

course 1 (1) (1)

Merged Course OneDuo

1 Chapters

Total Duration: 1:07:08

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Transcript

[0:00]

You don't have a big fat fat list of leads that you can tap into at any one time, it's going to be seriously hard to predictably scale your business. Yet, lead generation is the biggest bottleneck for the majority of businesses out there, but not on my watch. I have literally generated hundreds upon hundreds of thousands of leads, if not millions at this point over the past seven years. And today I'm going to be giving you a complete A to Z guide on lead generation and how you can apply 10 different strategies within your business today to generate a big fat hungry list of leads. So let's get straight into it now. The content I'm going to be going through today is actually an exclusive lesson inside of a brand new training program we just released called Agency Launch where we teach agency owners who are service based business owners to scale to over \$10,000 a month. And I'm literally giving you an entire lesson from that program for free today. So let's dive straight into this. And the first thing we have to do is we have to get an understanding of what leads actually are. Now, leads are the lifeblood of your agency. Now if you're in any business that requires lead generation, you can apply this knowledge. So I am going to be talking specifically to agency owners right now. But if you are in any business that requires lead generation, you can apply these strategies that I'm going to teach you today to your company. Trust me. Leads represent potential clients who are yet to show interest in your services. By effectively generating and outreaching to leads, you will drive revenue and expand your client base. Now, to generate high quality leads, it's essential to have a clear understanding of your ideal customer profile, your icp. So we want to get an understanding of who our ideal customer is. First of all, who are we actually trying to target? What is their demographic? Where are they based? What is their industry? What is their job title? Presuming you are in a B2B business, who exactly are we trying to target? We have to hone in on our icp. First of all, by knowing who your ideal clients are, you can tailor your lead generation efforts to attract individuals who are most likely to convert into paying clients. It also pays to have a solid understanding of your total addressable market, which is your tam, and your serviceable addressable market, which is your sam. So you know your limit ahead of time. Now, total addressable market is the total amount of potential clients in your said niche. Okay, so how many people internationally could we potentially reach out to? Or if you're not going International within your certain area, then we have serviceable market. So San, these are the people that are actually qualified for the product or service that we assign to stock. So you might have 100,000 dentists in the world that you can reach out to, but you might only want to work with 50,000 of them because only those dentists are over 10,000 a month in monthly revenue. So they can afford your service, for example. So we want to get an understanding of our TAM and also our sam, because this lets us know where our limits are. So we know if we've got a lead list of 100,000, we are there. We've got the maximum amount of dentists. If we don't understand those figures, we're coming into this blind and we don't know where that lies. So let's get going. First of all, we must get an understanding of what a lead is. So we need to understand the difference between a lead and a prospect. A prospect can be defined as the an individual or business that has shown initial interest in a company's products or services, typically by providing their contact information or engaging with the company in some way for a website, event or marketing campaign. So a prospect is someone who is actively interested in your service. They've already responded to maybe your cold outreach for your ad, and so they are warmer down the buyer's journey. Unlike a lead, which may simply be an individual business that has expressed some level of curiosity or engagement, but not always, the majority of leads won't have expressed any kind of interest in your business so far. It will be a cold list of potential customers. A prospect has usually been further qualified, meaning they've demonstrated specific traits or behaviors that suggest they may be ready for a sales conversation. Now let's look at what a lead is. A lead is a potential client who has been identified as someone likely to benefit from or show interest in a company's products or services. So unlike a prospect, a lead has not yet been fully qualified, meaning it is uncertain whether they have a necessary budget, authority or immediate need to purchase. Sales leads represent the first step in the sales process, and further effort is required to nurture and qualify them into potential buyers or prospects. Now, by establishing specific and clear lead criteria, you can focus your efforts on high quality leads that are more likely to convert. So let's go into lead criteria. Lead criteria are the specific characteristics or qualifications that a potential client must meet to be considered a qualified lead for your business. This criteria can vary widely depending on your industry, your target market, and your sales strategy. So what are Some of the common mistakes when it comes to setting lead criteria. By the way, it is so important that you study this and you don't skip through to when I show you the actual strategies that you use. The biggest problem most businesses have in lead generation is not actually finding leads. It's actually finding the right leads for their business. And the reason they can't do that is because they don't have a deep understanding of what a good lead actually is. So pay attention to this stuff, close your tabs, write this stuff down. Truly study this as the full guide. Today we're going to be going through the theory, we are going to be going through the actions. But in order to build a great lead list, we have to have a deep understanding of what a great lead is. So what are the common mistakes when setting lead criteria? Well, first of all, avoid setting overly broad criteria that capture too many irrelevant leads. So, for example, leads must be male under the age of 75. That's a pretty, pretty broad lead list. We want to be as specific as possible. Don't set criteria that are too restrictive and exclude potential clients. On the flip side, for example, Leeds must be based in Oxford, London, have a household income of over 1 million per year, own a luxury vehicle, and have a university degree in engineering or in business. Okay, that's very unrealistic. That TAM is going to be incredibly small. And also don't lack specificity. Specific. Jesus, it's been a long day. When setting the characteristics you're looking for in ideal leads. Okay, so you want to be specific, but not too specific. It's a balancing act. When setting a lead criteria. You should ensure your lead criteria aligns with your ICP to attract the right audience. So go and look at and write down your ICP first. Before you proceed.

Visual Frames

Frame 1 | 0:00



Frame 2 | 0:40



Frame 3 | 1:20

UNQUALIFIED OR ATTEMPTING TO OBTAIN LEADS CAN RESULT IN WASTED TIME AND RESOURCES.

Always weigh up the costs versus the benefits when deciding which lead generation site is right for your approach.

Now that you know how to generate leads using lead scraping and databases, let's look at how to ensure your leads are always top quality.

+ ::

▼ Optimising Lead Quality


There are some additional steps for making sure the **quality** of your generated leads are **excellent**.

Let's start with email verification.

▶ Email Verification

▶ Data Enrichment

▶ Lead Generation in Practice



Frame 4 | 2:00

▼ Optimising Lead Quality

There are some additional steps for making sure the **quality** of your generated leads are **excellent**.

Let's start with email verification.

▼ Email Verification

+ ::

When it comes to the information you scrape, it's important to verify it for accuracy and prevent wasting time.


Million Verifier is a cost-effective tool that allows you to verify email addresses in your lead list, eliminating bounce rates and maintaining domain health.

⚠ CAUTION

Email verification is a **non-negotiable** step in the process!

Here's how to use **Million Verifier** to verify email addresses:

1. Sign up for an account on **Million Verifier's** website



Frame 5 | 2:41

▼ Email Verification

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Here's how to use **Million Verifier** to verify email addresses:

1. Sign up for an account on **Million Verifier's** website
2. Once you've signed up, navigate to the "Bulk Verification" tab
3. Upload your lead list in CSV format
4. **Million Verifier** will then scan the list and verify the validity of each email address
5. Once the scan is complete, you can download the updated list with the verified email addresses



Frame 6 | 3:21

Imagine you have a list of potential clients, but it only includes names and email addresses.

While this still allows you to reach out to them, wouldn't it be more helpful to know their job titles, company size, or even recent industry news they might be interested in?

That's where **data enrichment** comes in.


Data enrichment is the process of enhancing existing lead data by adding additional details.

This can include demographic information, company insights, social media profiles, and more.

By enriching your lead data, you can:

- Tailor your messages and communication style based on specific needs and interests
- Assign greater weight to leads that are a stronger fit for your agency
- Engage more effectively with leads who are more likely to convert

How Does Data Enrichment Work?




Frame 7 | 4:01

- Assign greater weight to leads that are a stronger fit for your agency
- Engage more effectively with leads who are more likely to convert

How Does Data Enrichment Work?

These tools work by matching your existing lead data (e.g., email addresses) with information from various sources, such as public databases, social media platforms, and business directories.


This allows you to fill in the gaps and create a more comprehensive picture of your potential clients.

That is where Clay comes in. 

Here's a quick overview of what Clay offers:

- It automatically enriches your leads with a wide range of data points
- It leverages various sources to gather the most comprehensive information
- Data stays up-to-date to ensure accuracy and relevance
- It integrates seamlessly with popular CRM and marketing automation platforms
- You can choose the specific data points you want to enrich your leads with

By enriching your lead data with Clay, you can gain valuable insights that will enable you to target your ideal clients more effectively and ultimately grow your agency's



