



Shilpa Kollengode and Anthony Pinto

Host	Anthony
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Transcription

Shilpa 0:00

It's.

Hey, sorry about that.

Anthony Pinto 5:50

No worries. Can you hear me all right?

Shilpa 5:52

Yes, yes.

Anthony Pinto 5:54

Okay, perfect.

All right, let me get your onboarding doc up here. Did you have a chance to take a look at it?

Shilpa 6:06

I took a look at it briefly. There was a lot of applications in there. So.

Anthony Pinto 6:13

Yeah, it's okay. We'll. We'll walk through it. Walk through it on here. So I kind of want to, I want to kind of quickly go through this with you and then you have questions on it, please let me know.

But I kind of want to spend the majority of this doing the, the tech setup so that I can basically go in and just put everything into your instances and get going and everything without having to mess with that on your end. Right. But so please stop me from going too fast or if you have any questions on anything. Happy to, Happy to double back. All right, so as we went through all this, we kind of talked back and forth on wanting to kind of combine everything together.

So the two separate workflows that we're doing here is the first one here with Prosp AI which is doing the outreach for the four separate LinkedIn profiles that you want. Right. And then also adding in the Sales Navigator part of that, which when we get into the prosp AI part of that, I'll talk a little bit more about having a tie in Sales Navigator and then setting up the connection request messaging with a B testing for each one of those accounts because it's probably going to be different messaging and then the same thing with automated follow up sequences for those. And if you want to do loom video integration, we can talk through that as well. You mentioned that you wanted to do those with separate accounts only, maybe a couple or one.

And then again we can kind of go through that as well. So that's the first stream and most of that is going to be through prosp AI alone or through LinkedIn. And then we can kind of have a separate Google sheet where it tracks everything else, where we kind of see what messaging works, what doesn't work. Kind of go back and forth on, on what you want to do for the individual messaging, for the follow up sequences and all that. And then we have the second flow, which is going to be the actual content engine for both LinkedIn X Twitter and then the blog posts that will go to your website.

And that's going to include basically both the content research, if you want to go that route or if you already have ideas in mind, basically taking those content ideas and turning them into strategy, like strategy specific posts for LinkedIn, for X, for Twitter, and for the blog post that'll go on to your website in the voice of either you or, you know, the Persona that you want to be, to be posted on. Right. So if you. We're talking about four different LinkedIn profiles here. So obviously the person that it's, that it's going to be posting to there.

Shilpa 8:48

So you have a company page and again, it's not owned by me, the company page, it's in a different profile. But I don't know if it's gonna, the post would be more generic only because of the way I'm operating at this point. So you can keep it like, it won't be like me posting new videos or updates. It will be a generic post about this space, essentially. Sure, yeah.

Anthony Pinto 9:23

Okay, sure, sure, sure. Yeah. So I mean the, the idea behind it is that you want to establish yourself or the other or the other profiles you have as like a thought leader within the space.

Shilpa 9:32

Right.

Anthony Pinto 9:34

And attract the people that you want to attract, whether they're talent, one of their founders, so on and so forth.

Shilpa 9:38

Right.

Anthony Pinto 9:39

So that's the idea. Right. And then once you kind of establish that brand leadership, you know, when in 45 days, 90 days, you know, takes you to kind of people made aware of who you are, then you can kind of put out specific stuff about what you're doing with CD app or see. Sorry, see link app and go kind of go from there.

So, so we, again, we can go back and forth on this. Will take over back and forth on the words, the tones, iteration on, on how you want things to sound and all that for all the individual accounts and everything. And then what we'll most likely do and what I recommend is that three posts a week, anything more than that is a little bit too much. Anything less than that, it's just, it's not hitting the algorithm as much as, or I guess optimizing the algorithm as much as you could, but it's really kind of up to you. But we'll, we'll be dealing with auto post publishing either through Buffer or I think there's another one that I looked into as well.

And then the last part of that will be SEO, AEO and GEO optimized mainly for the blog posts because how those are written.

Shilpa 10:47

AEO optimization. Yeah, I think that the reason I sent you Waldiam is because of that they like when I had met with their CEO, she had mentioned something about, I mean there's certain things we need to look into to get surfaced in the chat Engines, right. As like. So I'm not sure what that is and I've forgotten like this meeting happened like six months ago and then

I took notes and I lost it.

But I just wanted to point that out to you is like we probably just need to do a very quick scan in terms of, in order to appear in ChatGPT perplexity, here are the things that's required. I think one of the things is like a question answer format, like an FAQ format. And then it also needs to like, you know, for SEO you have the robots Txt, the navigation. Like there are certain requirements for AEO as well. There is something which I'm forgetting, so I just wanted to point that out to you.

