Auditor	×
Traveling Accountant	×
Accounting and Auditing	×
Billing and Accounting Staff Assistant	×
B.B.A ( Accounting )	×

B.B.A „Accounting	×
Accounting Coach	×
Accounting office CLerk	×
C/Accounting Clerk	×
accounting/ c&c	×
Accounting Department	×
Accounting Dept.	×
Distribution Accounting Clerk	×
Accounting & Finance Manager	×
Accounting & Finance Staff	×
Accounting/Finance	×
Accounting/Finance Intern	×
Financial Accounting	×
Fiscal Accounting Clerk	×
General Accounting Manager	×
Accounting Head	×
Accounting/HR	×
Accounting Intern	×
Accounting/IT	×
International Accounting User Representative	×
Accounting Office	×
Accounting Office Associate	×
Accounting/Office Manager	×
Accounting Office Clerk	×



Accounting Office Staff	x
Accounting/Office Administrator	x
Accounting/Payroll	x
Payroll Accounting Clerk	x
Public Accounting	x
Accounting Representative	x
Accounts Payable Administrator	x
Accounts Payable Coordinator	x
Accounts Payable Associate	x
Accounts Payable Manager	x
Accounts Payable Representative	x
Accounts Payable Specialist	x
Accounts Payable Clerk	x
Accounts Payable Supervisor	x
Accounts Receivable	x
Accounts Receivable Clerk	x
Accounts Receivable Manager	x
Accounts Receivable Supervisor	x
Accounts Recievables	x
Acctg	x
Acctg Manager	x
Acctg Supervisor	x
Acctg. Assistant	x
Acctg. Asst.	x

Acctg. Officer	×
Acctg. Staff	×
Accountant/Admin	×
Accountant/Administrator	×
Affiliate Accountant	×
Afinancial accountant	×
Contract Tax Accountant after Retiring	×
Senior Affiliate Accountant	×
Accountant/Enrolled Agent	×
Accountant/Tax Agent	×
Agency Accountant	×
Auditor Accountant & Business Ambassador	×
CPA	×
CPA/Accountant	×
CPA/Consultant	×
CPA/Controller	×
CPA/Partner	×
Certified Public Accountant (CPA)	×
Certified Public Accountant (CPA) & Daycare bu...	×
Certified Public Accountant (CPA) Finalist	×
Head accountant purchase deepartmant	×
Head Office Accountant	×
Head Accounting	×
Senior Accountant, CPA	×
Senior Accountant Manager	×

Accounting Administrator	x
Accounting Analyst AF	x
accounting afministrator	x
Accounting Manager/Affiliate Relations	x
Accounting,HR,General Affairs	x
Accounting/Human Resources/General Affairs	x
ALG Accounting	x
Accounting Analyst	x
Accounting Methods Analyst	x
Accounting Systems Analyst	x
Accounting Apprentice	x
Accounting Staff - AP	x
Accounting Staff (AR)	x
Accountant and Auditor	x
Accountant/Analyst	x
Accounting Associate	x
Accounting/Audit Staff	x
Audit & Accounting Manager	x
Audit/Accounting	x
Backoffice, accounting	x
Accounting/Billing	x
Billing and Accounting	x
Accounting Bookkeeper	x
Accounting and Bookkeeping	x
Accounting staff/bookkeeper	x

Senior Accountant Manager	×
Senior Accountant/Auditor	×
Senior Accountants	×
Senior Project Accountant	×
Junior Accountant/Auditor	×
Junior Assistant Accountant	×
Junior Staff Accountant	×
Junior Cost Accountant	×
Junior Financial Accountant	×
Junior Fund Accountant	×
Accountant III	×
Accountant/Auditor II	×
Staff Accountant II	×
Accountant IV	×
Accountant Assistant IV	×
Senior Accountant/Financial Analyst IV	×
Title-IV Accountant	×
Accounting Clerk IV	×
Accounting Clerk	×
Accounting Clerks Supervisor	×
Cost Accounting Clerk	×
Mortgage Accounting Clerk	×
Accounting Clerk/Bookkeeper	×
Accounting/Billing Clerk	×
ABS-CBN Accounting Staff	×

Accounting/Bookeeping	x
Budget & Accounting	x
Business Accounting	x
Accounting Cashier	x
Accounting Clerk/Cashier	x
Accounting/Cash Office	x
Cash Accounting Clerk	x
Casino Accounting	x
Accounting Assistant (civil Divison)	x
Accounting Consultant	x
Cost Accounting Manager	x
Accounting Data Entry Clerk	x
Accounting and data entry	x
Accounting/Data Entry	x
Owner/Founder of Accounting for Dummies Pty Ltd	x
Accounting Staff/EA	x
Senior Accounting Officer/Teacher	x
Senior Accounting Teacher	x
Bookkeeper	x
Payroll/Accounting	x
Payroll/Accounts Payable	x
Accounts Receivable Coordinater	x
CPA, CA	x
CPA, CFP	x