Frame 8 | 4:41



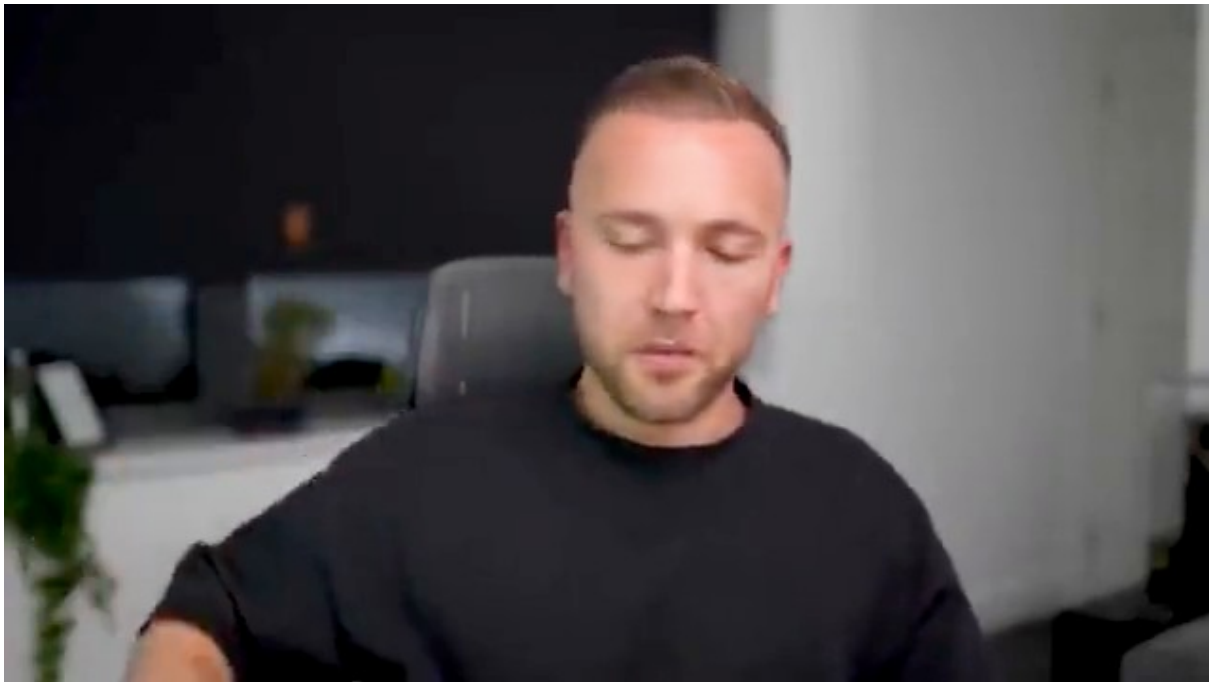
Frame 9 | 5:22



Frame 10 | 6:02



Frame 11 | 6:42



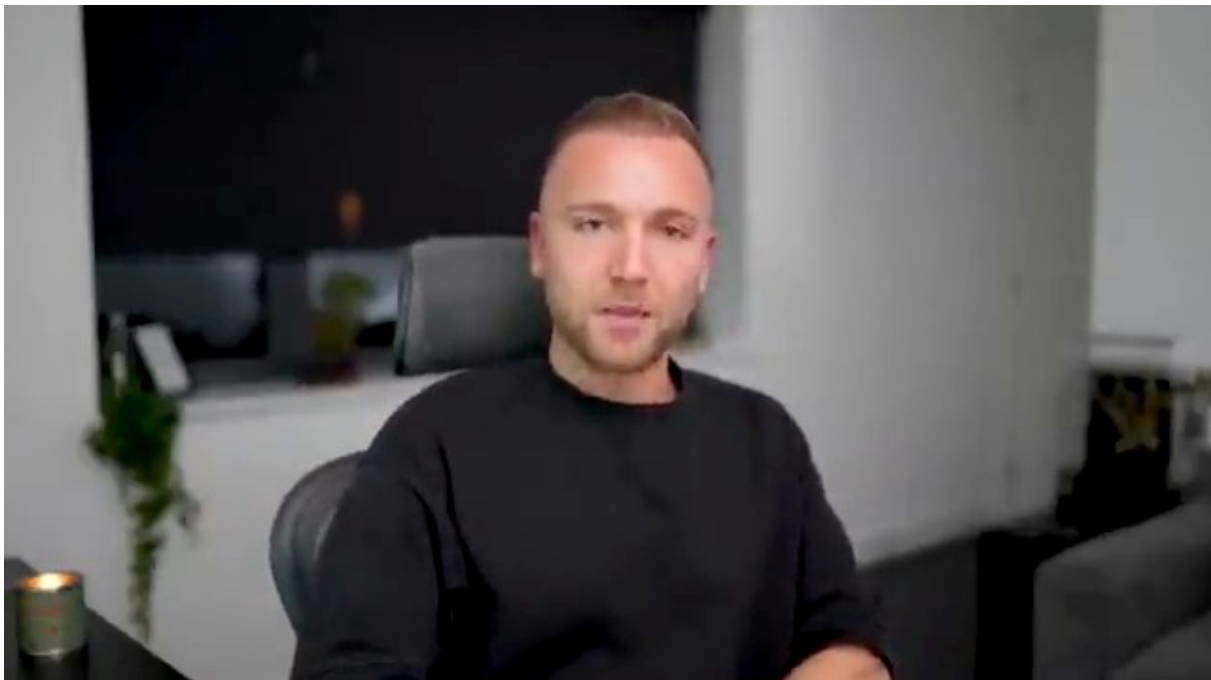
Frame 12 | 7:23



Frame 13 | 8:03



Frame 14 | 8:43



Frame 15 | 9:23

By establishing specific and clear lead criteria, you can focus your efforts on high-quality leads that are more likely to convert.

▼ **Lead Criteria**

Lead criteria are the specific characteristics or qualifications that a potential client must meet to be considered a qualified lead for your business.


These criteria can vary widely depending on your industry, target market, and sales strategy.

❌ Common mistakes when setting a lead criteria:

- Avoid setting overly broad criteria that capture too many irrelevant leads (for example: "Leads must be male and under the age of 75")
- Don't set criteria that are too restrictive and exclude potential clients (for example: "Leads must be based in Oxford, London, have a household income of over £1 million per year, own a luxury vehicle, and have a university degree in engineering or business.")
- Don't lack specificity when setting the characteristics you're looking for in ideal leads

✅ When setting a lead criteria, you should:

- Ensure your lead criteria aligns with your Ideal Client Profile (ICP) to attract the right audience



Frame 16 | 10:04

Lead criteria are the specific characteristics or qualifications that a potential client must meet to be considered a qualified lead for your business.

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- Don't lack specificity when setting the characteristics you're looking for in ideal leads

⚙️ When setting a lead criteria, you should:

- Ensure your lead criteria aligns with your Ideal Client Profile (ICP) to attract the right audience
- Determine the most important factors for qualifying leads, such as industry, company size, job title, or budget
- Assign points to leads based on how well they meet your criteria to prioritise follow-up efforts

Once you've defined your lead criteria, you can create organised lead lists to manage



Frame 17 | 10:44



Frame 18 | 11:24

▼ 4. Outsourcing

If you don't have the time for lead generation, it can be outsourced to freelancers.


They are skilled professionals who build lead lists quickly and efficiently.

Use them when the software you're using can't find decision makers for all the companies on your list.

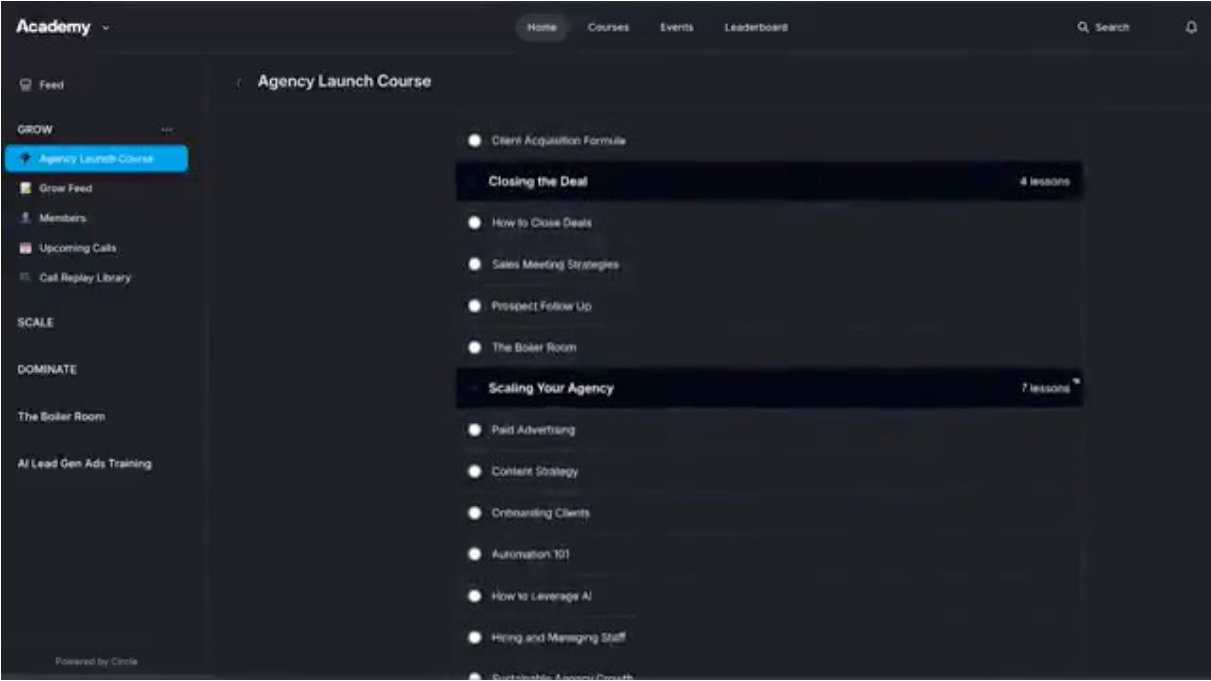
Freelance lead generators use a variety of tools and techniques to find potential leads, including some "black-hat" techniques.

I

- Why Use Freelancers?
- How to Hire a Freelancer
- Best Practices
- Using Data Agencies



Frame 19 | 12:05



Frame 20 | 12:45



Frame 21 | 13:25



Frame 22 | 14:05

DISCUSSION 1

- Don't lack specificity when setting the characteristics you're looking for in ideal leads

When setting a lead criteria, you should:

- Ensure your lead criteria aligns with your Ideal Client Profile (ICP) to attract the right audience
- Determine the most important factors for qualifying leads, such as industry, company size, job title, or budget
- Assign points to leads based on how well they meet your criteria to prioritise follow-up efforts


Once you've defined your lead criteria, you can create organised lead lists to manage your prospects effectively.

You can use the *Lead List Template* we've set up for you at the end of this lesson.

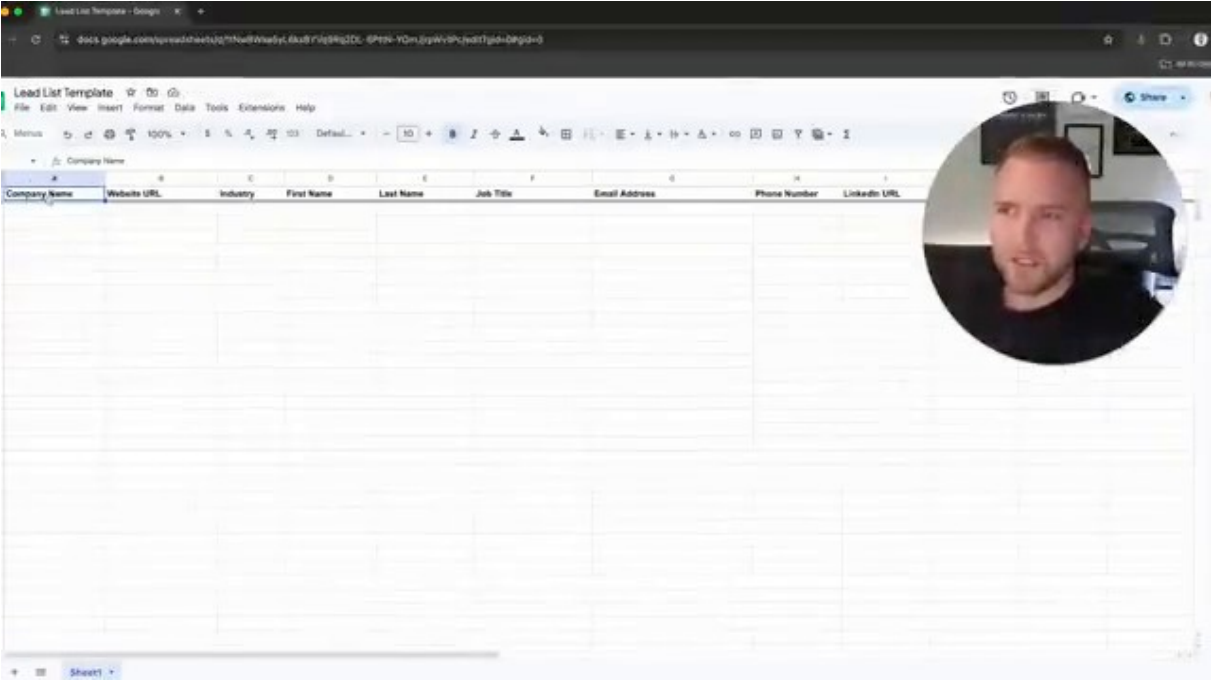
By following these guidelines and using a well-organised lead list, you can efficiently manage your leads and increase your conversion rates.

Now, let's get into the different types of lead generation.

