Tab 1

Below is a **complete, hand‑off playbook** you can give to someone who’s **never** used these tools or done creator lead‑gen before. It’s written step‑by‑step, with checklists, templates, fields, and acceptance criteria. If they follow this, they’ll produce a clean **Dallas 500** shortlist, run **warm outreach**, and keep the pipeline healthy—without breaking anything.

# **Good Taste — Creator Lead Engine Playbook (Dallas)**

## **0) What “good” looks like (targets)**

* **Output:** A clean **Dallas 500 – Invite Now** list of creators that fit our gates.
* **Quality gates:**
  + **Local:** ≥30–40% of audience in **DFW** for Invite Now (≥20% for Waitlist).
  + **Food focus:** ≥50% of last ~20 posts are dining/restaurant.
  + **Cadence:** ≥1 dining recommendation/week in last 60 days.
  + **Link‑ready:** link‑in‑bio or affiliate tells (#liketoknowit, #ShopMy, etc.).
  + **Compliance:** no “DM for comps/gifts” in bio/highlights.
* **Time to first seat (liquidity):** ≤14 days for ≥60% of those we invite.
* **Tone:** **Simple sophistication.** No hype. No comps. Warm, personal outreach.

## **1) Tools you’ll use (and why)**

* **Favikon** — Fast discovery + on‑page vetting via Chrome extension.
* **Modash** — Audience **location % (DFW)** + authenticity + contact enrichment.
* **HypeAuditor (optional QA)** — Spot‑check a small sample (5–10%) for audience/location sanity.
* **Airtable** — Our working base (tables, views, filters) for lists and outreach status.
* **Google Sheets** — Light transforms, formulas, scoring if you’re not using Clay.
* **PhantomBuster** (optional) — Fresh hashtag/geo pulls for TikTok/IG recency (last 60–90 days).

Keep outreach **manual & warm**. No bulk blasting.

## **2) One‑time setup (30–60 minutes)**

**Airtable Base** – create these tables (tabs):

1. **Sources\_Raw** (where you dump exports)  
   * Fields: platform, handle, profile\_url, followers, bio, notes, source\_name, source\_run\_id, seen\_at
2. **Creators\_Canonical** (deduped person records)  
   * Fields: platforms[], handle, display\_name, bio, email\_public, followers, link\_in\_bio, last\_post\_at
3. **Enrichment**
   * Fields: handle, dfw\_audience\_pct, authenticity\_score, recent\_food\_posts\_20, food\_focus\_pct, affiliate\_flag, cadence\_ok, comp\_ask\_flag
4. **Scores**
   * Fields: handle, local\_pts, food\_pts, momentum\_pts (optional), linkready\_pts, compliance\_pts, lead\_score, tier
5. **Outreach\_Pipeline**
   * Fields: handle, owner, status (Not Contacted / Contacted / In Conversation / Accepted / Live / No Fit), last\_touch, notes

**Google Drive folder** – “Dallas Creator Intake” (exports, screenshots, runs).

**Slack channel** – #dallas-creator-intake for quick questions + decisions.

## **3) Build the candidate pool (Discovery)**

### **3.1 Favikon (primary discovery)**

1. Create **saved searches**:  
   * **Dallas Food (IG + TikTok)**
   * **Brunch – Dallas**
   * **Neighborhoods:** Deep Ellum, Bishop Arts, Lower Greenville, Knox/Henderson, Uptown, Design District, Fort Worth
2. Filters (guidance):  
   * Followers: micro to mid (e.g., 3k–250k)
   * Engagement: ≥2–3%
   * Recent activity: posts in last 60–90 days
3. Export **handles + basic profile**; name export favikon\_YYYYMMDD.csv.
4. Use the **Chrome extension** while browsing to quickly vet edge cases and add to lists.

**Drop into Airtable → Sources\_Raw.** Add source\_name="favikon" and a source\_run\_id (date‑time).

### **3.2 Optional: PhantomBuster (recency lift)**

Use **Instagram Hashtag Search** (or TikTok equivalent) to pull **Recent** posts across Dallas tags.

**Hashtag set (paste‑ready):**

* Core: #dallasfoodie, #dallasfood, #dallaseats, #dallasrestaurants, #dfwfoodie, #dfweats, #dallasdrinks, #dallasbrunch
* Neighborhoods: #deepellum, #bishoparts, #lowergreenville, #knoxhenderson, #uptowndallas, #victorypark, #oaklawn, #trinitygroves, #designdistrict, #westvillage
* Suburbs: #fortworthfoodie, #planofoodie, #friscofoodie, #addisoneats, #irvingeats, #arlingtoneats, #mckinneyfoodie, #grapevineeats, #southlakeeats, #dentoneats
* Categories: #dallastacos, #dallassteak, #dallassushi, #dallaspizza, #dallasbbq, #dallasburgers, #dallasdesserts, #dallascoffee, #dallascocktails

**Safe settings:**

* Lines per launch: 5–10 inputs
* Posts to extract: 300–500 (daily refresh); 800–1200 on first seed
* Random delays ON; dedupe ON

Export **owner username + profile URL**, then **dedupe to distinct handles** (see formulas in §7).