CPA/CFO	×
CPA INVESTMENT ADVISOR REPRESENTATIVE	×
CPA - Tax Manager	×
CPA, Accounting Manager	×
CPA, Audit Manager	×
CPA, Manager	×
CPA, Senior Manager	×
CPA/Member	×
CPA/President	×
CPA/Principal	×
CPA, Senior Accountant	×
Senior Auditor, CPA	×
Senior Manager, CPA	×
Staff Accountant, CPA	×
Staff Accountant/Auditor	×
Staff Accounting	×
STAFF ACCOUNTING AND FINANCE	×
Accounting & Tax Staff	×
Sr. Accounting Analyst	×
Sr. Accounting Manager	×
Sr. Accounting Specialist	×
Sr. Accountant/Analyst	×
Sr. Accountant/Financial Analyst	×
Sr. Cost Accountant	×
Sr. Project Accountant	×

Sr. Tax Accountant	×
Tax/Accounting	×
Tax Accountant Intern	×
Tax Accountant, CPA	×
Accountant/Tax Preparer	×
Tax Consultant/Accountant	×
Tax Staff Accountant	×
Accountant and Tax consultant	×
Accountant and Tax	×
Assistant Tax Accountant	×
Associate Tax Accountant	×
Auditor/Tax Accountant	×
Accountant/Mentor - Business, Financial, Tax Ad...	×
BS, EA, Tax Accountant	×
Semi-retired, Tax Accountant, Bass Pro	×
Tax Practitioner & Small Business Accountant	×
Tax Preparere/Bookkeeper/Accountant	×
CPA, Senior Tax Accountant	×
Corporate Tax Accountant	×
Tax Compliance Accountant	×
Income Tax department and Accountant	×
Staff Accountant in Tax Department	×
Tax Accountant, Immigration, Wills, Divorce, Na...	×
Senior Audit and Tax Executive / Accountant	×

Accounting & Finance Div.& Tax	×
Tax Accountant/Enrolled Agent	×
Accountant/Tax Agent/ Financial Planner	×
TAX ACCOUNTANT/ OFFICE MGR/ FINANCIAL A...	×
Company Secterary/Accountant/GST Consultant...	×
Tax Accountant II	×
Income Tax Accountant	×
International Tax Accountant	×
JUNIOR TAX ACCOUNTANT	×
Certified Public Accountant - Tax & Audit	×
Corporate Tax Accountant/Manager	×
Parttime Accountant/Tax Consultant Specialist	×
General Accountant	×
Assistant Accountant General	×
General Accounting Analyst	×
General Accounting Assistant	×
General Accounting Clerk	×
General Accounting Staff	×
General Accounting Supervisor	×
Accountant and General Office Clerk	×
General Accountant / Business System Analyst	×
Certified General Accountant	×
Corporate Staff Accountant-General Ledger	×



General Accountant & Consulting	×
Accountant And General Document	×
General accountant in visa department	×
Accountant general manager	×
General Accountant and Fixed Asset Accountant II	×
General Ledger Accountant - Supervisor	×
Senior General Ledger Accountant	×
General Ledger Analyst	×
General Ledger Assistant	×
General Ledger Bookkeeper	×
General Ledger Manager	×
General Ledger Specialist	×
General Manager/Accountant	×
Assistant Professor of Accounting	×
Accounting Professional	×
Accounting/Production	×
Production Accounting Clerk	×
Advanced Staff Accountant	×
Staff Accounting And Tax	×
Admin Accounting Staff	×
Staff Accounting BLJT	×
Staff Accounting	×
Billing Clerk/Cashier/Accounting Staff	×
Accounting Coordinator/Staff Accountant	×
Accounting Department-Collection Monitoring Staff	×

Accounting Staff / Bank Liason	x
Corporate Staff Accountant	x
CDDJR Accountant Staff	x
Assistant Staff Accountant	x
Associate Staff Accountant	x
Staff Accountant - Audit	x
Accounting Staff/Auditor	x
Accounting, Income Auditor	x
Accounting/Merchandise Auditor	x
Accounting and Audit Staff	x
Accountant/Internal Auditor	x
Auditor/Accountant	x
Accounts Payable Controller	x
Accounts Payable Analyst	x
Accounts Payable/Receivable Clerk	x
Accounts Payable Department	x
Accounts Payable Dept.	x
Accounts Payable - Kenworth Division	x
Director of Accounts Payable	x
Accounts Payable Executive	x
Executive Finance & Accounts Payable	x
Chief Financial Officer (CFO)	x
Financial Analyst/Accountant	x
Financial Accounting Intern	x

Financial Accounting Specialist	×
Financial Accounting Tutor	×
Financial Accounting Analyst	×
Accounting & Financial Manager	×
Financial and accounting manager	×
Accounting/financial analyst/bookkeeping	×
Financial Specialist in Accounting/Budgeting	×
Financial Accounting Consultant	×
Founder / Consultant / Financial & Accounting M...	×
Sr Manager Financial Accounting, Disney Contro...	×
financial accounting for tax controller	×
Director of Accounting & Finance,,, Financial Co...	×
Financial Administrator Accounting FSC	×
Accounting and External Financial Reporting Ex...	×
Head of Financial Accounting	×
Accounting Manager/Internal Auditor/Financial R...	×
Financial Accounting Analyst intern	×
Financial Reporting and Accounting Policy Intern	×
Financial accounting and Forensic investigation	×
Forensic Accounting	×
Forensic Accounting Intern	×
Forensic Accounting and Complex Claims	×
Forensic Accounting and Litigation Support	×
Financial accountant and Forensic investigation	×