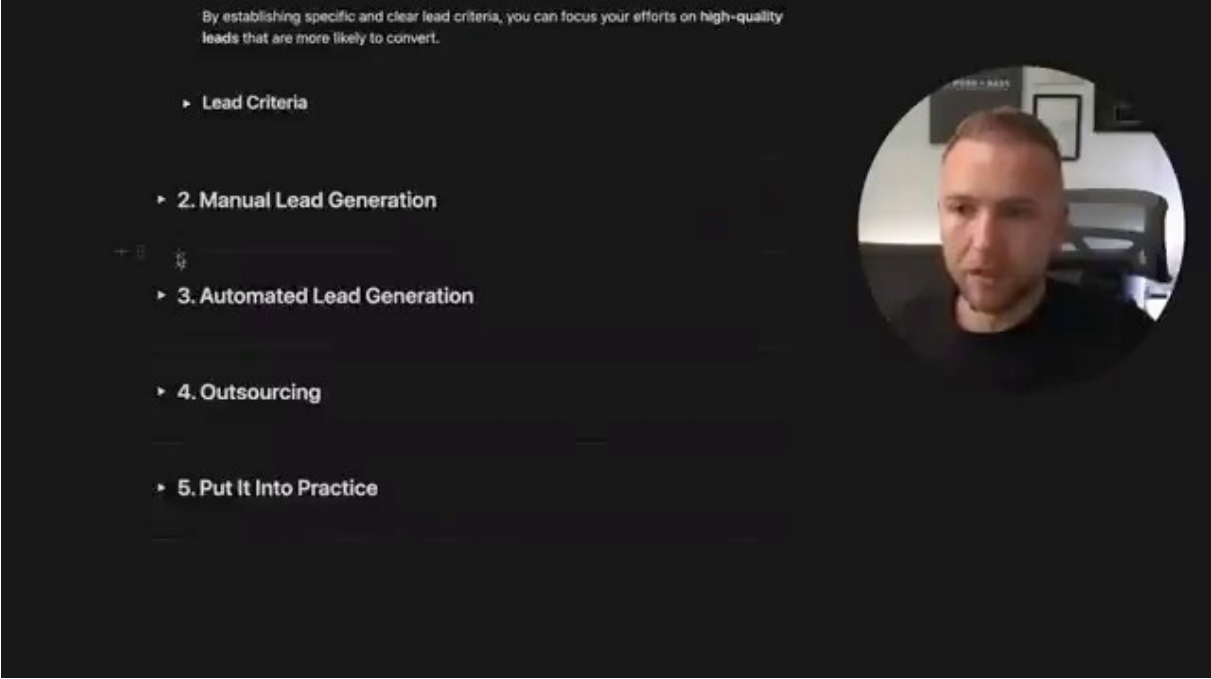
First up, *manual lead generation*.



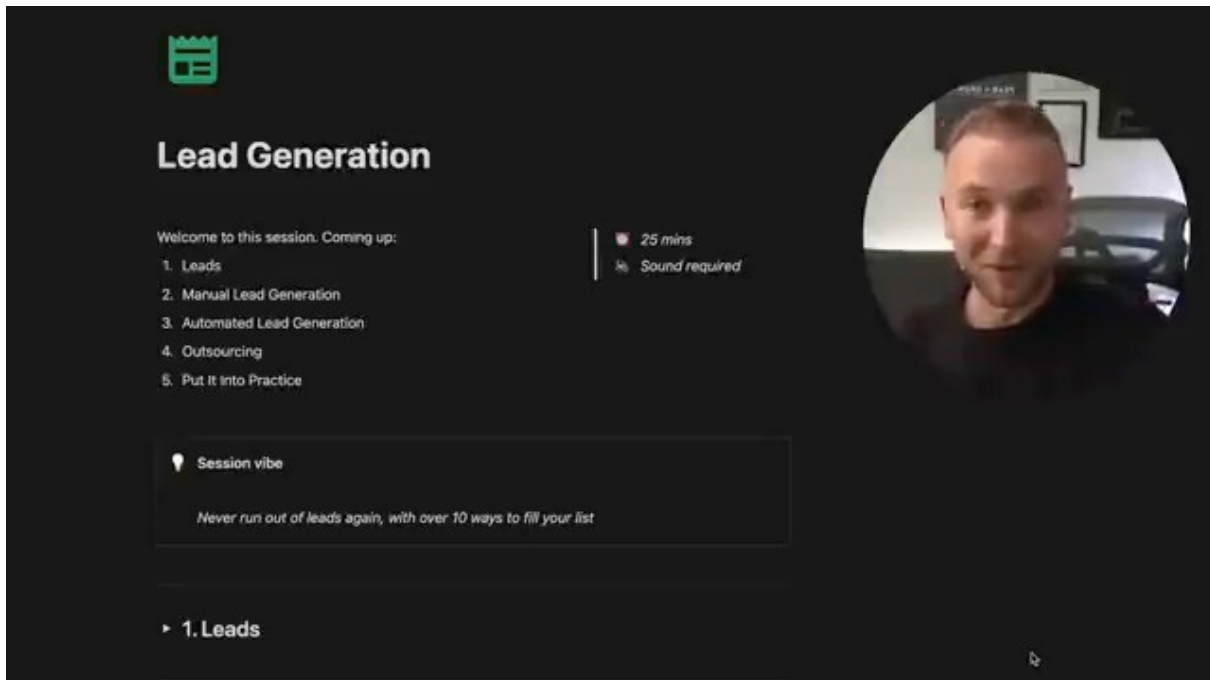
Frame 23 | 14:46




Frame 24 | 15:26



Frame 25 | 16:06



A screenshot of a video player showing a session titled "Lead Generation". The session is 25 minutes long and requires sound. The agenda includes: 1. Leads, 2. Manual Lead Generation, 3. Automated Lead Generation, 4. Outsourcing, and 5. Put It Into Practice. A "Session vibe" box states: "Never run out of leads again, with over 10 ways to fill your list". The current slide is "1. Leads". A circular video feed of the host is in the top right corner.




Lead Generation

Welcome to this session. Coming up:

1. Leads
2. Manual Lead Generation
3. Automated Lead Generation
4. Outsourcing
5. Put It Into Practice

25 mins
Sound required

 Session vibe

Never run out of leads again, with over 10 ways to fill your list

▶ 1. Leads

Frame 26 | 16:47



Frame 27 | 17:27



Frame 28 | 18:07

activities that require direct human interaction or effort, rather than relying on automated tools or software.

It requires **effort, persistence and time.**


You should do manual lead generation when:

- You're a new agency
- You have a limited budget for automated tools or outsourcing

As soon as possible, you'll want to outsource lead generation and switch to more advanced methods since manual lead generation is time-consuming and can be slow.

Pros and Cons of Manual Lead Generation

Pros:	Cons:
<ul style="list-style-type: none">• Gives you direct control• Lets you hand-pick potential leads• Tailorable, often yielding higher quality leads more likely to convert	<ul style="list-style-type: none">• Time-consuming• Hard to find the right balance between time invested and potential ROI• Not something you'll want to do yourself



Frame 29 | 18:47

Pros:

- Gives you direct control
- Lets you hand-pick potential leads
- Tailorable, often yielding higher quality leads more likely to convert

Cons:

- Time-consuming
- Hard to find the right balance between time invested and potential ROI
- Not something you'll want to do yourself

There are many ways to generate leads manually.

You can do this through:

1. Google Maps: Search for businesses in your target industry and location

2. LinkedIn: Connect with professionals in your network and industry

3. Social Media: Engage with potential clients on platforms like Facebook, Instagram, and X

4. Industry Directories: Find businesses listed in industry-specific directories

5. Job Boards: Identify potential clients who are hiring for services you offer

6. Networking Events: Attend industry events to meet potential clients in person

Have a look at the *Manual Lead Generation – Instruction Guide* at the end of this lesson for a detailed guide on how to generate leads manually.

Frame 30 | 19:28

Pros:

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Have a look at the *Manual Lead Generation – Instruction Guide* at the end of this lesson for a detailed guide on how to generate leads manually.

Frame 31 | 20:08

Proprietary Intel: OneDuo Thinking Layer | Authorized User: jan2x12333214@gmail.com

| Distilled: 2026-02-06 10:18:31 UTC

This artifact is for private authorized educational use only.

1. [Google Maps](#): Search for businesses in your target industry and location

2. [LinkedIn](#): Connect with professionals in your network and industry

3. [Social Media](#): Engage with potential clients on platforms like Facebook, Instagram, and X

4. [Industry Directories](#): Find businesses listed in industry-specific directories

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6. [Networking Events](#): Attend industry events to meet potential clients in person

Have a look at the [Manual Lead Generation – Instruction Guide](#) at the end of this lesson for a detailed guide on how to generate leads manually.

Evaluating the Relevance of Lead Avenues

You should always evaluate each avenue based on your ICP and lead criteria.

Consider factors like:


• Where does your ideal client spend time online

• Specific directories or events related to your industry

• How easy is it to reach potential leads through each avenue

By effectively utilising manual lead generation techniques, you can identify and connect with potential clients who are a good fit for your agency.

Next up, [automated lead generation](#).



Frame 32 | 20:48

Guide: Manual Lead Generation

Here's what you'll find in this guide:

1. [Google Maps](#)

2. [LinkedIn](#)

3. [Social Media Platforms](#)

4. [Job Boards](#)

5. [Industry Directories](#)

30 mins


Select for more

Objective

This guide offers a step-by-step process to manually generate leads through platforms like Google Maps, LinkedIn, Instagram, Facebook, X, job boards and Industry directories.

How To Use This Guide

Click on each platform to see the steps you should follow to manually generate leads.



Frame 33 | 21:28

Proprietary Intel: OneDuo Thinking Layer | Authorized User: jan2x12333214@gmail.com

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This artifact is for private authorized educational use only.

1. Leads

Leads are the lifeblood of your agency.

Leads represent potential clients who are yet to show interest in your services.


By effectively generating and outreaching to leads, you will drive revenue and expand your client base.

To generate high-quality leads, it's essential to have a clear understanding of your Ideal Client Profile (ICP).

To recap what you learnt in the *Discovering the Ideal Client* lesson: An *Ideal Client Profile (ICP)* outlines the *key demographics and behaviours* of an organisation's *most valuable potential client*. *ICPs* serve as a *blueprint* to guide your marketing efforts toward attracting them.

By knowing who your ideal clients are, you can tailor your lead generation efforts to attract individuals who are most likely to convert into paying clients.

It also pays to have a solid understanding of your Total Addressable Market (TAM) and your Serviceable Addressable Market (SAM), so you know your limits ahead of time.



Frame 34 | 22:09

Wise Green Energy Limited

4.2 ⭐⭐⭐⭐ (43)

Solar energy company - Alkmaar House, 4 Alkmaar Way

Open · Closes 5pm · 01603 574185

Sotham Renewable Energy

No reviews

Solar energy equipment supplier - Ocean House Icons Court, Delft Way

Open · Closes 5pm · 01603 412411

Norfolk Solar


3.0 ⭐⭐⭐ (2)

Solar energy equipment supplier - 2 Charnes Wading Way

01503 734851

Square1 Installations Ltd

5.0 ⭐⭐⭐⭐⭐ (1)



2. Work through the list and add the company name, website link, location, and phone number to your Lead List:

Wise Green Energy Limited

4.2 ⭐⭐⭐⭐ (43)

Solar energy company

Overview · Reviews · About

Directions

Save

Report

Send to phone

Share

Ad · Wise Green Energy, Renewable Energy Inst...


