AI with Harry

FREE GUIDE

Build a Lead List with Claude: Prompt + Scoring Template



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Build a Lead List with Claude: Prompt + Scoring Template

Turn "who should I contact?" into a short, scored list of real businesses that fit what you sell.

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> **Things change fast.** Claude's web search and connector menus move around. If a button below looks different, look for the closest label ("Search", "Tools", "Connectors"). This guide is general information, not legal advice.

How it works (5 steps, about 45 minutes)

1. **Describe your ideal customer in one paragraph.** What you sell, the type of business, size, area, and 3–5 things you could *see* from the outside that show they need you (for example "no online booking on their website" or "fewer than 20 Google reviews").
2. **Turn on web search in Claude.** In a new chat, look for the search or tools toggle near the message box and make sure web search is on.
3. **Run the lead-list prompt** below. Start with 20 businesses in one town. Small lists are easier to check.
4. **Score the list** with the template below. (The scoring prompt that fills it in for you is in the kit.)
5. **Check the top 10 yourself.** Open each website. Confirm the signals are real before you contact anyone.

Prompt 1: Build the lead list

```
I sell [YOUR OFFER] to [TYPE OF BUSINESS] in [TOWN/AREA].
Using web search, find [20] real, currently operating businesses that
match. Skip national chains and franchise branches.
For each, give me: business name, website, town, phone (as listed on
their site or Google listing), and the general contact email or contact
form URL shown on their own Contact page.
Rules:
- Only use information published by the business for business contact.
- Do not guess or generate email addresses. If there is no public email,
  write "contact form" or "none listed".
- Do not collect personal details about owners or staff.
- Visit at most 3 public pages per site.
Return a table, and list any business you weren't sure about.
```

What good output looks like: a table of real businesses with working website links, and "none listed" where there's no public email (not invented addresses).

Simple scoring template

Copy this into a spreadsheet, or ask Claude to fill it in:

Business	Website	S1 (30)	S2 (30)	S3 (20)	S4 (20)	Score	Reason	Priority	Contact route	Source page
Example Co	example.com	yes	yes	unknown	yes	80	No booking (30), dated site (30), 4.6 rating (20)	A	info@	example.com/contact

Example signals for a web designer targeting plumbers:

- S1 (30): No online booking button or form on the website
- S2 (30): Website not mobile-friendly, or footer copyright 5+ years old
- S3 (20): 20–150 Google reviews (busy but independent)
- S4 (20): Rating 4.2 or higher (cares about reputation)

Before you email anyone

- **US (CAN-SPAM):** business-to-business email is covered. Use an honest subject line and accurate sender details, say it's a business offer, include your postal address and a clear opt-out, and honor opt-outs within 10 business days.
- **UK (PECR and UK GDPR):** limited companies and LLPs can be emailed without prior consent, but you must say who you are and offer an easy opt-out. Sole traders and most partnerships are treated like individuals, so don't cold email them without consent. A named work address (jane@company.co.uk) is personal data, so you need a lawful basis such as legitimate interests and must tell them how to object.
- **Everywhere:** follow each website's terms, never buy or scrape personal email lists, and keep a "do not contact" list.

Want the full kit?

The **Lead Gen Machine ($15)** takes this from a 20-row list to a weekly system:

- A full ICP worksheet with weighted signals and deal-breakers
- Pulling 50–200 businesses from Google Maps with Apify (through Claude's Apify connector or a CSV export), with cost checks before every run
- A lead scoring sheet (CSV) and an outreach tracker (CSV) with opt-out handling

- 18 prompts: cleaning, website signal checks, personal first emails that mention one real detail, follow-ups, reply sorting and weekly reviews
- A plain-English guide to sending within CAN-SPAM and UK PECR/GDPR rules, plus a worked example

Everything in one place: the **All-Access Pass ($39, lifetime updates)**.

Every kit comes with the **10-hour guarantee**: set it up as the guide says and save 10 hours a week, or get your money back. Stuck on setup? You get a free 1-on-1 call.



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