Forensic Accounting	×
Forensic Accounting Intern	×
Forensic Accounting and Complex Claims	×
Forensic Accounting and Litigation Support	×
Financial accountant and Forensic investigation	×
Senior Forensic Accountant	×
Fraud Investigations & Forensic Accounting Ser...	×
Director of Forensic Accounting and Litigation	×
Junior Auditor, Forensic Accounting	×
Tax Prep & Forensic Accounting.	×
Computer Bookkeeper	×
Head Bookkeeper	×
Payroll Bookkeeper	×
Bookkeeping Supervisor	×
Staff Accountant - Co-op	×
Billing, Accounting Staff and Payroll Master	×
Accounting Staff / Payroll Clerk	×
Accounting Staff and Inventory In Charge	×
Accounting Staff/Cashier	×
Cost Accounting Staff	×
Accounting Staff	×
Finance and Accounting Staff	×
Financial Officer	×
Staff Accountant/Consultant	×

Staff Accountant/Consultant Intern	×
H.R Director / Staff Accountant / Customer Servi...	×
Accountant/Senior Executive Staff	×
Finance-Staff Accountant	×
Financial/Staff accountant	×
Staff Accountant (Fixed Assets)	×
Staff Accountant - Federal Contractor	×
Staff Accountant/Financial Analyst	×
GL Campus Accountant/Staff Accountant	×
Staff Accountant/GL	×
Sr. Staff Accountant & HR Representative	×
Sr. Staff Accountant (Payroll & HR)	×
Staff Accountant / HR / PR	×
Staff Accountant III-Operations Reporting	×
Staff Accountant Intern	×
Intermediate Staff Accountant	×
Jr. Staff Accountant	×
LTC, Staff Accountant	×
Lead Staff Accountant	×
Credit Manager/Senior Staff Accountant	×
Medical Finsnce Staff Accountant	×
Staff Accountant/Office Manager	×
Staff Accountant of SPG	×
Sr. Staff Accountant	×
Staff Accountant (Part-Time)	×

Staff Accountant (Tax Season)	×
Staff Accountant - Tax	×
Staff Accountant/Tax Preparer	×
Accounting & Finance Department / Staff	×
Factory Accounting Staff	×
Deloitte	×
PricewaterhouseCoopers	×
Ernst & Young	×
KPMG	×
Senior Accountant - Audit	×
Senior Accountant B.C.	×
Accountant / Senior Bookkeeper	×
Senior Branch Accountant	×
Senior Accountant Clerk	×
Senior Accountant/Consultant	×
Senior Chief Accountant	×
Senior Commercial Accountant	×
Senior Corporate Accountant	×
Senior Cost Accountant	×
Accountant, Senior Financial Analyst, Category ...	×
Senior Accountant, Department of Neurology	×
Senior Financial Accountant & Ag Director of Fin...	×
Senior accountant in tax department	×
Senior Accountant Executive	×

EXp Senior Accountant	×
Senior Real Estate Accountant	×
Senior Accountant, Financial Reporting	×
Senior Accountant/Financial Analyst	×
Senior Fixed Asset Accountant	×
Senior Fund Accountant	×
Senior Hedge Fund Accountant	×
Senior Mutual Fund Accountant	×
Senior Accountant General	×
Senior Accountant - GL Analyst	×
Senior GL Accountant	×
Senior Group Accountant	×
Senior Accountant - Corporate HQ	×
Senior Accountant II	×
Senior Accountant/Internal Auditor	×
Senior Investment Accountant	×
Lead Senior Accountant	×
Lead Senior Accountant of Financial Reporting &...	×
Senior Accountant & Loan Fund Manager	×
Lead Accounting Analyst	×
Lead Accounting Clerk	×
Lead Accounting Coordinator	×
Lead Accounting Specialist	×

Lead Accountant	×
Lead Accountant Supervisor	×
Business Tutor: Accounting & Statistics	×
Accounting Tutor	×
Math/Accounting Tutor	×
Tutoring : Statistics & Accounting for Marketers	×
A/R & Cost Accountant	×
Accountant,treasurer & P.A	×
Accountant/A.A.O.	×
ACCOUNTANT OF C.P.D	×
Chartered Certified Accountant (D.E.S.C.F.)	×
Internal Accountant	×
Internal Auditor/Accountant	×
CPA/Attorney	×
CPA/Owner	×
CPA Assistant	×
CPA/Auditor	×
Corporate CPA/Accountant	×
CPA/Financial Advisor	×
CPA - Supervisor	×
Senior CPA	×
CPA, Senior Auditor	×
Staff CPA	×
Accounting Specialist	×