I don't remember what it is, but yeah, need to look into what that is.

Anthony Pinto 12:01

Yeah. And, and so for you it'll be, it'll be a kind of an ongoing process. Right. So for example, if you want to get to a number one ranking for your keywords within 45 days, right.

Like there's kind of key steps we need to go through and a lot of that will be figuring out what keywords you're ranking for and kind of honing in on those kind of on a week by week basis. Right. So like if you're popping on like AI talent, right. For example, like that keyword, like, and you're like right at the cusp of getting to that front page, right. Or you know, right at the cusp of whatever the equivalent of AI front page would be.

Right. We'll hammer that a little bit more so that you can kind of get over that cusp for that next time. Right. Instead of focusing on, you know, the five or six keywords that are not doing that for you. Right.

So it's an iterative process, but we kind of need to figure out what is working for your. For those blog posts and really hone in on those, those, those keywords. But that again, that is an iterative process and it'll take time to get you to that point. Kind of like SEO takes time.

Shilpa 12:58

It does.

Like for instance, over here there are like four things this is telling me. The first one is like a post need to follow a certain format. How do I do X? How like more like a question answer FAQ format. The second one was something about JSON LD schema.

I don't know what that is. But the third one was Build authority and trust, which, which is actually a little beyond. So like CHAT GPT perplexity doesn't just look at Google, it looks at Public forums like Reddit or cura. Like it looks for a little beyond the standard SEO to build, to build authority. So I think that's another layer we may need to think about in

terms of these public signals like X, LinkedIn, maybe even potentially Reddit or QORA is probably needed to start appearing in answer engines.

Without signal, we might not. And then the last one is. Yeah, like I think they have, they have certain tricks like citation score, visibility scores. It's a new world is all I'm trying to say that we need to navigate and I have no clue how to do it.

Anthony Pinto 14:27

Yeah, yeah, no worries.

Yeah. I actually did this with another client who's. She is not tech savvy at all. And like we're building out blog posts for her and starting this process. And it's like I said, it's a brand new world and a brave new world.

But I think it is being consistent and understanding what this process looks like and like adding real value and kind of. And trying to spread the, the wealth, if you will, as much as possible. Right. Like, link backs is another big thing that AE that AEOs will look for as well. Right.

Instead of just putting up a trash site and that like doesn't go anywhere and that like, that kind of represents your brand. It's like spreading yourself out to like podcasts and other sites and getting link backs, like that kind of authority to it as well. And we can get into that a little bit more.

Shilpa 15:15

Okay.

Anthony Pinto 15:16

But yes.

Shilpa 15:16

Yeah, I thought about that as well. Okay. Just a. I think SEO is different than aeo. Keep that in mind. Okay, let's keep going.

Anthony Pinto 15:28

All right, so, so good. So those are the two kind of workflows we're looking through here. And then in terms of like the site itself, I haven't touched the site. I'm not planning to touch the site outside of the blogs that are being written. So if we want to get into that, that's.

That'll be outside the scope of this and we can dive into that at a later time. Right. But that's kind of the extent of this. So in terms of communication updates, I plan to do like a weekly kind of milestone update to tell you, hey, like, this is what I built out, this is what we're testing. Kind of give you kind of a where we stand, if you will.

I prefer to do that in Slack and I'll basically just make you a Slack channel or even just like a dm and we'll just go back and forth. So any documents that we need to kind of Go back and forth on like when I make you like an SEO or an AEO sort of optimization plan, like I would just send that to you there and so everything would just be categorized there. And we'll go back and forth in communications instead of having it, you know, an email and then in LinkedIn and all that stuff. So if that works for you, I'll. I can set up a slack.

Otherwise it's kind of.

Shilpa 16:33

Yeah, I prefer slack. I actually have a slack. I can add you to it. That way I can keep my.

That, that helps.

Anthony Pinto 16:43

Okay.

Shilpa 16:43

Yeah, that works as well. Okay, so I have a few other questions. I think, like one of the questions which I pinged you about was when I was at an event and when I talked about my process, especially an organic outreach process that I'm starting to work on, that actually was of interest to other SMBs as well. So how do we build this at scale is what came to my mind, at least for Seedling, and that's really what I pinged you with.

The first thing that came to my mind was essentially if I get more of those kind of opportunities, would I just for now be able to funnel those over to you as step one, while this gets productized in some way, like first it needs to work. Right. Build, launch, see the outcomes are actually delivered, then potentially make it agentic. But those are the two things that I wanted to touch base with you on in terms of how does this build to scale.