We Have Multiple Solutions for Heating, Electricity and Hot Water

www.wisegreenenergy.co.uk/

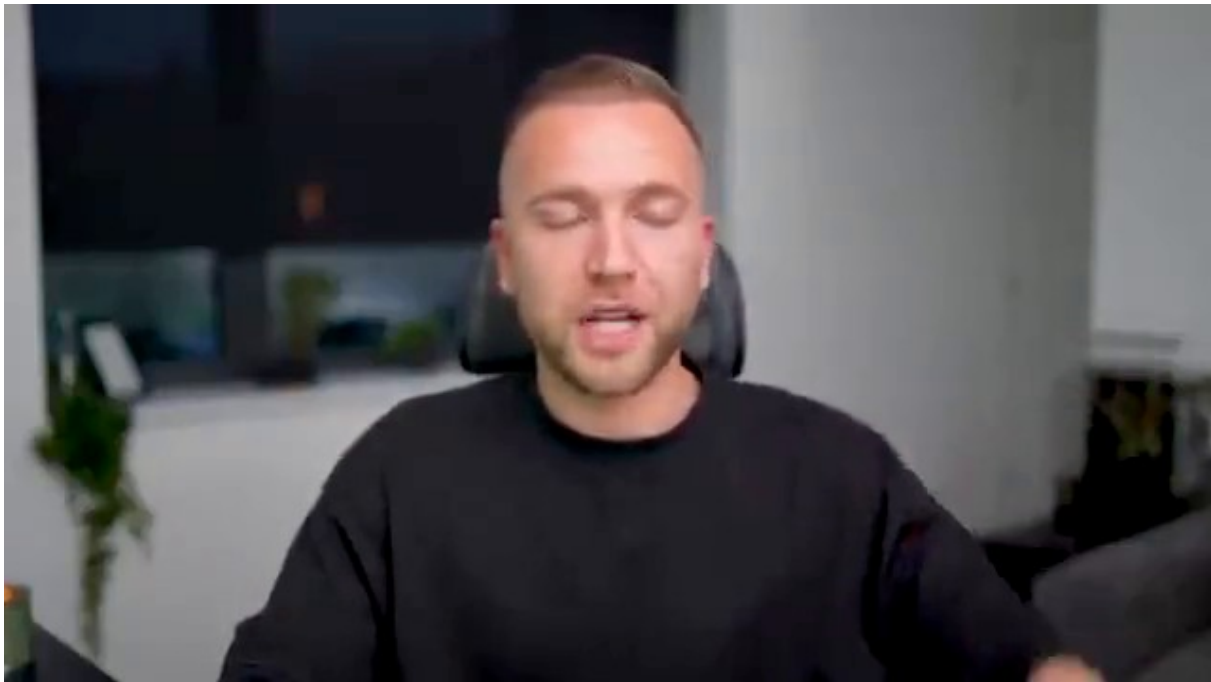
Alkmaar House, 4 Alkmaar Way, Norwich NR8 6BF

Open · Closes 5pm

wisegreenenergy.co.uk



Frame 35 | 22:49



Frame 36 | 23:29



Frame 37 | 24:10

▼ LinkedIn

You can connect with professionals in your network and industry via LinkedIn.

LinkedIn Sales Navigator is a powerful tool for generating leads and building relationships.

+ With LinkedIn Sales Navigator, you can:

- 🔍 Search for leads based on criteria, like job title, industry, and location.
- 💾 Save leads and accounts to keep track of your progress.
- 👁️ View insights and updates on your saved leads and accounts.
- ✉️ Send personalised messages and InMails to your leads and accounts.

Here's how you can use Sales Navigator to generate leads:

1. If you don't have one already, begin by creating a [LinkedIn](#) account.

Frame 38 | 24:50

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- 🔍 Search for leads based on criteria, like job title, industry, and location.
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- 👁️ View insights and updates on your saved leads and accounts.
- ✉️ Send personalised messages and InMails to your leads and accounts.

Here's how you can use Sales Navigator to generate leads:


1. If you don't have one already, begin by creating a [LinkedIn](#) account.

You'll need to [upgrade](#) to an advanced plan:

Frame 39 | 25:30




2. Use the advanced search function to search for leads that match your ICP:




3. Save the leads that match your criteria to a Sales Navigator list.

Frame 40 | 26:10

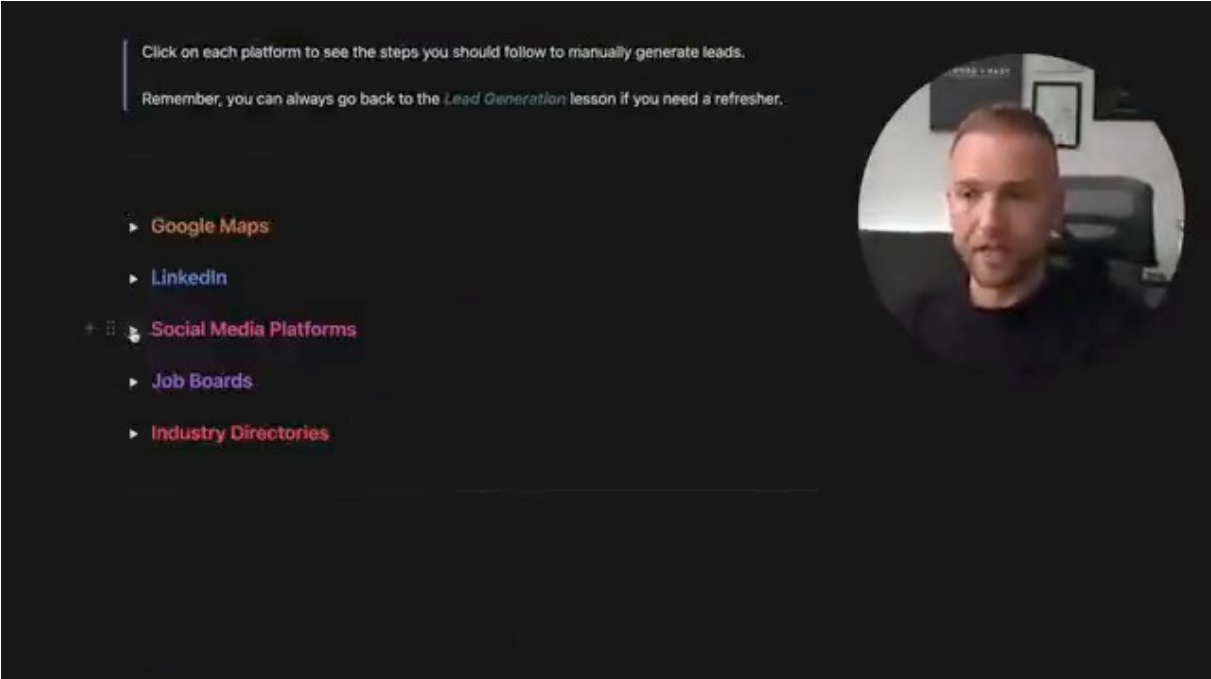


3. Save the leads that match your criteria to a Sales Navigator list.

Name the list in a way that correlates with your Google Sheet Lead List, e.g. "niche, location, date":