Accounting & Tax Consultant	x
Accounting & Tax Officer	x
Senior Accounting Administrator	x
Senior Accounting Analyst	x
Senior Accounting Associate	x
Accounting & Book keeping\ Senior Sales Assist...	x
Senior Team Manager - Bank Accounting	x
Accountant, Senior Business Analyst, M&E Appr...	x
Senior chartered accountant	x
Senior Accountant/Decision Support Analyst	x
Mid-Senior Accountant	x
Accountant, Junior Accountant	x
Junior Accountant/ Business Administrator	x
Junior Accountant/Billing Coordinator	x
Junior Accountant/Production Biller	x
Junior Controller and Financial Accountant	x
Junior Accountant and Online Marketing Executive	x
Junior accountant grade 1	x
JUNIOR ACCOUNTANT(GRADEI)	x
Junior Accountant Head Office, Finance and acc...	x
Junior Md/Accountant	x
Senior Management Accountant	x
Head of Finance and Accounting	x
HEAD ACCOUNTING & FINANCE	x
Head Accounting & Tax	x

Head Accounting & Tax	x
Accounting Section Head	x
Accounting Dept. Head	x
Head of Accounting Department	x
Government Accountant	x
Government Employed. Accountant	x
Financial Controller	x
Bookkeeper/Accountant	x
Clerk and Bookkeeper	x
Contract Bookkeeper	x
GL Bookkeeper	x
Bookkeeper/Manager	x
Bookkeeper/Office Manager	x
Bookkeeper/Office Administrator	x
Financial Analyst	x
Chartered Financial Analyst (CFA)	x
Corporate Financial Analyst	x
Corporate Statistical Financial Analyst	x
Financial Quantitative Analyst	x
Financial Business Analyst	x
Financial/Budget Analyst	x
Finance and Accounts	x
Finance and Accounting	x
Finance Accountant	x
Finance & Accounting Analyst	x

Finance & Accounting Associate	×
Finance and Accounting Associate	×
Finance and Accounting Intern	×
Finance and Accounting Manager	×
Accountancy Expert	×
Accountancy Professor	×
B.A Degree accounting and finance	×
Bachelor,s of (Accounting & finance)	×
Freelancer - Accounting & Finance Based	×
Controller - Finance, Accounting, Operations	×
Finance & Accounting Consultant	×
Sr. Finance & Accounting Manager, CPA	×
Accountant / Finance Department	×
Accountant/Finance Officer	×
Finance and Accountant	×
Finance & Accounting Dept	×
Director, Finance & Accounting	×
Finance & Accounting Division	×
Executive Reporting Analyst- Accounting and Fi...	×
Expert in finance and accounting	×
Finance & Accounting Executive	×
Accounting and Finance Intern	×
Finance and Accounting at IBM	×
Finance/Accounting Intern	×
Intern(Finance and Accounting Department)	×

Income Auditor Officer (Accounting/Finance)	×
Lecturer in Accounting and Finance	×
Junior Associate - Finance and Accounting	×
Finance/Accounting Leader	×
Lecturer in Accounting and Finance/Coordinator ...	×
Senior Faculty-Accounting, finance, law & Econo...	×
Finance & Accounting Manager	×
Manager Accounting/banking And Finance	×
Manager finance and accounting projects	×
Finance & Accounting Officer	×
Head of Finance & Accounting	×
Finance & Accounting Dept. / Process Associate.	×
Finance & Accounting Process Analyst	×
Finance Assistant / Accounting, Payroll	×
Finance Dept. / Accounting / Payroll Manager	×
Finance and Accounting Officer - A/P	×
Finance and Accounting Practitioner	×
Finance, Accounting, Tax and Purchasing	×
Vice President, Finance & Accounting	×
Executive Recruiter (Accounting/Finance)	×
Finance & Accounting Recruiter	×
Recruitment Consultant (Finance and Accounting)	×
Finance & Accounting Supervisor	×
Finance and Accounting Specialist	×

Tax Officer at Finance and Accounting Department	×
Team Leader Finance and Accounting	×
Head Finance & Accounting Unit	×
VP Finance & Accounting	×
VP- Head - Finance and Fund Accounting	×
Banking/finance:Accountant	×
Controller Finance / Chief Accountant	×
Exectv.Chartered Accountant - Finance & Taxation	×
Sr.Accountant & Finance Controller	×
Accountant/ Head of Finance	×
Accounting work	×
Accounting Workleader	×
Contract Accountant	×
Accountant (Part Time)	×
Add a job role...	

## TRUCK DRIVERS

Before applying the search steps, Facebook Ads shows fewer than 1000 truck drivers using just their suggestions. Considering I'm sure I run into AT LEAST 1000 18 wheelers on a trip to anywhere I can't imagine this number is correct.

The screenshot shows the Facebook Ads Manager interface. On the left, under 'Job Titles', a list of suggestions is shown: Truck Driver, Truck Driver (Yard Trash), Truck Driver Instructor, Truck Driver Teamster, Truck Driver Supervisor, Farm Truck Driver, Flatbed Truck Driver, Reach-Lift Truck Driver, and Trucker. A red box highlights the first two items. A red callout box with the text 'Facebook Ads Manager suggestions for "trucker" and "truck driver" give a potential reach of under 1000' points to the 'Potential Reach: Fewer than 1000 people' text in the Audience Details section on the right. The Audience Details section also shows Location (United States), Age (18-65+), and Language (English (UK), English (US) or English (All)).