Anthony Pinto 17:55

Yeah. So it is feasible to do. It's just really, I guess the big things are the cost and the timeline for how you want to kind of build this out. Right. So like I said, we're.

We're using a lot of third party tools here to, to, I would say cut down on cost. Right. Because I'm not trying to reinvent the wheel, particularly on prosp AI. Right. Like they already have a lot of proxies.

Shilpa 18:16

Exactly.

Anthony Pinto 18:17

And they already have a lot of the flows in place that would cost me, you know, probably tens of thousands of dollars to set up if I did it on my own. Right. And so it just to say it is feasible, it just depends on how many people would be online to. To do it.

Right. Like if we're talking one or two people, it probably wouldn't be cost effective. But we're talking like a hundred people want to use it. It probably makes more sense. Right.

So we can definitely have that conversation. But I would say, yes, it is, it is feasible. And if you want to go down that route of kind of funneling people My way. I'm definitely happy to referral bonus on that or you know, a discount on. On future work.

But yes, I think it is, it is possible to do that in the future. A build up that basically like a SaaS product, if you will, that kind of combines.

Shilpa 19:03

Exactly. Yes, exactly. So I have a strong dev partner too who I work with on the core product.

So I haven't yet taken this to him. But essentially this is marketing automation. Right. But if we have to build it in an agentic fashion, then is there an automation layer? I don't know if that's what N8N does already for us.

Or you basically build out your own micro agent where it ties your lead list, connects prosp and then sends out reach.

It's essentially like a layer on top of a layer, but streamlines it for people who are not tech savvy.

I don't know, I'm still thinking through what that truly is and I don't even know if we get volume right. And I don't know what your volume is. Like for instance, can you give me an example of what that volume is.

Anthony Pinto 20:07

Like for you for this specific product?

This has been. You're my fifth person for this, for this, for this product that's generally like LinkedIn lead generation of this fashion. Right. Everyone has their own quirks on, on this. Like hey, I want this extra thing or this or that.

But yeah, you're like my fifth person for this. I would say in the past couple weeks or so. So I think there's definitely a need. It just depends on what the price point would be and how often it's going to be used and all that. Right.

Because at the end of the day like this is all kind of a volume game. Right? Like the more people you can kind of get into the funnel with prospect AI the like the more likely you're going to get people to respond back to you and all that.

Shilpa 20:51

Right.

Anthony Pinto 20:52

But if you're only sending like one message a day, like spending 60 bucks on Prosps is not worth it.

Right. You know what I mean? Right. Like, but if one lead a day is going to turn into, you know, fifty thousand dollar person, right. Then it might be worth it.

So all that to say yes, I'm interested in talking more about this but I think it's. There's a few more logistical things we need to figure out on that.

Shilpa 21:17

Yeah, yeah, sounds good. I think for now what I'll do is build out a landing page which because for me I think like my product that's essentially AI and human augmentation. Right.

Is what I'm trying to vision, like build a vision for. And I think there's

one category which is website design, logo creation, content creation, video creation. That's one pipeline which is like, get something out the door fast. The second one is marketing, which is what this is. But this is like SEO marketing D to C. So that's one.

And then the third one that I got an outreach for from another person was social media. Not blogs, but. Or post, but like ads. That's. I don't even want to go there because that's a completely different ball game in terms of cost optimization and ad.

So there is that avenue, but I don't think I'll go there yet. But what you alluded to was like sales and customer service. Like, customer service and sales. So I think there might be. So for SMBs, it kind of ties all of this together.

And then. Yeah, I have been. At least there have been three or four people who reached out to me when I mentioned this is what I'm doing for my initial outreach and this is my plan. So they're like, oh, that seems interesting. I just launched an app.

I would like to try it. Right. So I guess step one in that direction really is let me create a lander and then funnel them to you as step one. And let's gauge volume, like if there is volume.

Anthony Pinto 23:12

Sure.

Shilpa 23:12

And figure out. Yeah. Figure out a way this becomes more productized as step two.

Anthony Pinto 23:20

I mean, even if you want to. Even if you want to suggest that it's in beta form and get people's, I guess, recommended products or like, services or whatever, they want that to look like at the end.

Right. Because like, you want, like what you want here may be different than what someone else wants. Right. Then maybe they know they don't want blog posts or blog drafting. Maybe they just want the LinkedIn outreach.

Shilpa 23:45

Right.

Anthony Pinto 23:46

Right. And like that's it. Right. Or maybe they just want to have the, like the, the engine content creation side of it.

Right. And kind of everything in between. Right. So that might be a good first take on it is to kind of understand where everyone's head's leaning. It's like, oh, this is interesting from a lead generation standpoint, but these are the possibilities for what we can provide.