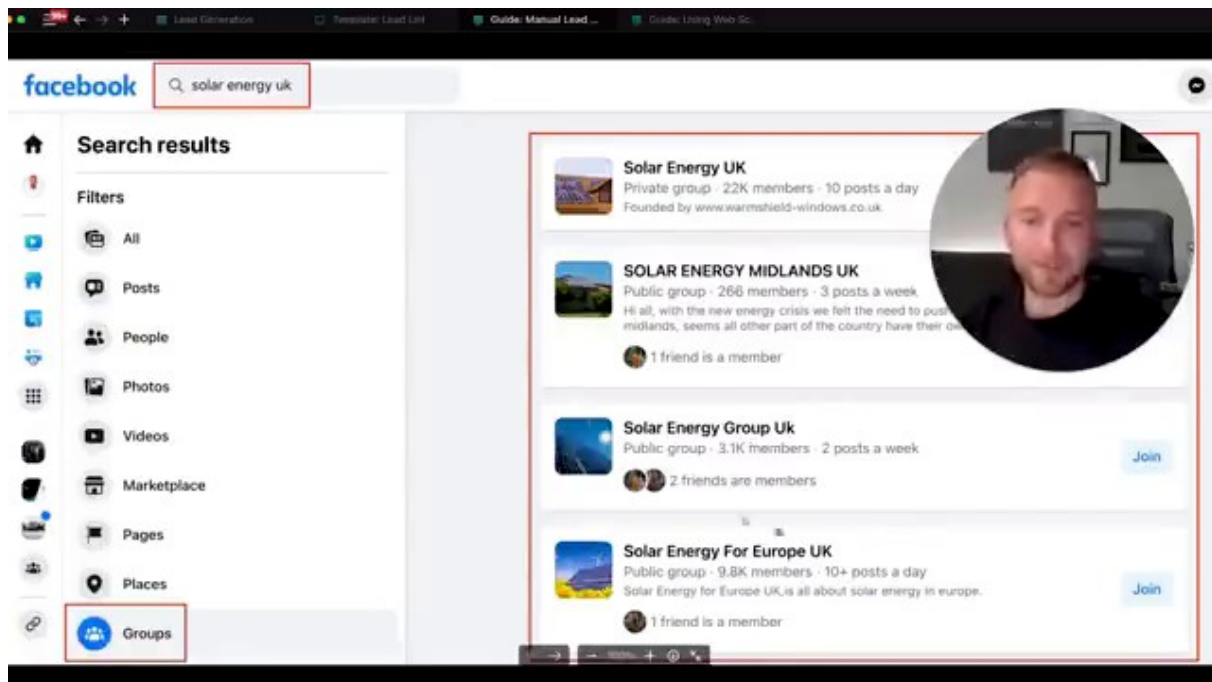
Frame 41 | 26:51



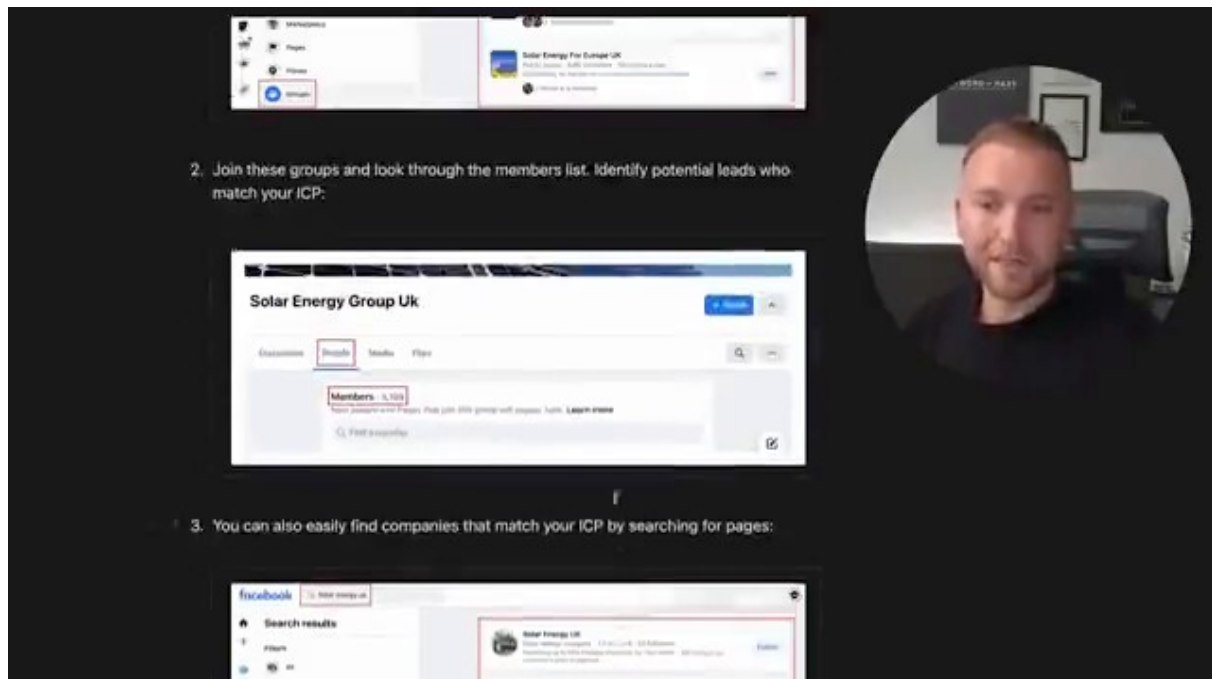
Frame 42 | 27:31



Frame 43 | 28:11



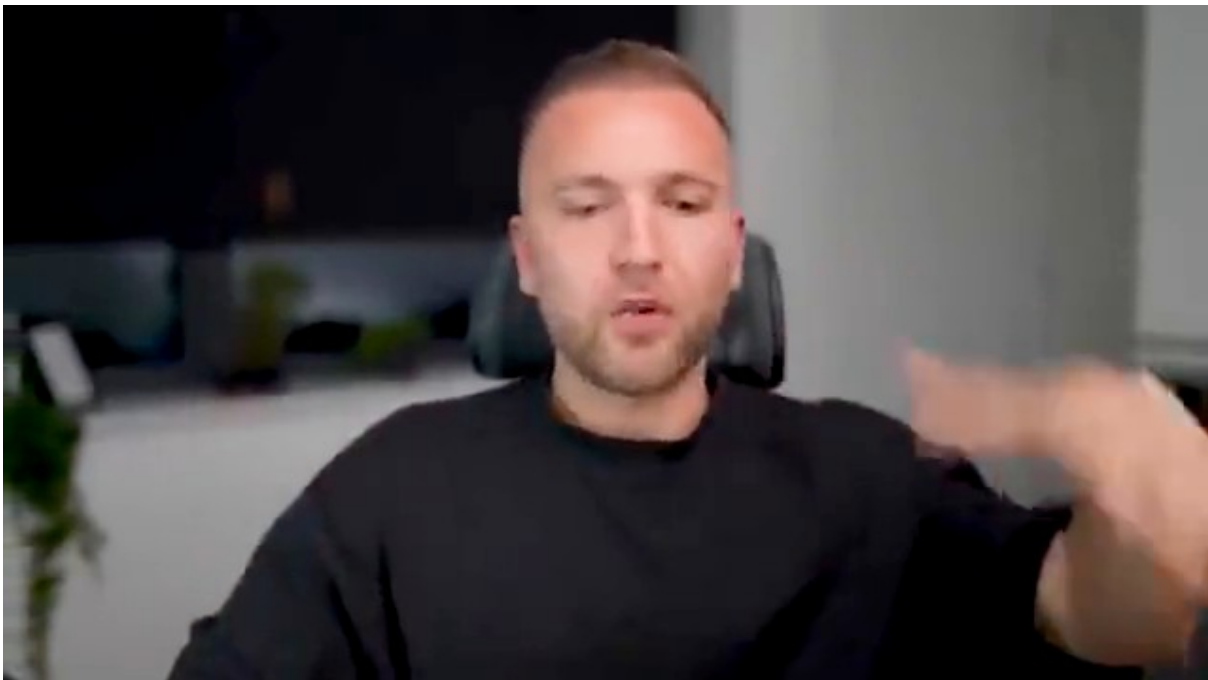
Frame 44 | 28:52



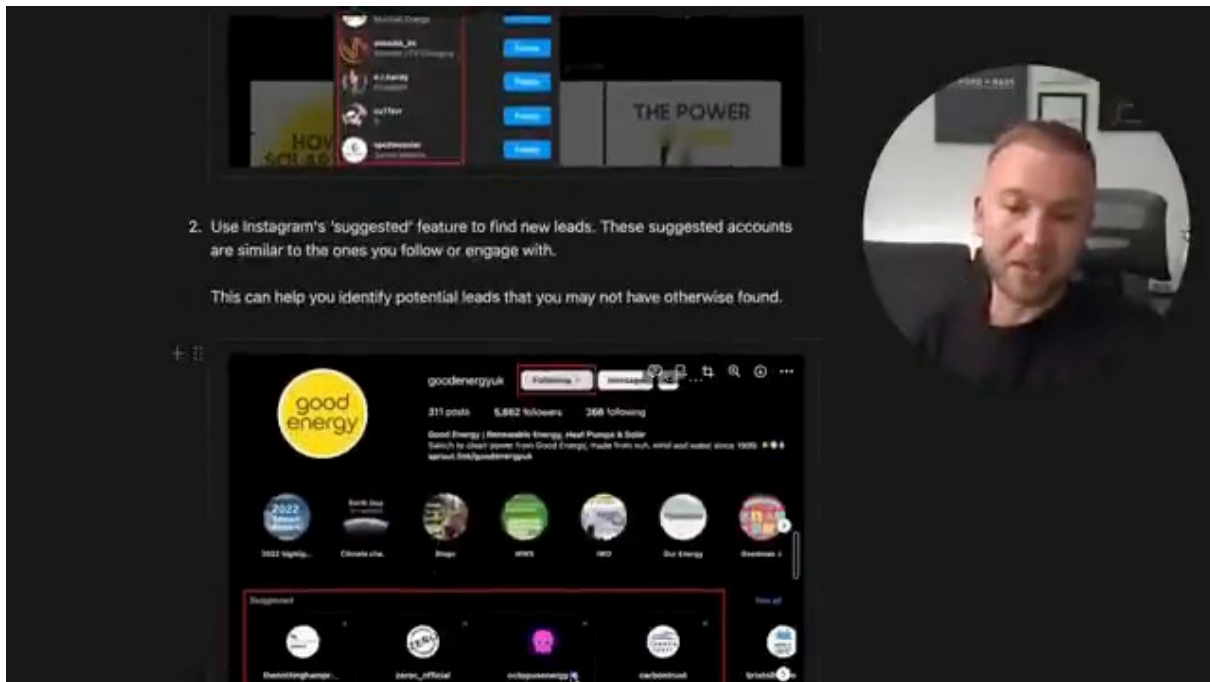
Frame 45 | 29:32



Frame 46 | 30:12



Frame 47 | 30:52

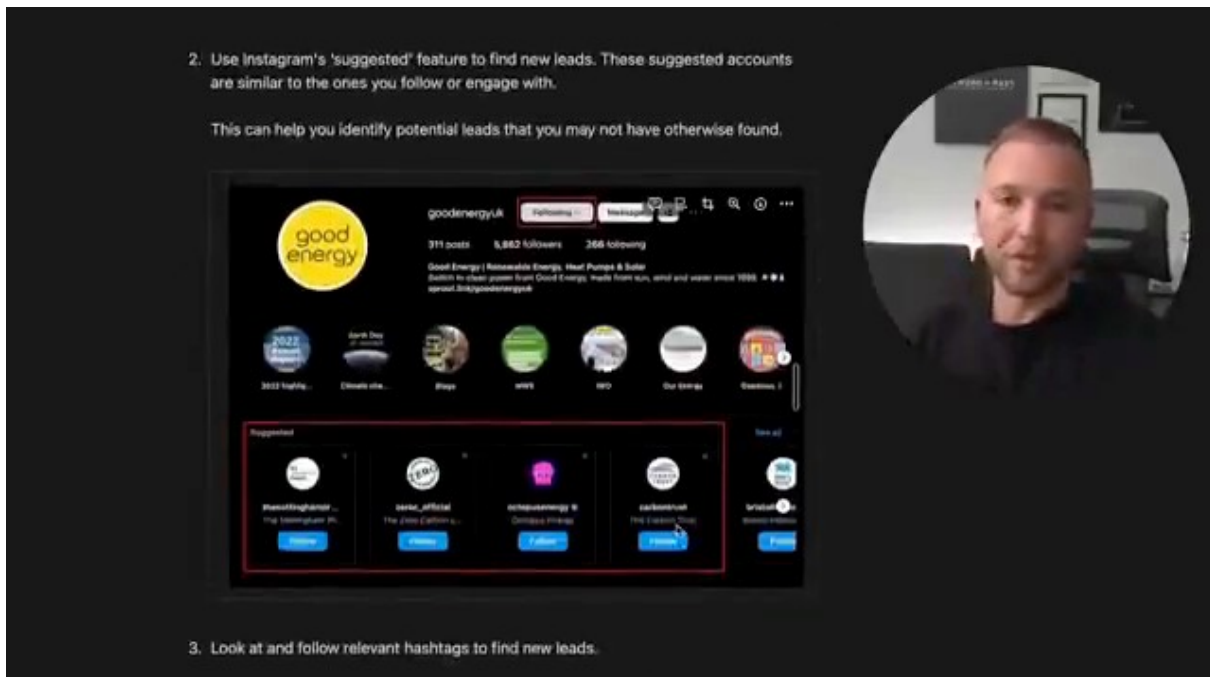


2. Use Instagram's 'suggested' feature to find new leads. These suggested accounts are similar to the ones you follow or engage with.

This can help you identify potential leads that you may not have otherwise found.

The screenshot shows the Instagram profile of 'goodenergyuk'. The 'Suggested' section at the bottom is highlighted with a red box, showing several suggested accounts including 'theenergyspot', 'energyspot', 'energyspot', and 'energyspot'.