**Facebook Ads Manager suggestions for "trucker" and "truck driver" give a potential reach of under 1000**

**Potential Reach: Fewer than 1000 people**

Sure enough, after the search steps we find 62,000 (and counting – I'm sure I'm missing some!).

The screenshot shows the Facebook Ads Manager interface after applying search steps. On the left, under 'Job Titles', a list of suggestions is shown: Fleet Driver and Large truck driver, HEAVY TRUCK TRAILER DRIVER, Heavy Truck Driver, Heavy Truck Operator, Heavy Duty Truck Driver, and Heavy Haul Truck Driver. A red box highlights the first two items. A red callout box with the text 'Up to 62,000 truck drivers!' points to the 'Potential Reach: 62,000 people' text in the Audience Details section on the right. The Audience Details section also shows Age (18-65+) and Language (English (UK), English (US) or English (All)).

**Up to 62,000 truck drivers!**

**Potential Reach: 62,000 people**

Job Titles ⓘ

Trucker	×	×
Truck Driver	×	
Truck Driver Instructor	×	
Truck Driver Supervisor	×	
Truck Driver Teamster	×	
Flatbed Truck Driver	×	
Trucker 18 wheels a rolling	×	
Freight Trucker	×	
Ice Road Trucker	×	
Independent Trucker	×	
Inside Trucker	×	
Interstate Trucker	×	
international trucker	×	
Lady Trucker	×	
Long Distance Trucker	×	
Long Haul Trucker	×	
OTR Trucker	×	
Over the road trucker	×	
O T R TRUCKER	×	
long haul trailer driver	×	
Long Haul Truck Driver	×	
yard and long haul driver	×	
LONG HAUL DRIVER ( international )	×	
Long Haul Driver	×	

Long Haul Driver	×
Professional Long Haul Truck Driver	×
Class A Commercial Truck Driver	×
Class A CDL Driver	×
CDL Truck Driver	×
Truck Driver CDL Class A	×
Line Trucker,long haul division	×
OTR Long Haul Truck Driver	×
Professional Long Haul Truck Driver/logistics	×
Long haul trucker, reefer truck.	×
Line Trucker	×
INTERSTATE TRUCKIE	×
Interstate Truck Driver	×
Interstate Truck Driver/Operations Manager of #20	×
Interstate flatbed Truck driver	×
18 wheeler tractor trailer driver	×
18 Wheel Truck Driver	×
18-Wheeler Driver (Retired)	×
Driver 18 Wheeler	×
truck driver/ car hauler	×
Car Hauler	×
CDL A Truck Driver	×
Truck Driver and a truck mounted crane	×
truck driver A.Hingley Transport	×



Truck driver at A.R.H	×
truck driver class a cdl/ plumber	×
Truck Driver (c+e)	×
Line Haul Driver	×
Line-Haul Truck Driver	×
LTL Driver	×
LTL Truck Driver	×
Reefer Driver	×
Freight Hauler	×
Freight Driver	×
Driver / Freight Coordinator	×
Freight Manager / Driver	×
Freight Relocation Engineer / Driver Trainer	×
flat bed driver	×
otr flat bed driver	×
Flat Bed Operator	×
Professional driver for flat bed	×
Tow truck & Flat bed Operator	×
Trucker (flat bed)	×
Trucker/Beer Delivery	×
Trucker(cattle, rooster cruiser, fuel, heavy haul, ...	×
Trucker/Driver	×
LOCAL TRUCKER	×
Livestock Trucker	×

Tester/Lift Trucker	×
Low Boy Heavy Haul Truck Driver	×
Tanker Driver	×
Fuel Tanker Driver	×
Tanker Trailer Driver	×
Tanker Truck Driver	×
Tanker Truck / Lorry Driver	×
Fuel Truck	×
Fuel Truck Driver	×
Fuel Truck Driver & Swamper	×
Fuel Truck Operator	×
Fuel service truck driver	×
truck driver haul fuel	×
Auto Hauler	×
Container Truck Driver	×
Class B CDL Driver	×
Class B Driver	×
Class B Truck Driver	×
Class A Driver	×
Class A Truck Driver	×
Class A Truck Driver/ Equipment Operator / Engi...	×
Class A Truck Driver/ Regional	×
Class A Truck Driver/ technician	×
CDL Driver	×

CDL Driver	×
CDL Driver (Commercial Drivers License Driver)	×
CDL Operator	×
CDL Truck Driver (Commercial Drivers License ...	×
CDL Class A Truck Driver	×
CDL trucker driver	×
cdl driver and groundsmen	×
CDL Class A Driver	×
CDL-A Delivery Driver	×
CDL-A Driver	×
CDL-A Hazmat Driver	×
CDL Bus Driver	×
Bus Driver/Custodian CDL instructor	×
Commercial Driver's License Driver (CDL Driver...	×
CDL Class A Professional P&D Truck Driver	×
Class a cdl P&D driver	×
CDL Mobile Tour Driver	×
Maintenance superintendent and CDL Driver	×
CDL OTR	×
CDL Driver / Operator	×
OTR CDL Instructor	×
OTR Driver CDL - A	×
CDL tractor trailer driver	×
CDL truck delivery driver	×