What are this top three things you'd be interested in? Right.

Shilpa 24:14

Yeah.

Anthony Pinto 24:15

To at least get an MVP out. Right.

And then kind of go on from there.

Shilpa 24:21

Yeah. Before build, I think this mechanism we have in terms of automation might be a good approach. And then when it comes to build actual true build. I think that's when I don't even know what the costs are like for a true build or something this kind.

But only if there is volume, like then it's worth it. Like if there's a pipeline, then. Yeah, we already have a pipeline. We know. There's so much automation happening.

It makes sense to now build out the product. Makes sense, right?

Anthony Pinto 24:58

Right.

Shilpa 24:58

Yeah. Beta.

Good way to say we're in beta or like we're just starting anything else that's of your need that we can. Is there different products? And then I'm happy to share what I created as well.

Let me do that quickly.

Where are you based out of? Anthony?

Anthony Pinto 25:28

I'm in Seattle. I'm in Seattle right now. Okay.

Shilpa 25:55

I have no idea what. Where I lost it.

There you go. Let me share my screen.

See my screen now?

Anthony Pinto 26:27

Not yet.

Shilpa 26:35

This browser version is no longer supported. Oh, God. Sorry.

I don't know what's happening with my browser. All of my. I had problems on Chrome, I went on Safari and then.

I need to build this out still, but.

It's not working.

If I publish on replit, do you know if it'll always stay online? Because I don't want it to.

Anthony Pinto 27:16

That's a good question. I don't really use replit.

Shilpa 27:22

Okay, sorry. Let me just. I think my screen stuck. Just give me a second.

Anthony Pinto 27:30

Sure.

I don't know if you can publish the replit.

I think I get a build for you, but I think the back end base, it still needs to go through like. Like Super Bass or something like that.

Shilpa 27:58

Okay, now let's try to. Is there a share screen? Share. Share window. Yeah.

Share this window. You see my screen now?

Anthony Pinto 28:17

Yes.

Shilpa 28:20

There you go. Perfect.

Yeah. So the services that I talked about in roi. I mean, I don't know if this is even true, but essentially the four services, like I said, was website creation, Organic outreach, Outreach and Nurture. Organic growth, Outreach and Nurture, which is. I don't know if you have any SMS just yet, but email for sure.

There is automation that can be done through instantly AI and then paid again. Paid might probably be easier to just remove that for now from the.

And I think it's all basically using AI for the most part, but tying the systems together so it can go on autopilot. But you essentially need some preliminary automation to get this to a good place and then.

Yeah, that's. That's the way I was thinking about it. I don't have it in. You think this will resonate?

Anthony Pinto 29:43

Maybe, yeah.

Did you? Where, I mean where do these numbers come from?

The prices and stuff and like the rating.

Shilpa 29:56

The rating, which rating?

Anthony Pinto 29:59

It says a 4.9 average rating on here. 150.

Shilpa 30:04

Yeah, this should go.

We are like seedling can contract out to 150 countries. Our infrastructure allows for that. But the rating can be taken out. You're right. That's not right.

That's not accurate. And then the ROI is really what.

The price of. If you were to hire a marketing team, right, Like a full in house marketing team then you would be like spending a lot of money at least A content manager, an SEO manager, a outreach, sales outreach str. Like they all typically in enterprise companies they're. That's what they cost. Maybe they can even more.

Yeah.

Anthony Pinto 31:01

Got it. Okay. No, I mean that looks, that looks good.

Shilpa 31:06

Yeah, I'll publish that and then what else do you need from me?

Anthony Pinto 31:12

So I need to, let's finish up the onboarding here really quick and then I need to basically to go through and make accounts on a number of these things. So let's see here. So we talked through availability, response rate. Yeah. So we're on the onboarding call now.

Once we get off with this we'll go, I'll start the failed phase and basically next week I'll actually probably by the end of this week I'll be able to get you in the process AI and start, and start all that and then we'll have a delivery call for the AI engine part of it because I got to build all that out and connect everything and then after that you'll have a 60 day support period and we'll kind of go back and forth on everything. But you know, I'm gonna, I'm already on the retainer part for that and kind of help work through everything from there. Yeah, we talked about data security and privacy on here. So all your credentials will be saved in or on LastPass or I recommend using LastPass to save like all of your APIs,

client IDs, client secrets, all of that that you'll need and then if you want to send that to me, you can send it through LastPass and then only allowing whoever you need for access control for only those, those members you'll have. Your workflow will be hosted on the cloud unless you need it to be hosted separately through you know, a self hosting, excuse me, capability because of, you know, some sort of compliance which really the only one you need is probably for, for California itself unless you're going to be operating out of Europe for some reason.