Frame 48 | 31:33



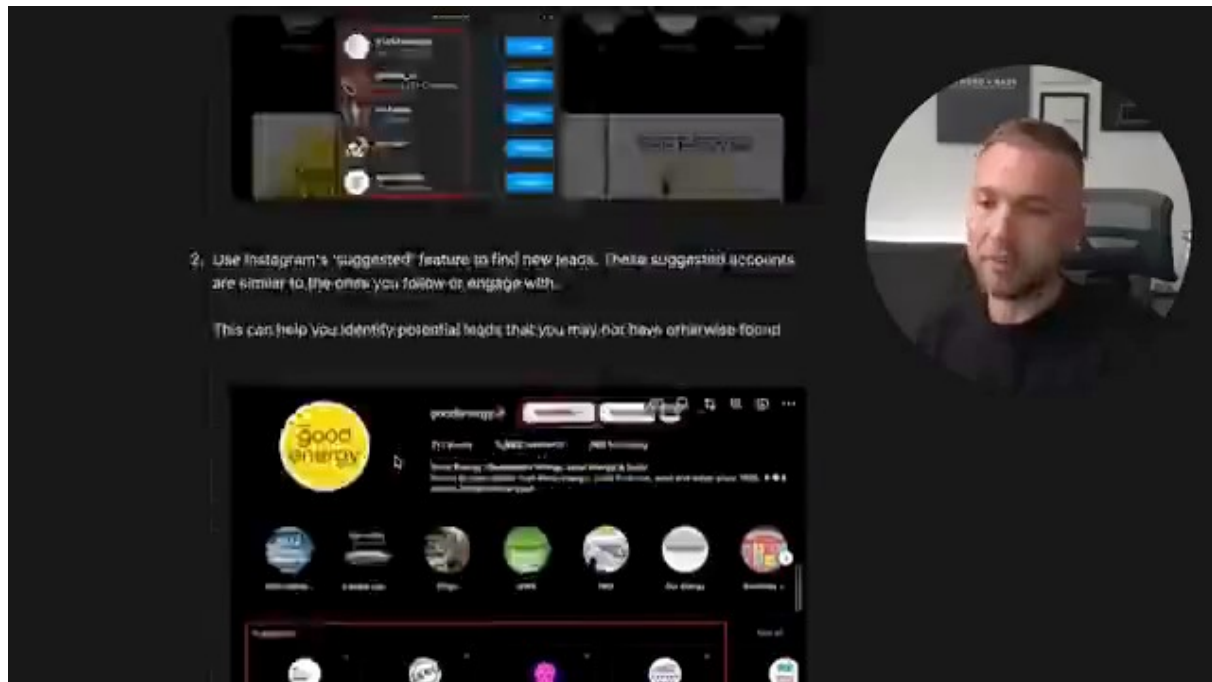
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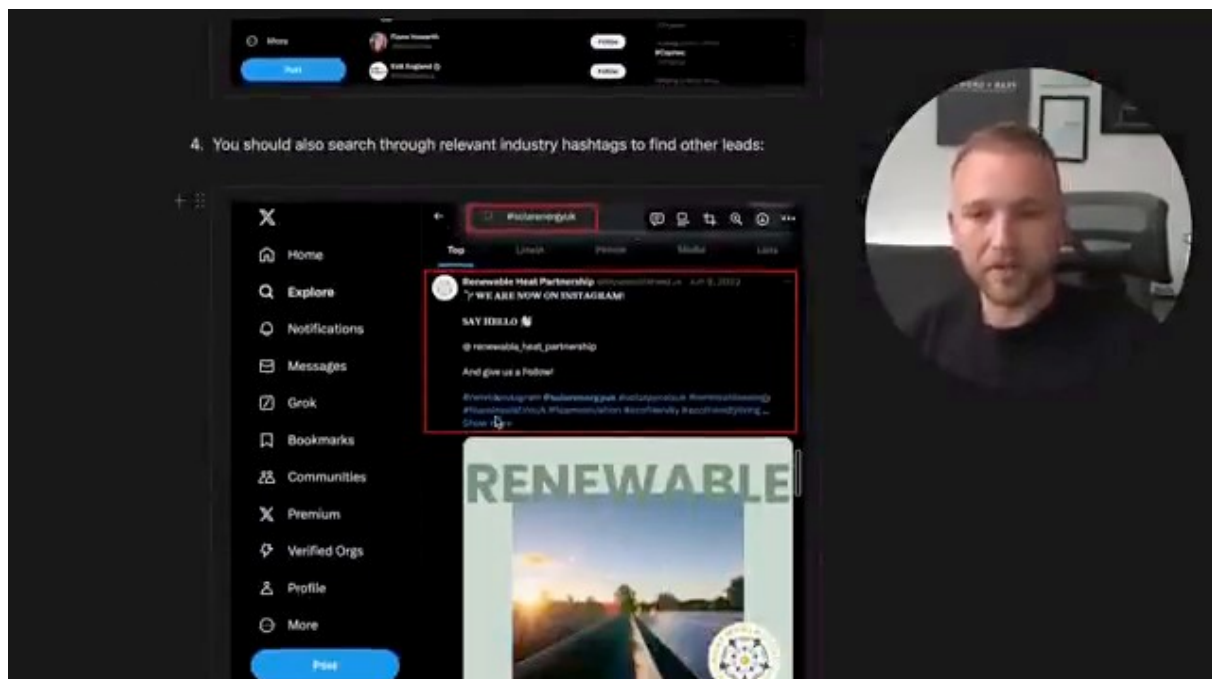
The screenshot shows the Instagram profile of 'goodenergyuk'. The 'Suggested' section at the bottom is highlighted with a red box, showing several suggested accounts including 'theenergyspot', 'energyspot', 'energyspot', and 'energyspot'.

3. Look at and follow relevant hashtags to find new leads.

Frame 49 | 32:13



Frame 50 | 32:53



Frame 51 | 33:34

Click on each platform to learn how to manually generate leads.

- ▶ Facebook
- ▶ Instagram
- ▶ X
- ▼ Other Social Media


Other platforms like Pinterest, Snapchat, TikTok, and Reddit can be useful for generating leads, depending on your industry and ICP.

⚡ When considering whether to use a particular social media platform for lead generation, think about your ICP and where leads are most likely to spend their time online.

Research each platform and investigate their user demographics (these can change with time).

From there, you can determine which platforms are worth investing your time and resources into.

📌 **Remember:** Social media platforms evolve quickly. It's important to stay up to date on new features and trends that may impact your lead generation strategy.



Frame 52 | 34:14


- ▶ Google Maps
- ▶ LinkedIn
- ▶ Social Media Platforms
- ▼ Job Boards

On job boards, you can identify potential clients who are hiring for the services that you offer.

Job sites are a valuable resource for finding leads, especially when targeting companies hiring for marketing roles.

Here's how you can leverage job boards to generate leads manually:

1. Start by identifying the job titles that are relevant to your agency's services, such as "Marketing Manager" or "Digital Marketing Specialist".
2. Search for job postings on sites like Indeed, Glassdoor, or LinkedIn that match your criteria.



Frame 53 | 34:54

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2. Search for job postings on sites like Indeed, Glassdoor, or LinkedIn that match your criteria:

Frame 54 | 35:34

Lead Generation

Telescope: Lead List

Guide: Manual Lead ...

Guide: Using Web St...

indeed

Find jobs Company reviews Salary guide

What marketing manager

Where Manchester, Greater Manchester

Sort by relevance

307 jobs

Marketing & Business Development Manager

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Up to £30,000 a year

Full-time

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Frame 55 | 36:15

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Frame 56 | 36:55



Frame 57 | 37:35



3. Take note of their contact information, such as phone numbers, email addresses, and physical addresses.

Some examples of industry directories include www.checkatrade.com or www.whatchatinc.com.

But, there are many other directories available that may be more relevant to your industry or niche.

Do your research!

Frame 58 | 38:15

Google Maps, LinkedIn, Instagram, Facebook, X, job boards and industry directories.

How To Use This Guide

I

Click on each platform to see the steps you should follow to manually generate leads.

Remember, you can always go back to the *Lead Generation* lesson if you need a refresher.


▶ Google Maps

▶ LinkedIn

▶ Social Media Platforms

▶ Job Boards

▶ Industry Directories



Frame 59 | 38:56

▼ 3. Automated Lead Generation

By using specialised tools, you can extract information such as names, contact details, and company information from online directories, social media profiles, and other sources.

Let's discuss some methods for automated lead generation.


+ ▢ ▶ Lead Scraping

▶ Lead Databases

▶ Optimising Lead Quality

▶ Lead Generation in Practice

▶ 4. Outsourcing



Frame 60 | 39:36

▼ Lead Scraping

Lead scraping is the process of **automatically collecting data** from websites to identify potential leads.

This process automatically extracts contact information, such as **names, email addresses, phone numbers, and company details**, from online sources like websites, directories, and social media platforms.

What are the benefits of lead scraping?


- **Efficiency:** Automate the process of gathering leads, saving time and effort
- **Scalability:** Collect a large number of leads in a short period
- **Data Enrichment:** Enhance your existing lead database with additional information

❗ When lead scraping, there are ethical considerations you need to keep in mind:

Privacy: Ensure you use sources that comply with data protection laws.

Quality: Validate the accuracy and relevance of the scraped data.

Tools for Lead Scraping



Frame 61 | 40:16

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| Distilled: 2026-02-06 10:18:31 UTC

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Tools for Lead Scraping



Frame 62 | 40:57

▼ Lead Scraping

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Tools for Lead Scraping



Frame 63 | 41:37

Tools for Lead Scraping

There are various tools available for lead scraping, ranging from free to premium options.


Some popular choices include:

- **Data Miner:** Allows the scraping of data from websites and online directories without any coding knowledge
- **Snov.io:** Scrapes email addresses and other contact information for potential leads
- **Hunter:** Finds email addresses for contacts within a specific domain
- **PhantomBuster:** Scrapes a variety of social media platforms and Google Maps
- **Clay:** Streamlines their lead generation processes and personalises outreach efforts

More on this later.

☒ Have a look at the *Web Scrapers – Instruction Guide* at the end of this lesson for a detailed guide on how to generate leads automatically.

There are some nuances between different lead scraping tools, but here are the fundamental steps you'll have to go through with most lead generation tools:



Frame 64 | 42:17

To recap what you learnt in the *Discovering the Ideal Client* lesson: An Ideal Client Profile (ICP) outlines the key demographics and behaviours of an organisation's most valuable potential client. ICPs serve as a blueprint to guide your marketing efforts toward attracting them.

By knowing who your ideal clients are, you can tailor your lead generation efforts to attract individuals who are most likely to convert into paying clients.

It also pays to have a solid understanding of your Total Addressable Market (TAM) and your Serviceable Addressable Market (SAM), so you know your limits ahead of time.

Now, let's get going.


▼ What is a "Lead"?

Before we can get into what a "lead" is, we first need to understand the difference between a lead and a prospect.

A prospect can be defined as the following:

PROSPECT
/ˈprɒspekt/
noun

An individual or business that has shown initial interest in a company's products or services, typically by providing their contact information or engaging with the



Frame 65 | 42:57

Tools for Lead Scraping

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- **Snow.io:** Scrapes email addresses and other contact information for potential leads
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Frame 66 | 43:38

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+ :: There are some nuances between different lead scraping tools, but here are the fundamental steps you'll have to go through with most lead generation tools:

1. Identify your target websites
2. Create a scraping project on your tool
3. Define extraction rules for the data you want to extract, such as names, emails, and company information
4. Run the scraper to collect the desired data
5. Clean and organise the scraped data into a usable format

i Scraping can take time, especially for large datasets – be patient.

Experiment with different extraction rules to optimise your results.

And, avoid scraping websites that prohibit data extraction.



Frame 67 | 44:18

More on this later.