Class A OTR Commercial Truck Driver	×
OTR Company Driver	×
OTR Driver	×
OTR Truck Driver (Over the Road Truck Driver)	×
Over the Road Commercial Truck Driver (OTR C...	×
Over the Road Driver (OTR Driver)	×
Over the Road Tractor Trailer Driver (OTR Tract...	×
OTR/Line Haul Driver	×
oTrucking. otr driver	×
Over The Road(OTR) Truck Driver	×
Regional OTR Driver	×
Otr S-T Driver for XPO Logistics,Inc	×
OTR Truck Driver	×
OTR TRUCK DRIVER / TRAINER	×
OTR Flatbed Truck Driver	×
OTR Professional Truck Driver	×
OTR Flatbed Truck Driver (Over the Road Truck ...	×
OTR Professional Truck Driver/ Owner Operator	×
Professional OTR Truck Driver Retired	×
OTR/Driver	×
driver/hopper	×
OTR Professional Driver	×
Part time OTR	×

Over The Road Truckdriving	×
Over-the-Road Driver	×
Over the Road Commercial Truck Driver owner ...	×
Commercial Truck Driver	×
Commercial Trailer Truck Driver	×
Heavy Equipment Hauler	×
Heavy Equipment Driver	×
big rig truck driver	×
Big Rig 18 wheeler Truck Driver	×
Big Rig 18-Wheel Truck Driver (Cross-Country)	×
Big Rig Driver	×
Rig Driver	×
Rig Up Truck Driver( Gin Truck)Or(Bed Truck)	×
Reach-Lift Truck Driver	×
Big Truck Driver	×
Big End Dump Truck Driver	×
Diesel Truck Driver	×
Gas Truck Driver	×
Fleet Driver and Large truck driver	×
HEAVY TRUCK TRAILER DRIVER	×
Heavy Truck Driver	×
Heavy Truck Operator	×
Heavy Duty Truck Driver	×
Heavy Haul Truck Driver	×
Add a job role	

## WRITERS

Writers are certainly passionate about their work. Very few people write because they have to – they write because they like the work. Compare that to a job someone takes only because they need the money and I'm sure you can come up with ways to create engaging shirts for writers.

The image shows the Facebook Ads targeting interface. On the left, under 'Job Titles', a list includes 'Writer', 'Freelance Writer', and 'Ghost Writer', with 'Writer' highlighted in yellow. A red arrow points from this list to a red-bordered box containing the text: 'Facebook Ads gives us only 45,000 potential reach for titles related to "writer"'. On the right, under 'Audience Details', the following criteria are listed: Location - Living In: United States; Job title: Writer, Ghost Writer or Freelance Writer; Age: 18 - 65+; Language: English (UK) or English (US). At the bottom right, 'Potential Reach: 45,000 people' is circled in red.

**Job Titles**

- Writer
- Freelance Writer
- Ghost Writer

**Audience Details:**

- Location - Living In:
  - United States
- Job title:
  - Writer, Ghost Writer or Freelance Writer
- Age:
  - 18 - 65+
- Language:
  - English (UK) or English (US)

**Potential Reach: 45,000 people**

The image shows the Facebook Ads targeting interface with expanded job titles. On the left, the list includes 'Editorial Writer/Columnist', 'Founder,C.E.O & Author', 'Best Selling Author/Speaker', and 'Certified Life Coach, Speaker, Best Selling Auth...'. A red arrow points from this list to a red-bordered box containing the text: 'Now more than doubled and up to 100,000 potential reach'. On the right, the 'Audience Details' section is expanded to include a long list of job titles: 'and journalist, Columnist and Reporter, Advice Columnist, Author/Columnist, Beauty Columnist, Columnist/Blogger, Columnist/Editor, Editor and Columnist, Editorial Writer/Columnist, Founder,C.E.O & Author, Best Selling Author/Speaker, Cook Author Writer, Blogger and Writer or Certified Life Coach, Speaker, Best Selling Author, Trainer of Personal Achievement and Public Speaking / Host of The Stevie G. Success Show: The #1 Personal Achievement Podcast /Commercial Photographer - Dallas, Texas'. At the bottom right, 'Potential Reach: 100,000 people' is circled in red.

**Job Titles**

- Editorial Writer/Columnist
- Founder,C.E.O & Author
- Best Selling Author/Speaker
- Certified Life Coach, Speaker, Best Selling Auth...