Which I don't, I don't think you are, then you'll have to deal with gdpr. But I don't, I don't think that's a concern in terms of like, maintenance and like that retainer process. There'll be, you know, platform updates that occasionally go on and there's typically about once a week. So I'll take care of all those updates that need to go on. It's mainly just Nan.

And then I typically run those, you know, out of, out of normal working hours, mainly like at night or like right in the morning. So unless, unless, like we have a major AWS outage, which, you know, we had those like late last year, you should pretty much have a 99% uptime for that. And so I'll set up a chat so you'll be able to see, you know, notifications of any maintenance going on or any downtime, like any errors going on. And so you'll be able to see, hey, this is what happened, this is why it's, why it's happening. And I'll be able to go in and fix those for you.

Okay, I'm gonna go ahead and skip all the risk management part. There's not really anything like, specific to you. I'll say the common risks that we find are going to be like the technical risks. So the biggest thing are going to be when you make APIs and you make like the client ID and client secrets and all that for like all your Google products, keeping those in a secure place like the last pass, and making sure that no one really has access to those or if they do have access, you win, like momentary access. You end up changing those and passing those over so we can update all the downstream tech and also understanding kind of the platform limitations that are going to be occurring.

So for example, like if you're running, you know, 20 instances of Claude all at once, it's probably going to overload on you. Or if you're trying, there's only, for example, with Google Sheets, it can only have a certain number of API hits within, within a minute. And so being able to understand kind of those limitations when you're trying to pull multiple, multiple runs at a time, there.

Shilpa 34:51

Some credits for open API. Can we leverage that for this or no?

Anthony Pinto 34:58

For, for OpenAI.

Shilpa 35:03

Sorry, open AI.

Anthony Pinto 35:05

Yeah, for open AI. Yeah. I mean, if you want to use open AI, sure, yeah. It's, it's kind of up to you, whatever resource you want to use.

On the AI side of things. I like using K, I like using claude, because it is better for creative purposes, in my opinion, than chat GPT, but it's, it's kind of up to you what you want to use. Yeah.

Shilpa 35:25

The only reason I bring it up is I might have some credits, so let me take a look at that.

Anthony Pinto 35:31

Okay, sounds good.

Yeah. So timeline, risks and everything, it's really going to be, I think the biggest thing for this is getting each other the resources that we need in the timely manner. Right. So like we said, we're gonna have to go back on iterations on the voice and the tone and wording and all that, but we're also going to have to go back and forth on, on getting account set up and all that, and particularly on billing. Right.

Because this doesn't get set up right away. And then really the adoption risk shouldn't be a big thing. You're basically going to be running everything and then if you need anything from me, my number's on here, my email is on here as well. And then obviously you can contact me outside of business hour. Something is urgent.

So any questions on, on any of that? Before we get into the technology side.

Shilpa 36:25

The only other question was for email automation, what do you all use which is outside of this?

Anthony Pinto 36:31

I know, but yes. So I don't, I don't do email automations personally. There's stripify is a good one. I mean, if you use activecampaign, go eye level really just depends on like, what, what, what features you need outside of that.

Right. If you just need like standard, I need to automate a list of leads and have it be like, you know, 10 emails that go out over, you know, two weeks or something like that. There's, there are kind of cheap features that you can use for that. But if you need like, hey, I need to have a genic AI that is going to be responding back to them at, you know, when they send a response at this point. And in all these different things you can get really expensive really quick with that.

So it depends what, what your kind of need base is there. That makes sense.

Shilpa 37:25

Okay, let me, let's table that then I think I might continue down the instantly AI route. That basically does again, volume send is what I'm looking at. Right, okay.

But yeah, sounds good. Okay.

Anthony Pinto 37:44

All right, so let's start with Nan. And if we need to set up another time to do this, we can.

Shilpa 37:50

Yeah.

What do we need to do here?

Anthony Pinto 37:53

So I just sent this to you. If you open up that link, it'll send you to the, send you to a platform to basically set up an account for Nan and you should just set up the. Let me see. I'm going to sign out here on mine.

You should just have to set up the standard one.

Shilpa 38:15

So just say, give it a name first. Correct.

Anthony Pinto 38:20

Let me see. Why isn't this all you need for me?

So you should have a bunch of different price. Okay, here we go. Pricing.
So you should just pick. I would pick the starter one.

You don't need anything more fancy than that. If you want to pick the annual one, you can. But yes, you should just pick whatever company name you want. So if you want to pick, pick the name of seed link or something like that and then I'll have you pick a company email as well to log in with.