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Frame 68 | 44:58

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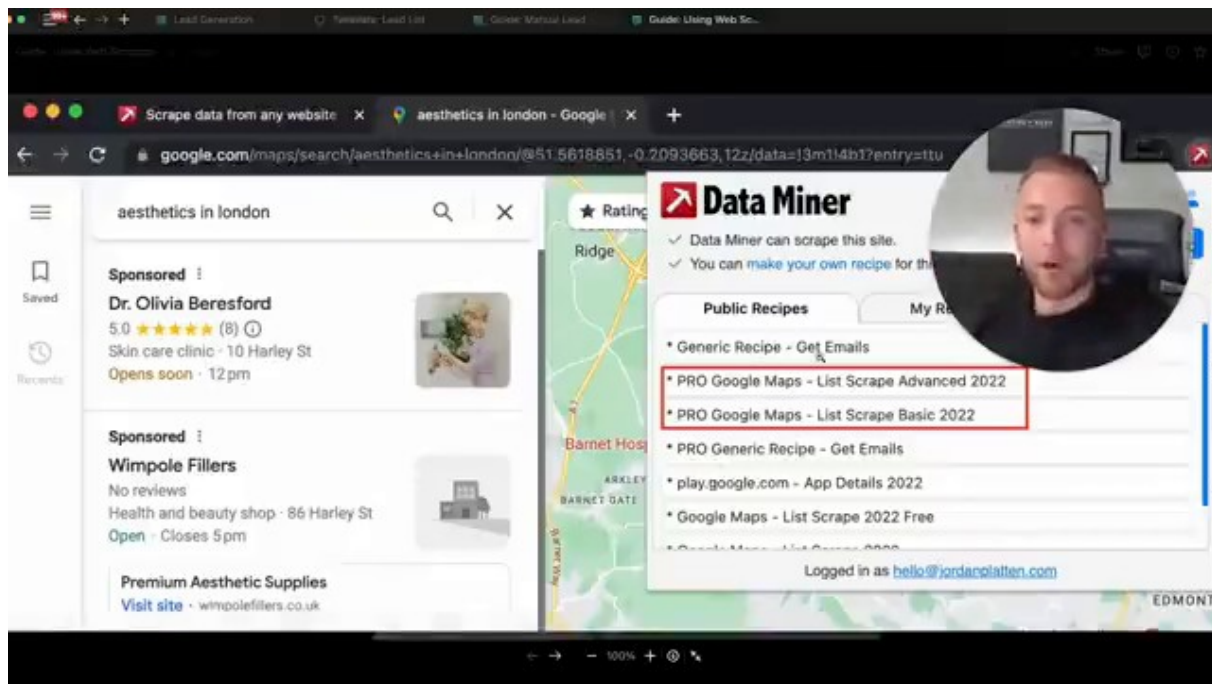
Experiment with different extraction rules to optimise your results.

And, avoid scraping websites that prohibit data extraction.

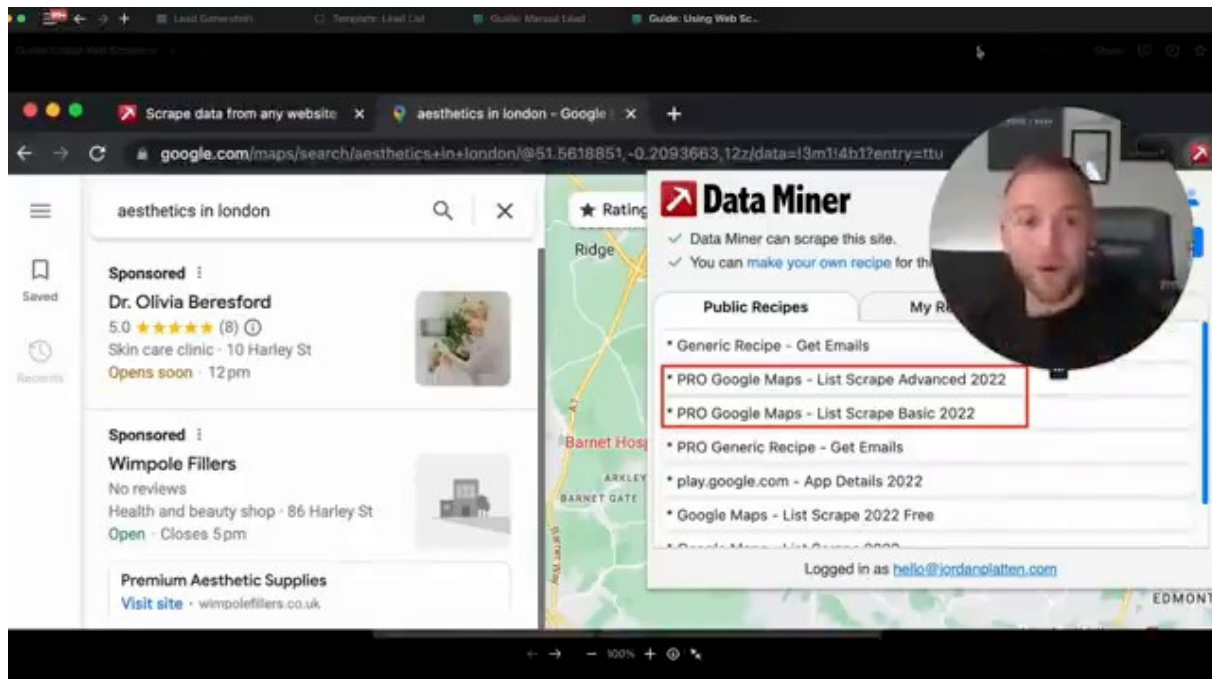
By effectively utilising lead scraping, you can **expand your lead database** and **identify potential clients** who may be interested in your services.



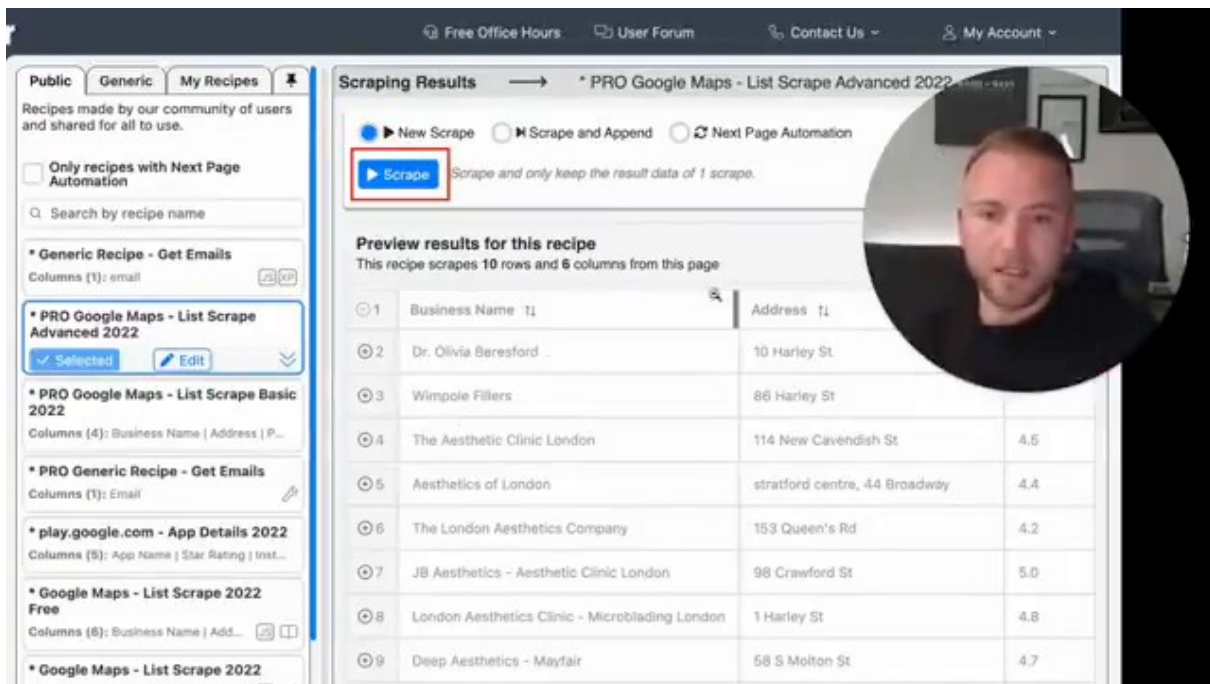
Frame 69 | 45:39



Frame 70 | 46:19



Frame 71 | 46:59



Public Generic My Recipes

Recipes made by our community of users and shared for all to use.

☐ Only recipes with Next Page Automation

Search by recipe name

* Generic Recipe - Get Emails
Columns (1): email

* PRO Google Maps - List Scrape Advanced 2022
☒ Selected

* PRO Google Maps - List Scrape Basic 2022
Columns (4): Business Name | Address | P...

* PRO Generic Recipe - Get Emails
Columns (1): Email

* play.google.com - App Details 2022
Columns (5): App Name | Star Rating | Inst...

* Google Maps - List Scrape 2022 Free
Columns (6): Business Name | Add...

* Google Maps - List Scrape 2022

Scraping Results → * PRO Google Maps - List Scrape Advanced 2022

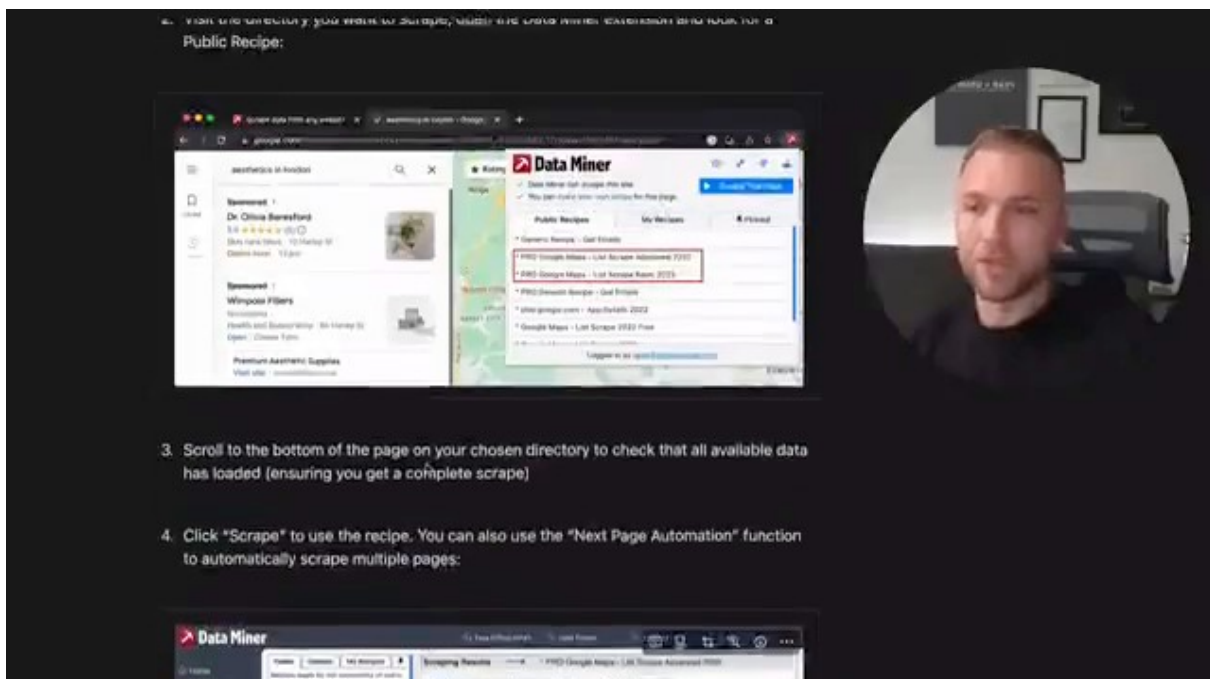
☒ New Scrape ☐ Scrape and Append ☐ Next Page Automation

Scrape and only keep the result data of 1 scrape.