**Audience Details:**

- Location - Living In:
  - United States
- Job title:
  - and journalist, Columnist and Reporter, Advice Columnist, Author/Columnist, Beauty Columnist, Columnist/Blogger, Columnist/Editor, Editor and Columnist, Editorial Writer/Columnist, Founder,C.E.O & Author, Best Selling Author/Speaker, Cook Author Writer, Blogger and Writer or Certified Life Coach, Speaker, Best Selling Author, Trainer of Personal Achievement and Public Speaking / Host of The Stevie G. Success Show: The #1 Personal Achievement Podcast /Commercial Photographer - Dallas, Texas
- Age:
  - 18 - 65+
- Language:
  - English (UK) or English (US)

**Potential Reach: 100,000 people**

Job Titles ⓘ

Writer	×	×
Freelance Writer	×	
Ghost Writer	×	
Chief Writer	×	
Comic Writer	×	
Creative Writer	×	
Designer/Writer	×	
Documentary Script Writer	×	
Editorial Writer	×	
Feature Writer	×	
Fiction Writer	×	
Fiction and Nonfiction Prose Writer	×	
Film Writer	×	
Food Writer	×	
Greeting Card Writer	×	

Headline Writer	×
Health Science Writer	×
Health Technical Writer	×
Information Writer	×
Free Lance Writer	×
Literary Writer	×
Magazine Writer	×
Movie Writer	×
Narrative Writer	×
News Writer	×
Newspaper Writer	×
Radio News Writer	×
Play Writer	×
Poem Writer	×
Press Writer	×
Writer Stories	×
Children's Writer	×
children's book writer	×
Verse Writer	×
Web Content Writer	×



A Writer	×
A Writer/ Freelance Journalist	×
Creative & Script Writer	×
Creative Writer/Editor	×
creative writing	×
Creative Writing English Professor	×
Creative Writing Instructor	×
Creative Writing Intern	×
Creative Writing Professor	×
Creative Writing Teacher	×
Assistant Director Creative Writing	×
Actor/ Writer/ Key Creative	×
Admin, Writer & Creative Director	×
Ambitious creative writer	×
Associate Creative Director/Writer	×
Author & Creative Writer	×
Creative Contributor and Writer	×
creative assistant & Writer	×
writer and creative producer	×
Bar Manager / Creative Writer / Events	×

Blogger, digital musician, writer, creative	×
Brand Strategist, Writer & Creative Entrepreneur	×
Creative Writer & Business Developer	×
Business Executive/Creative Writer	×
Creative Writer/ Brand Planner	×
Writer/Creative Consultant	×
creative content writer	×
Creative Director / Actor / writer / filmmaker	×
Digital Creative Content Writer	×
Poetic Creative Writer, Model, Decipher	×
Writer, Creative Director, Executive Producer	×
Writer/Creative Director	×
Creative Entertainment Writer	×
Creative writer, poet and editor	×
Ecopsychologist, Writer & Cultural Creative	×
Writer/Editor - Creative Content Support	×
Creative Director/Writer	×
Creative Writer, Workshop Facilitator, Speaker	×
Fine Arts Painter/Creative Writer	×
Founder / Creative Director. Writer / Director.	×

Freelance Creative Writer	×
Freelance Digital Graphic Artist/Creative Writer	×
Freelance Graphic Artist & Creative Writer	×
Creative Writer & Public Speaking Lecturer	×
Lyricist/Creative Writer	×
Content Manager/Creative Writer	×
Writer & Social Media Creative	×
Writer (Creative/PR/SEO) / Marketing Manager	×
Creative Services Writer Producer	×
Senior Creative Writer	×
Specialty Writer/Creative Resources Designer	×
Fiction and Nonfiction Prose Writer and Novelist	×
Fiction Writing Tutor	×
General Fiction Writer	×
Author	×
Content Writer	×
Content Writer / Intern	×
Content Writer and Editor	×
Content Writer/Blogger	×
Freelance Content Writer	×

Content Writer/Editor	×
Website Writer	×
SEO & Website content writer	×
Journalist	×
Environmental Journalist	×
Fashion Journalist	×
Magazine Journalist	×
Newspaper Journalist	×
Sports Journalist	×
Travel Journalist	×
Journalist and Editor	×
Journalist and Photographer	×
Journalist and Producer	×
Business Journalist	×
Entertainment Journalist	×
Independent Journalist	×
Magazine writer/drawer	×
Health Writer (Magazine)	×
Magazine editor/writer	×
Blog Writer	×

Article/Blog Writer	x
Blog Owner, Writer	x
Blog Owner, Writer, Photographer	x
Blogger/Freelance Writer	x
Writer and Blogger	x
Writer and Actor	x
Writer and Novelist	x
Novel writer	x
Writer/Novelist	x
short story and novel author	x
short story writer/flash fiction	x
Short Story Writer	x
Short story/ Children writer	x
Poetry/Essay/Short Story writer	x
novelist/short story writer	x
Novelist	x
Freelance Novelist	x
Writing a Fiction Novel	x
Writing and Editing	x

Professor of Communication and Writing	×
Freelance Writing	×
Free-lance writing	×
Freelance Writer/ Copywriter	×
Freelance Writer/ Blogger	×
Freelance Writer/Editor	×
Freelance Writer and Communications Consultant	×
Freelance Writer/Researcher	×
Freelance Writer and Editor	×
Freelance Writer and Graphic Designer	×
Freelance Writer and Photographer	×
Freelance Academic Writer	×
Freelance Writer, Editor, and Proofreader	×
Freelance writer / Author	×
freelance article writer	×
Blogger/Freelance Writer/Editor	×
Freelance (Amateur) Lyricist, Writer & Blogger!	×
Freelance Beauty/Culture Writer	×
Freelance Sports Writer and Blogger	×
Freelance Web Content Writer/Blogger	×