Shilpa 38:49

It's not letting me.

So weird. Company email?

Yeah, it's not letting me sign in.

Anthony Pinto 39:08

Can you. Can you share your screen and we walk through it?

Okay. What if. What happens when you click start a free trial.

Oh, go back to login.

It doesn't recognize it probably doesn't recognize it. It your email then.
Yeah, yeah, because mine pops up.

Shilpa 40:22

And this is also not the best colors. I can barely see.

Let me try Chrome. Let's see if it's a Safari.

Yeah, Chrome works.

Anthony Pinto 40:55

Okay, perfect.

Do you have Last Pass already?

Do you have LastPass already?

Shilpa 41:28

What is that?

Anthony Pinto 41:30

It's a like a online, like, authentication password vault.

I can just send you the.

So I basically use it for all of my login stuff and so you can securely send passwords and account accesses and everything.

Shilpa 41:57

Okay, Start trial. See, this will work. Account name didn't work. Seed Link already exists.

Anthony Pinto 42:08

And try Seedling app.

Shilpa 42:11

Yeah, it says seedling app. N8N seedling. All right.

Anthony Pinto 42:22

Can you. I can't. Yeah, I can't see your screen. Can you try sharing again?

Shilpa 42:27

Seed link.

I'm gonna stop presenting and try.

It's not working either.

Sorry, this is taking a while.

Let's try that.

Okay. I gave it a name.

Anthony Pinto 43:23

Okay.

Shilpa 43:41

It's asking me to invite others to skip. It says start order. Okay.

Anthony Pinto 43:50

Okay. So you'll have to save the password and the login for that as well as the username company name that you use as well for that.

Shilpa 44:04

Okay.

Anthony Pinto 44:04

Because we'll have. Until you get an admin account, you'll have to use that same account. Like we'll have to log in together because it won't give me. It won't let me do upgrades without that.

Okay, let's see.

Shilpa 44:20

Let's do Prospect generic password. So that's fine. Okay, so this is A free one. Right.

I haven't yet crossed AI.

Anthony Pinto 44:37

Yeah, so let me pull up mine. I actually have a. An affiliate. Affiliate code.

Shilpa 44:44

Okay.

Anthony Pinto 44:45

I think you actually have a discount you can have too. Okay. Yeah, I try

this one.

Shilpa 45:42

It says get started with cross your LinkedIn account.

Anthony Pinto 45:46

Yep. So you'll have to link one LinkedIn account.

Shilpa 46:19

Nope.

Anthony Pinto 46:27

And then once you do that, you can invite me as well.

Shilpa 46:37

LinkedIn password. Sorry, give me a second.

It.

Yeah.

Use the right password.

It doesn't block you like LinkedIn.

Anthony Pinto 47:51

Prospect through using it. You use a pros, you use a proxy. So it looks just like you running it, but as long as you operate within the like a certain parameters, like certain limits. So it doesn't look like it's an AI sending, you know, 100 messages within a minute. Right.

Shilpa 48:13

Yeah. Connecting account. Let's see.

Anthony Pinto 48:23

And then you'll have to do that for every. Every account, whoever else you're going to have make their account.

Shilpa 48:35

Oh, it's asking me to accept because the others, we may have to do it when they're around or I'll have to do it and coordinated there.

Anthony Pinto 48:48

Okay, that's fine because.

Shilpa 49:10

It.

Anthony Pinto 49:38

All right, perfect. And then you should be able to add me or like invite me.

Yeah. If you go to Settings on the left and then go to Members.

And then go to add.

Shilpa 50:00

Okay.

What's your email please?

Anthony Pinto 50:06

Yeah, one second. Let me just copy it for you and put it in here. There you go.

Shilpa 50:14

Okay.

Okay.

Right.

Anthony Pinto 50:37

Okay.

All right. So yeah, whenever you.

My first workspace. Okay, got it. All right. So whenever you go and get everyone else. Okay, I'm going to just go.

Go ahead and. And set this up. Name this different for you. Workspace name. So seat link.

Whenever you go get everyone else ready, just let me know.

Shilpa 51:18

So I would just add. Add their accounts in here and then add them to the workspace. Is that what's required or just add.

Anthony Pinto 51:31

Yeah, I think that you're gonna have to add separate accounts for them because it's only going to run off of one person's account.

Does that make sense? So I'm gonna add. I'll add. Act as an admin for you, but it's only going to run off your. That one person's account.

Pretty sure.

Shilpa 51:50

Create a workspace. So do I need to use the prosp link that you sent me and sign up different accounts for each of them is my question.