**Drop into Airtable → Sources\_Raw** with source\_name="phantom\_ig" (or \_tt for TikTok).

## **4) Enrich for DFW audience % + signals**

### **4.1 Modash (primary enrichment)**

* Import the **deduped handles** (Creators\_Canonical, see §5).
* Pull: dfw\_audience\_pct, authenticity\_score, emails, demographics.

### **4.2 Content‑level signals (do in Sheets or Airtable)**

* **Affiliate flag:** TRUE if captions/hashtags have #liketoknowit, #liketkit, #LTKunder50, #LTKHome, #ShopMy (last 90 days).
* **Food focus:** Count dining posts in last ~20 (keywords/hashtags: restaurant, menu, chef, brunch, dinner, lunch, reservation, booknow, cocktail, bar, tasting, and Dallas food tags). → food\_posts\_20 and food\_focus\_pct = food\_posts\_20/20.
* **Cadence:** TRUE if ≥1 dining rec/week in last 60 days.
* **Compliance:** comp\_ask\_flag = TRUE if bio/highlights say “DM for comps/collab.”

### **4.3 (Optional) HypeAuditor QA sample**

* Take **5–10%** random sample of your shortlist → check **audience location %** and authenticity; note discrepancies.

**Write results into Airtable → Enrichment** by handle.

## **5) Deduplicate & create the Creators\_Canonical list**

From **Sources\_Raw**, normalize: lower‑case handles, strip @, merge duplicates across platforms.

**Keys:**

* Primary: platform + handle
* Person merge: same handle on multiple platforms → one creator with platforms[].

Populate **Creators\_Canonical** with one row per person.

## **6) Score & tier the list**

Use this **Lead Score (0–100)**:

| **Component** | **How to compute** | **Max** |
| --- | --- | --- |
| **Local** | min(dfw\_audience\_pct × 1.25, 50) | 50 |
| **Food Focus** | food\_focus\_pct × 20 | 20 |
| **Momentum (optional)** | min( (last10\_eng / 90d\_avg\_eng) × 10, 15) | 15 |
| **Link‑Readiness** | 10 if link\_in\_bio OR affiliate\_flag; 5 if borderline; else 0 | 10 |
| **Compliance** | 0 if comp\_ask\_flag TRUE; else 5 | 5 |

**Tiers:**

* **Invite Now:** lead\_score ≥ 75
* **Waitlist / Nurture:** 60–74
* **No Fit:** < 60 or private account

In **Airtable → Scores**, compute and then create a view:

**View:** Dallas 500 – Invite Now

* Filter: lead\_score ≥ 75
* Sort: by lead\_score desc, then by followers desc (or an engagement proxy)

## **7) Helpful formulas (Google Sheets)**

**Deduplicate usernames in an unknown column (by header name):**

=UNIQUE(

FILTER(

LOWER( REGEXREPLACE( TRIM( INDEX(results!A:ZZ, 0, MATCH("ownerUsername", results!1:1, 0)) ), "@", "" ) ),

LEN( INDEX(results!A:ZZ, 0, MATCH("ownerUsername", results!1:1, 0)) ) > 0

)

)

If your header is username, swap it in; if you only have profile URLs, use REGEXEXTRACT(...,"instagram\.com/([^/?#]+)").

**Affiliate flag (TRUE if any tag present in a caption cell):**

=IF(REGEXMATCH(LOWER(A2),"#liketoknowit|#liketkit|#ltkunder50|#ltkhome|#shopmy"),TRUE,FALSE)

**Food‑focus count over 20 posts (example if captions are in B2:U2):**

=COUNTIF(ARRAYFORMULA(LOWER(B2:U2)),"\*dallasfood\*")+COUNTIF(ARRAYFORMULA(LOWER(B2:U2)),"\*dallaseats\*")+COUNTIF(ARRAYFORMULA(LOWER(B2:U2)),"\*restaurant\*")+COUNTIF(ARRAYFORMULA(LOWER(B2:U2)),"\*brunch\*")+COUNTIF(ARRAYFORMULA(LOWER(B2:U2)),"\*dinner\*")

Adjust keywords and ranges to your data layout.

