BUILD A LEAD LIST WITH AI

Exact tools. Exact steps. Start with 25 people.

THE WHOLE PROCESS

1. **Write your ICP**
2. **Make a project**
3. **Connect your data**
4. **Paste the prompt**
5. **Spreadsheet**
6. **Check every name**
7. **Reach out**
8. **Again tomorrow**

↻ Step 8 sends you back to step 4, every weekday.

25
people to start. A human number, not 2,500.

50 a day
beats 500 once. Most people aren't ready to buy today.

Under 2%
reply means fix the message. Over 2%, send more.

1 Write your ICP

One paragraph: who they are, where, how big, who signs, what's going on when they need you.

- Start from your 3 best customers.
- Add the signal: hiring, growing, complaining about the problem.

> Property management companies in Ontario with 11 to 200 employees. The owner, president or director of operations signs. They manage rental buildings for other owners, they're buried in tenant emails and maintenance requests, and they're hiring because of it.

2 Make a project

A project keeps the instructions, so every run builds the list the same way.

- Claude or ChatGPT: Projects, then New project.
- Paste AGENTS.md into the project instructions.

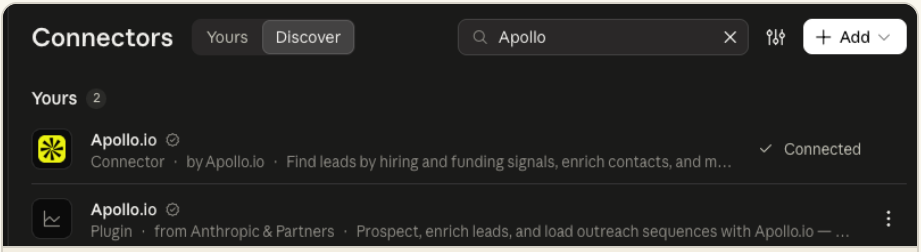
AGENTS.MD, SHORTENED

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1. Read the ICP. If something is missing, ask once.
2. Pick the channel: email, phone, or events.
3. Find people with the connected tools. Never guess an
email.
4. Score each person 1 to 5, one line on why.
Rules: don't contact anyone. Don't spend credits without a
yes.
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3 Connect where the people are

Businesses with emails: Apollo. Cheaper and messier: Apify. Trades and local shops: Google Maps and the phone.

- Claude: Settings, Connectors, search Apollo, Connect. ChatGPT: Settings, Apps, Apollo.
- Apify: open the Leads Finder, click Copy setup prompt, paste it to your agent.



Apollo in Claude: Settings, Connectors

4 Paste the prompt

Your ICP plus one line. Ask for 25.

THE PROMPT

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Here's my ICP: [paste your paragraph]

Build me a lead list of the best 25 people who match. Use the
connected tools. Give me the table, then tell me how many
matched in total and the one filter you'd change.
```

5

Put it in a spreadsheet

One row a person: who, company, why they fit, score. A real run: 1,462 matched in Apollo.

- Claude: Create a spreadsheet under the answer. Or paste into Google Sheets.
- Add a Status column: New, Sent, Replied, Booked.

#	First name	Last name	Company	Role	City	Website	Why they fit	Score
1	[redacted]		Property Management Toronto	Founder & CEO	Toronto	propertymanagementto.com	Fee-based management for owners (plans from $109/mo), active job postings	5
2	[redacted]		Goldview Property Management	President	Toronto	goldview.ca	Independent third-party firm with an RFP form, active job postings	4
3	[redacted]		Duka Property Management	Director of Operations	Mississauga	dukamanagement.com	Exact signer title, active job postings; mostly condo-board clients	4
4	[redacted]		Times Property Management	President	Richmond Hill	timesproperty.ca	Active job postings, takes management proposals; client type not stated	4
5	[redacted]		Apollo Property Management	Vice President	Ottawa	apollomgt.com	Manages for owners from individual investors to institutions, active job postings; VP isn't on your signer list	4
6	[redacted]		Qterra Property Management	Founder	Toronto (North York)	qterrapropertymanagement.com	Pitched directly at landlords and owners	4
7	[redacted]		Fahel & Co.	President	Ottawa	fahelandco.com	Fee-based, says it serves 2,000+ Ottawa landlords	4
8	[redacted]		Stewart Property Management	Owner	Ottawa	stewartpm.ca	Sells management packages to investors and owners	4

The top of the list (names blurred)

6

Check every name

Same run: 14 of 25 dropped to a 3 or lower once the agent read their websites.

- Ask the agent to read each company's website and rescore.

- ✕ Retired or gone
- ✕ Wrong fit
- ✕ Duplicate
- ✕ Already a customer

7

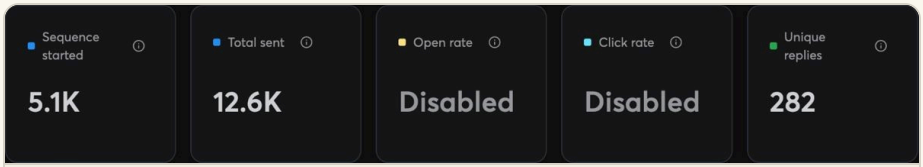
Reach out

Short and true. One ask: "Interested?" Start from your own inbox or LinkedIn.

Day 1
Who you are, why them, one ask

Day 4
Shorter. Same ask

Day 7
Shortest. Says it's the last



What good looks like: 5,100 people, 282 replies. Most come from email 1.

8

Do it again tomorrow

Claude: Scheduled. ChatGPT: Tasks.

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ASK IT
Every weekday at 8 AM, add 25 new people to the sheet. Skip
anyone already in it.
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10 A DAY
By hand
You write every message

50 A DAY
The AI helps
AI finds, you send

130+ A DAY
It runs
You answer replies

HOW MANY PEOPLE YOU NEED

Walk back from the clients you want.

2,700 people contacted a month, about 130 a weekday

40 replies — 1.5% reply

16 booked calls — 40% of replies book

4 new clients — 1 in 4 calls signs

TOOLS AND WHAT THEY COST · START AT ABOUT $30 A MONTH

Apollo · find people
100 free credits a month, then about $59 for 2,500

Apify · cheaper
$5 free a month, then about $1.50 per 1,000
Expect half to bounce

Claude or ChatGPT · run it
Your existing plan

Google Sheets · track it
Free

Instantly or Smartlead · volume
Domains $15 a year, inboxes $5 a month

HeyReach · LinkedIn
Paid
LinkedIn caps you near 200 invites a week

WHEN YOU SCALE EMAIL · NEVER FROM YOUR MAIN DOMAIN

1 inbox
about 30 emails a day

×5

1 domain
about 5 inboxes

=

600 a day
20 inboxes on 4 domains

Only once your own inbox gets replies.

THE FILES

The prompt, AGENTS.md and this guide: lemonbrand.io/live/lead-lists
Everything on GitHub: github.com/SLBergeron/ai-in-context
Prices as of October 2026. Check before you buy.