Anthony Pinto 52:00

Let me see really quick.

Shilpa 52:04

Can I add more LinkedIn accounts here space.

Anthony Pinto 52:09

You might be able to add more than one.

Let me see. I think you can, but I don't know if it lets you run the same.

Yeah, you're gonna have. You can. Technically you can add multiple accounts for the same workspace, but it'll only. That workspace will only run from that one account. So if you want to switch between accounts and run the same campaign for different accounts, you could do that, but it won't run all four accounts at the same time, if that makes sense.

You'll have to have four different workspaces.

Shilpa 52:55

Okay, let's let me also look into this. How to add more accounts and then what that looks like.

It says buy more accounts. I don't know how you can buy accounts.

Okay.

Because if it doesn't make sense from like a price standpoint, let me also take a look at it. If there's an easy way we can add more counts here and scale the campaign, but different campaigns too, Right? That's step one. If we can do that, then let's come back and take a look at what's feasible right to this.

Anthony Pinto 53:49

Okay, sounds good.

Shilpa 53:50

Let's start it with this. And I think this is all good to go for now.

Anthony Pinto 53:55

Okay. And then let's see.

Got another seven minutes or so. Okay.

Shilpa 54:00

So.

Anthony Pinto 54:01

So all if you want to send me a connection on Slack or I can, I can do that for you either. Or let's see.

All right, so for Sales Navigator on. On prosp, you to be able to pull things into your cross, you'll have to get Sales Navigator yourself and connect it to prosp. So when you go to.

When you go. Get off of here. When you go to Contacts and go to import contacts and go to Sales Navigator URL, when you go to LinkedIn to the sales Navigator part, it'll, it'll. Here, let me just share this with you.

Shilpa 54:42

I see.

Anthony Pinto 54:43

Be easier.

It will have you put in your Sales Navigator link here for whoever you're searching for, right. So if you're looking for AI people within California or whatever, right. This is where you would put it in. But it'll only work if you have a Sales Navigator account attached to your particular LinkedIn profile. Right.

So I can't give you a Sales Navigator link and have it pull over. Right. You have to have it attached to your. Your profile. So what you can do is you can just add it for a day, pull everybody you want and then just get rid of it.

Right. Because all those leads that are in here will stay in there once prosp is. Has been populated. But that's how you do it. You'll.

You'll import Contacts from Sales Navigator or you can just do a regular LinkedIn search too.

Shilpa 55:33

So you just. Do you import a list and then. Yeah, that's another thing I need to look into. Correct.

Anthony Pinto 55:41

Yeah, you'll have to get Sales Navigator, but that's.

You'll do that through LinkedIn. LinkedIn itself. But it's kind of up to you if you want to use Sales Navigator or not. You'll have more. Excuse me, you'll have more fidelity on it, but it obviously will cost you and it's a lot more of a headache to set up and everything, so.

And then do you want to try using OpenAI or do you want to go with Claude?

Shilpa 56:14

Yeah, I. I need to look into the credits and how I can access them. Looks like I do have 5,000 credits. I don't know if that's a lot or less, but would that cost? Right.

Anthony Pinto 56:30

I don't know if those. If those are those API credits. Okay, yeah, that should work. It should theoretically work for now. So you already have billing and everything set up, it sounds like then.

Shilpa 56:44

Not yet. No. I mean, I have. I have an invite where I can access the credits. I also have another invite from Google where I can ask access their credits.

I'm trying to talk to them and they're trying to unlock a larger credit for seedlink. So how easy would it be if we get that for us to switch up later? Say we get a large amount of credits. Right.

Anthony Pinto 57:13

Then from OpenAI to Claude or Cloud AI.

OpenAI.

Shilpa 57:18

I think it's Gemini. Google would be Gemini then.

Anthony Pinto 57:22

Oh, you want to use Gemini? It doesn't matter.

Whatever.

Shilpa 57:27

Okay. No, my point is right now I might have 5,000 in open AI credits. I might be able to unlock a lot more with Google. That's what I'm trying to work out.

Anthony Pinto 57:43

Oh, I got you.

Shilpa 57:45

So if I do that, then we should be able to switch that up or how hard is it to do that?

Anthony Pinto 57:53

It's not. I would just need to know, honestly. It's just connecting one tool to another and then just making sure that the prompts are aligned.

Shilpa 58:02

Okay.

Anthony Pinto 58:03

For Gemini versus OpenAI, because how they ingest prompts is different.

Shilpa 58:09

I do like Claude too, personally, because it's a little more like the content is a little more like human writing. Right.

Anthony Pinto 58:21

Yeah.