## **8) Outreach (warm, manual, on‑brand)**

**VIP‑50 (Founder sends) – DM/email**

*Subject:* Quick Dallas invite  
 *Body:* Love your Dallas dining recs—especially [recent post tie‑in]. We built a tool that **pays for seats actually filled** (no comps, no gimmicks). If you’re open, I’ll send a one‑pager and your private link. It’s simple, no commitments—just earn when your recs move people to book.  
 —[Name]

**Dallas 500 (CM sends) – email**

*Subject:* Your Dallas recs actually fill seats—want to earn on that?  
 *Body:* I help run Good Taste in Dallas. We quietly track **seated reservations** from your links and pay you—no freebies, no awkward asks. If you share where you’re going anyway, this is just the **fair version**.  
 If you’re in, I’ll send your link + quick setup (2 mins).  
 —[CM Name]

**Follow‑up (72h)**

Bumping this—happy to set up your link and show how the **seated‑only** payout works. No extra work on your end.

**Notes**

* Keep it **short, direct, respectful**.
* Do not promise comps, cash minimums, or inflated floors.
* Log every touch in **Outreach\_Pipeline** (status + last\_touch).

## **9) Weekly rhythm (keep it humming)**

* **Discovery refresh:** Favikon export + (optional) PhantomBuster recency pulls.
* **Enrich:** Run Modash on new handles; append to Enrichment.
* **Score/Tier:** Update **Scores**; refill **Invite Now** to keep 500 active.
* **Outreach:** CM works 50–75 new invites/week. Founder handles VIP‑50.
* **QA sample:** Spot‑check 5–10% in HypeAuditor; investigate big discrepancies.
* **Review:** Post a short note in Slack every Friday: new adds, invites sent, accepts, time‑to‑first seat, SCW medians.

## **10) Acceptance criteria (use this to judge the work)**

* **Weekly net‑new qualified handles ingested:** ≥1,500
* **Shortlisted Invite Now:** 150–250/week
* **DFW audience coverage (Invite Now):** ≥70% with **≥30–40% DFW**
* **Dupes in weekly intake:** ≤10%
* **Time‑to‑first seat:** ≤14 days for ≥60% of invited creators
* **SCW median (by week 6):** ≥10

## **11) Troubleshooting guide**

* **Not enough Dallas‑locals:**
  + Widen to **DFW suburbs** hashtags (Plano/Frisco/Fort Worth).
  + Increase “Food” keyword coverage; add niche tags (tacos, sushi, steak).
* **Too many non‑food creators:**
  + Tighten **food‑focus** filter (require ≥10/20 last posts food‑related).
* **Audience % looks off:**
  + Re‑run enrichment; QA a sample in HypeAuditor; keep the stricter value.
* **High bounce/low reply:**
  + Shorten outreach copy; cite **seated‑only** and **no comps** up front; mention a relevant restaurant or neighborhood.
* **Time‑to‑first seat too long:**
  + Nudge creators to post Tue/Wed (“Lock the Weekend”); ensure link is in bio/Stories; supply side ready (OAuth + floors set).

## **12) Guardrails (don’t do these)**

* Don’t bulk‑DM or automate initial outreach.
* Don’t promise comps or guaranteed earnings.
* Don’t publish leaderboards; **private “top‑X%” only**.
* Don’t lower gates to hit volume—protect SCW and restaurant trust.
* Respect platforms’ ToS; run scrapes with conservative pacing and business accounts.

## **13) Quick reference: lists & views to maintain**

* **Creators\_Canonical (all deduped people)**
* **Scores – Invite Now (≥75)** → **Dallas 500 – Invite Now** (working list)
* **Scores – Waitlist (60–74)**
* **Outreach\_Pipeline** → Kanban by status

what we need

# **Dallas Data Ops Playbook (Scraping & Infra Partner Version)**

## **1. Objectives**

* **Restaurants:** Build a complete dataset of all Dallas restaurants in $$, $$$, or higher, focused on OpenTable, Resy, and Tock.
* **Causes:** Master lists of Dallas PTAs/schools (private → public), charities/foundations (Dallas-based, ranked by size), churches (by congregation), museums.
* **Creators:** Curate and vet a list of ~10,000 Dallas-based creators using tiered gates (VIP / Strong / Long-Tail).

## **2. Sources**

* **Restaurants:** OpenTable, Resy, Tock (primary); Google Maps + Yelp (enrichment).
* **Causes:** ISD & PTA directories, GuideStar, Charity Navigator, IRS 990s, church directories, museum sites.
* **Creators:** Favikon, Modash, PhantomBuster, HypeAuditor (QA sample).

## **3. Gates (Filters)**

**Restaurants:**

* Geography: Dallas city + 10–15 mi.
* Price: $$, $$$, or higher.
* Exclude fast food/QSR.
* Reservation required/available.

**Causes:**

* Schools/PTAs: must have ≥200 families.
* Foundations: ≥$50k annual giving, Dallas-based.
* Churches: ≥200 members.
* Museums: Dallas-based only.