Writer & Blogger; Freelance Information Specialist	×
Freelance Commercial Writer	×
Freelance Contributing Writer	×
Freelance Writer/Columnist	×
Freelance Writer/Contributor	×
Freelancer, Writer, Blogger, Social worker, Activist	×
Freelance Science Writer/Editor	×
Freelance Sports Writer	×
Freelance Writer + Subscriptions Manager	×
Freelance Writer, Researcher, Speaker	×
Freelance Writer/Researcher, Strategic Planner	×
Freelance Writer/Stylist	×
Special Events / Freelance Writer	×
Freelance Editor/Writer/Blogger/Translator	×
Freelance Film/TV Writer	×
Freelance Producer, Writer, Editor, Tutor	×
Freelance Television Writer/Producer/Showrunner	×
Freelance Travel Writer	×
Freelance Writer, Editor, Tutor	×
Freelance Writer/Teacher	×

Part-time Freelance Writer	×
Freelance Web Writer	×
Horror/Science-Fiction Writer	×
Columnist	×
Newspaper Columnist	×
Book author	×
Author Self Help Book	×
Academic Book Author	×
Children's Book Author & Illustrator	×
Story Editor/Writer	×
Children's Book Author	×
Writing Children's Book (Author)	×
Freelance Book Author, Content Editor, Scriptwri...	×
Abstract Writer	×
Business Writer	×
Comic Book Writer	×
Freelance Copywriter	×
Copywriter	×
Copywriter Intern	×
Copywriter/Editor	×



Copywriting	×
Self-published Author	×
Self-published Author & Blogger	×
Published Author	×
Published Author/SynergEbooks	×
Author and Blogger	×
Author/Blogger	×
Blog Author	×
Author / Contributor	×
Author/Composer	×
Author/Creator	×
Children's Author	×
Content Author	×
Cookbook Author	×
Multimedia Author	×
Guest Author	×
Author/Illustrator	×
Independent Author	×
Indie Author	×
Author/Owner	×

Owner and Author	×
Owner/Author/Publisher	×
Author/Photographer	×
Author/Poet	×
Author/Producer	×
Author/Publisher	×
Author & Reader	×
Author/Researcher	×
Reader and Author	×
Romance Author	×
author, reader, reviewer	×
Author, Writer, Poet	×
Author, Writer, Reader	×
Author/Writer	×
Author/Writer/Publisher	×
Web Author	×
Writer and author	×
Writer/Author/Poet	×
YA Author	×
Writer and Published Author	×

author, writer, artist	×
Author of The Boss Killers and fiction writer	×
Author, Speaker, Writer, Dreamer, Connector, B...	×
Author/Writer/Beta	×
Author/Writer/Blogger	×
Best Author/ Writer	×
business writer/author	×
Author,Writer, Speaker, Consultant	×
Author/ Writer, Narrator, Creator	×
Children's Author/Textbook writer	×
Cook Author Writer	×
Author, writer, speaker	×
Author,Short Film Writer/Director	×
Future Writer/Blogger	×
Author,Short Film Writer/Director/Producer	×
Gothic & Dark Fantasy Author/Writer	×
Poet, Writer, Playwright, Director, Author	×
Author, Writer, Editor	×
Writer/Editor/Author	×
Author and Short Film Writer	×

Poet	×
Poetess	×
Writer/Poetess	×
Author/Financial Journal Writer	×
Features writer and Author	×
Freelance Writer/Author/Media	×
Founder & Blog Writer	×
Blogger	×
Blogger/Owner	×
Blogger and Photographer	×
Blogger and Writer	×
Blogger/Admin	×
Blogger/Author	×
Blogger, Copywriter	×
Blogger/Columnist	×
Certified Blogger	×
Blogger/Editor	×
Entertainment Blogger	×
Expert Blogger	×
Writer/Editor/Blogger	×

Famous blogger	×
Fashion Blogger	×
Featured Blogger	×
Fitness Blogger	×
Freelance Blogger	×
Hardcore Blogger	×
Head Blogger	×
Health Blogger	×
Internet Marketer / Blogger	×
Blogger/Journalist	×
Fashion & Lifestyle Blogger	×
Lead Blogger	×
Lifestyle Blogger	×
Script Writer	×
Film Writer and Director	×
Film Writer, Director & Producer	×
Film Writer/Director	×
Aspiring Author	×
Aspiring Novelist	×
Aspiring Writer	×

Aspiring Horror Writer and Poet	×
Aspiring American Author	×
Aspiring Author/Novelist and journalist	×
Columnist and Reporter	×
Advice Columnist	×
Author/Columnist	×
Beauty Columnist	×
Columnist/Blogger	×
Columnist/Editor	×
Editor and Columnist	×
Editorial Writer/Columnist	×
Founder,C.E.O & Author	×
Best Selling Author/Speaker	×
Certified Life Coach, Speaker, Best Selling Auth...	×

Add a job role...

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