Shilpa 58:22

Compared to OpenAI. So I don't know, maybe we just go with that for now. I haven't set anything up there, So I use OpenAI for other purposes.

Anthony Pinto 58:33

Okay, so do you want to stick with OpenAI then? For now.

Shilpa 58:37

For now, let me try to unlock it and get it to you. Sounds good. Okay, that's there.

Anthony Pinto 58:41

Yep. So I'll need, I'll need an API key for that.

So all the stuff that we're doing, just put it into a last pass. When you get LastPass, just put it as a note in LastPass and then you can just share that with me and it'll all stay within LastPass. So API, I'll need the OpenAI API key and then Google Workspace will need some logins for that as well. But that's a little bit more complicated. I think we'll probably have to set up another time to go through this because, like, we need to like

spend time like actually setting up all of your API accesses within the Google Cloud console and that.

Like, that takes time and stuff. Like, we, I don't think we have enough time to do all that right now.

Shilpa 59:34

What do we need that for? I have a Google Workspace already.

Anthony Pinto 59:39

Yeah, it's not the Google Workspace part. Yeah. So to be able to get Google Sheets API access and Google Drive access and all that, to connect everything together, since we're going to basically be working off of like a UI interface on Google Sheets to connect all that, you'll have to have an API and OAuth access through your Google Workspace, which is not.

You basically have to turn it on instead of billing and stuff for it, just like you would do open AI and all this other stuff. But it, it is a lot more complicated than just going into OpenAI and setting up billing for it. There's like lot more steps.

So let's see. And then, okay, so you got N8 in. You got. You're going to set me up with Slack, you'll look at. You got prosp AI set up Sales Navigator, you'll look into that as well.

And once that's set up, it should be as simple as essentially just connecting it and pulling over whatever leads you want through the URL. You're going to send me the OpenAI API and then the Google Workspace will have to set up another call to go through that. Then whenever you figure out what other accounts you want to set up through prosp AI, that might just be a good time to put all those together as well. And then we can also go over buffer at that point, which is a social scheduling platform there too. But I think I pretty much have everything set up for now.

Any questions on anything?

Shilpa 1:01:20

No, I think we probably need to coordinate and get this over to you so you can. You're blocked. Yeah. Makes sense.

Anthony Pinto 1:01:32

Okay. Okay. Yeah, it would just make sense.

Shilpa 1:01:35

Sorry, I have a question on the blogs. How does it get published to what URL?

And how does it become part of the same ecosystem? Because I noticed that you're. I'm using Framer for my website. But where would these blogs live? How does it.

Yeah. And how does it get navigated back to the main website?

Anthony Pinto 1:01:57

Yeah, so good question. So I would basically need to. I would put it in the GitHub is how I would build them and then it would push it over to your.

To your website. Right. Or what. The other thing we could do is, is basically just have your current website push over to GitHub and then every time I would upload a new blog, it would just push directly there, but it would. You would basically have to hang the custom domain on the new GitHub, like the new GitHub domain and everything.

It's a lot more complicated than it sounds. Or it's not as complicated as it sounds. Let me look into it. That's another thing we have to kind of figure out. What I was going to say is, is basically just give me access to WordPress.

But if you're using Frame or iframe you said what Framer you said.

Shilpa 1:02:48

So you may want to take a look at how. And look at Waldiam, because Waldium has solved for this. What they do is they actually just do a. They somehow create a new URL which then connects to your main ui.

I don't know what they've done, but it. The. The blogs are kind of independent and the posting is independent, but somehow still connected to the main domain. So it's probably a sub domain and it's just like. It's like blog slash.

And then maybe there's a redirect from my main website to the blogs. I think they also have a free tier and then where you can post like 4, 10, 4 blogs. I don't know what the number is, but they do have a free tier and they also do LinkedIn, automated LinkedIn and all of those. But for that you have to upgrade your plan. Yeah, but then the blog.

Anthony Pinto 1:03:46

I mean, I'm essentially. Yeah, I'm essentially building all that out for you anyway on the same.

Shilpa 1:03:50

Correct.

Anthony Pinto 1:03:51

In the same platform. So let me look into a framer.

It shouldn't be hard to do, honestly. Let me just look. Let me look and do it a little bit more for you. In the meantime, you have the onboarding link. Whenever you get the process set up and everything else.

Just let's go ahead and set up another onboarding call, and we'll just finish up the rest of the logins that work.

Shilpa 1:04:12

Okay, sounds good.

Anthony Pinto 1:04:14

Awesome. Well, I will talk to you later. Thanks so much.

Shilpa 1:04:17

Bye.

Anthony Pinto 1:04:17

Bye.