**Creators:**

* **Tier 1 (VIP):** 3k–250k followers, ≥2.5–3% ER, ≥35–40% Dallas audience, ≥50% food content, ≥1 post/week.
* **Tier 2 (Strong):** 2k–300k followers, ≥1.5–2% ER, ≥25–30% Dallas audience, ≥35–50% food content, ≥2 posts/month.
* **Tier 3 (Long-Tail):** 1k–500k followers, ≥1% ER, ≥15–25% Dallas audience, ≥25–35% food content, ≥1 post in last 90 days.
* Exclude inactive, fake, “DM for comps.”

## **4. Schema (Output Fields)**

**Restaurants:** name, address, phone, website, reservation\_platform, reservation\_url, price\_band, cuisine\_tags, neighborhood, lat, lng, hours, avg\_check\_estimate, rating, review\_count, image\_url, menu\_url, source\_platform

**Causes:** org\_name, EIN, org\_type, address, phone, email, contact\_name, website, size\_indicator, IRS\_990\_link

**Creators:** handle, platform, followers, engagement\_rate, audience\_location\_pct (DFW), food\_focus\_pct, cadence\_flag, email, bio, link\_ready\_flag, compliance\_flag, tier

## **5. Cleaning Rules**

* Deduplicate by name+address (restaurants), EIN (causes), handle (creators).
* Normalize phone (###-###-####).
* UTF-8 encoding.
* Remove ™, ®, “Restaurant” suffix unless brand identity.
* Cuisine taxonomy standardized.
* Verify URLs resolve.

## **6. Infra & Maintenance**

* **Pilot:** Run locally on your infra with proxies/VPN.
* **Scale:** Deploy scrapers to **AWS (EC2 + Docker)** with rotating proxy pool (SmartProxy, BrightData).
* Store outputs in S3, optional Postgres (RDS).
* **Monitoring:** Job success/fail, field completeness %, error logs to Slack/email.
* **SLA:** 5–10 hrs/month retainer, critical fixes in 48–72h.

## **7. Milestones (Dallas Pilot)**

1. **Sample:** Deliver 10–15 row Dallas restaurants (full schema).
2. **Restaurants:** Full Dallas dataset (all $$, $$$, or higher).
3. **Causes:** Master Dallas lists per priority order.
4. **Creators:** Deliver Dallas 10k (tiered).
5. **AWS/Proxy Setup:** Deploy pipeline under an account.
6. **Maintenance:** Ongoing monitoring + updates.

# 

# **Dallas — Priority Sources by Sector**

## **Restaurants (supply side)**

🎯 Goal: Complete list of all Dallas $$, $$$, or higher restaurants with booking links.

**Priority order:**

1. **OpenTable** → largest structured set in Dallas, must-have baseline.
2. **Resy** → smaller footprint but highly relevant for trendy/upscale restaurants.
3. **Tock** → narrower set, but captures unique higher-end venues.
4. **Google Maps API** → enrichment (lat/lng, hours, neighborhoods, photos).
5. **Yelp API** → enrichment (reviews, ratings, price confirmation).

## **Causes (fundraising engine)**

🎯 Goal: Master list of Dallas PTAs, schools, charities, churches, museums.

**Priority order:**

1. **Private School Websites / PTA Councils** (Hockaday, Jesuit, Ursuline, Greenhill, etc.).
2. **Public ISD directories** (DISD, HPISD, Plano ISD, Frisco ISD).
3. **GuideStar API / IRS 990 datasets** (for Dallas-based foundations/charities).
4. **Charity Navigator** (secondary validation).
5. **Church directories** (Dallas Baptist Association, Catholic Diocese, non-denom lists).
6. **Museums/Arts institutions** (DMA, Nasher, Perot, AT&T PAC, Dallas Contemporary).

## **Creators (demand side)**

🎯 Goal: 10,000 Dallas-based micro/mid creators, tiered by quality.

**Priority order:**

1. **Favikon / Modash API** → bulk discovery + enrichment, apply gates (followers, ER, Dallas audience).
2. **PhantomBuster hashtag/location scrapes** → prioritize **#LTK** and **#ShopMy** hashtags over food/neighborhood tags.
3. **Influencity / HypeAuditor** → QA checks for authenticity and audience location.
4. **TikTok Creator Marketplace** (if accessible).
5. **Manual curation** → top Dallas lifestyle/food sources (Dallasites101, D Magazine, PaperCity).

⚡ **Summary of sequencing:**

* **Restaurants:** OpenTable → Resy → Tock → Maps → Yelp.
* **Causes:** Private schools/PTAs → Public ISDs → Foundations → Charity Navigator → Churches → Museums.
* **Creators:** Favikon/Modash → PhantomBuster (#LTK/#ShopMy) → Influencity/HypeAuditor → TikTok Creator Marketplace → Manual curation.