Preview results for this recipe
This recipe scrapes 10 rows and 6 columns from this page

	Business Name	Address	
1	Business Name	Address	
2	Dr. Olivia Beresford	10 Harley St	
3	Wimpole Fillers	86 Harley St	
4	The Aesthetic Clinic London	114 New Cavendish St	4.5
5	Aesthetics of London	stratford centre, 44 Broadway	4.4
6	The London Aesthetics Company	153 Queen's Rd	4.2
7	JB Aesthetics - Aesthetic Clinic London	98 Crawford St	5.0
8	London Aesthetics Clinic - Microblading London	1 Harley St	4.8
9	Deep Aesthetics - Mayfair	58 S. Molton St	4.7

Frame 72 | 47:39



Public Recipe:

3. Scroll to the bottom of the page on your chosen directory to check that all available data has loaded (ensuring you get a complete scrape)

4. Click "Scrape" to use the recipe. You can also use the "Next Page Automation" function to automatically scrape multiple pages:

Scraping Results → * PRO Google Maps - List Scrape Advanced 2022

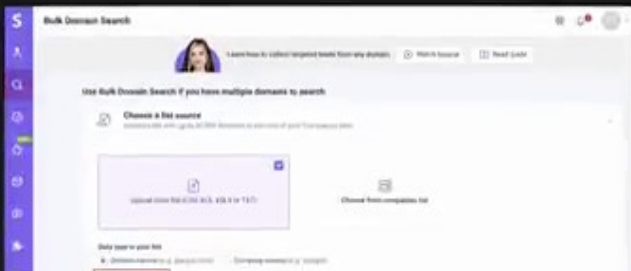

Frame 73 | 48:20

▼ **Snov**

Snov scrapes email addresses and other contact information for potential leads. It also has lots of helpful built in tutorials.

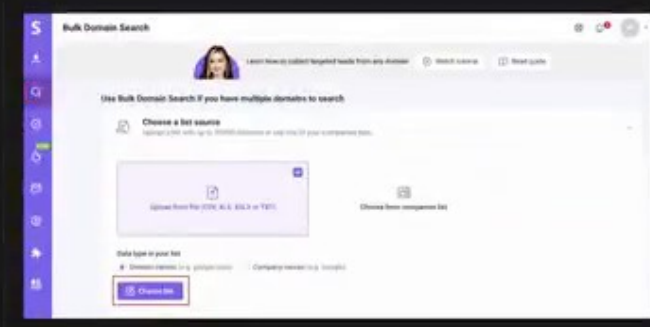
Here's how to use it:

1. Create an account on Snov's website
2. Navigate to the "Bulk Domain Search" under the "Find Leads" tab. Here, you can upload a CSV file of either company names or website domains (domains tend to be more effective):



Frame 74 | 49:00


effective):



3. Once uploaded, you will be asked for search options. Mirror the below settings, starting with selecting to search for "Prospects". You will also want to collect only 1-2 prospects per domain (if you're looking to conserve Snov credits) and then you can also add a filter by position to match your ICP.

This being said, it's wise to keep "filter by position" blank, as Snov will find the highest ranking prospects within this filter anyway. You risk missing out on good leads if you are too strict with filters.

Frame 75 | 49:40

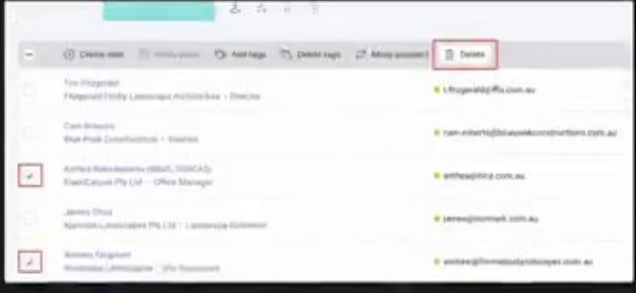


3. Once uploaded, you will be asked for search options. Mirror the below settings, starting with selecting to search for "Prospects". You will also want to collect only 1-2 prospects per domain (if you're looking to conserve Snow credits) and then you can also add a filter by position to match your ICP.


This being said, it's wise to keep "filter by position" blank, as Snow will find the highest ranking prospects within this filter anyway. You risk missing out on good leads if you are too strict with filters.

4. You will be able to filter through these prospects manually in the next step. When you're ready, hit "Start search":

Frame 76 | 50:21



7. Once finalised, you can export your list as a CSV to be used in outreach:




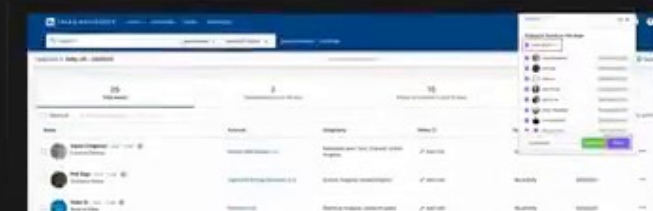
Frame 77 | 51:01

Bonus: LinkedIn Prospect Finder

Another powerful use of Snov is their LinkedIn Prospect Finder chrome extension. It helps you find email addresses of prospects directly within the LinkedIn Sales Navigator platform.

Here's how:


1. Start by downloading and installing the LI Prospect Finder extension by following these instructions
2. Head over to LinkedIn Sales Navigator and open a previously saved lead list
3. Open the LinkedIn Prospect Finder extension and "select all" prospects found on the page, followed by "Save".



Frame 78 | 51:41

Remember, you can always go back to the [Lead Generation](#) lesson if you need a refresher on lead scraping tools.



► Data Miner

+  **Snov**

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Frame 79 | 52:21

PROSPECT
/ˈprospekt/
noun

An individual or business that has shown initial interest in a company's products or services, typically by providing their contact information or engaging with the company in some way (e.g., through a website, event, or marketing campaign).

Unlike a lead, which may simply be an individual or business that has expressed some level of curiosity or engagement, a prospect has usually been further qualified, meaning they've demonstrated specific traits or behaviours that suggest they may be ready for a sales conversation.


Now, let's look at what a lead is:

+ ⓘ

LEAD
/liːd/
noun

A potential client who has been identified as someone likely to benefit from or show interest in a company's products or services.

Unlike a prospect, a lead has not yet been fully qualified, meaning it is uncertain whether they have the necessary budget, authority, or immediate need to purchase. Sales leads represent the first step in the sales process, and further effort is required to nurture and qualify them into potential buyers or prospects.



Frame 80 | 53:02

► Snov

▼ Hunter

Hunter is a popular lead generation tool that allows you to find email addresses for contacts within a specific domain.


See the steps below on how to use this tool:

1. Start by creating an account on Hunter's website
2. Once you've created an account, navigate to the "Domain Search" tab. Here, you can enter the domain of the company you're interested in and click "Search"
3. Hunter will then display a list of email addresses associated with that domain. You can filter the results by department or job title to find the most relevant contacts
4. Once you've identified the contacts you want to reach out to, you can export the list to a CSV file, or you have the option of integrating Hunter into your CRM system to manage your leads more efficiently

+ ⓘ

💡 Click this link and scroll down for step-by-step setup tutorials on Hunter's website.

🔗 <https://hunter.io/webinars> 📄 Edit



Frame 81 | 53:42

Phantombuster is a powerful tool that allows you to scrape many social media platforms, as well as Google Maps. Click on each of these below to learn how.

▼ Instagram

▼ Follower Collector


This lets you extract the followers of an Instagram account. It is useful for identifying potential leads who are interested in a specific niche or industry.

1. Navigate to the "Instagram Follower Collector" phantom

2. Enter the username of the Instagram account you want to extract followers from and click "Launch"

3. Phantombuster will then start scraping the Instagram account and extract the usernames of all the followers

4. Once the process is complete, you can export the list of usernames to a CSV file or integrate it with your CRM system to manage your leads more efficiently



Frame 82 | 54:22

Phantombuster is a powerful tool that allows you to scrape many social media platforms, as well as Google Maps. Click on each of these below to learn how.

▼ Instagram

▶ Follower Collector

▶ Multiple Hashtag Collector

+ ⌵


▼ Profile URL Finder

This lets you find Instagram profiles from a list of full names or company names. This can be useful for identifying potential leads who are active on Instagram.

1. Navigate to the "Instagram Profile URL Finder" phantom

2. Enter the full names or company names of the leads you want to find and click "Launch"

3. Phantombuster will then start searching Instagram for profiles that match the specified names

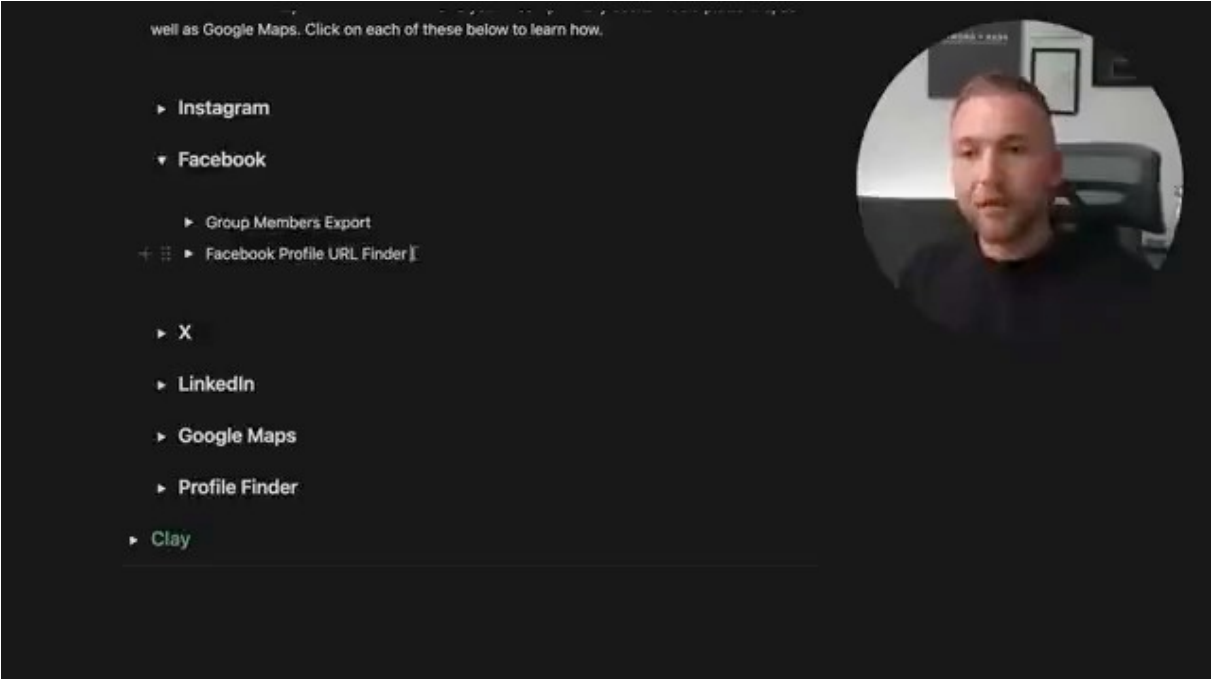


Frame 83 | 55:02

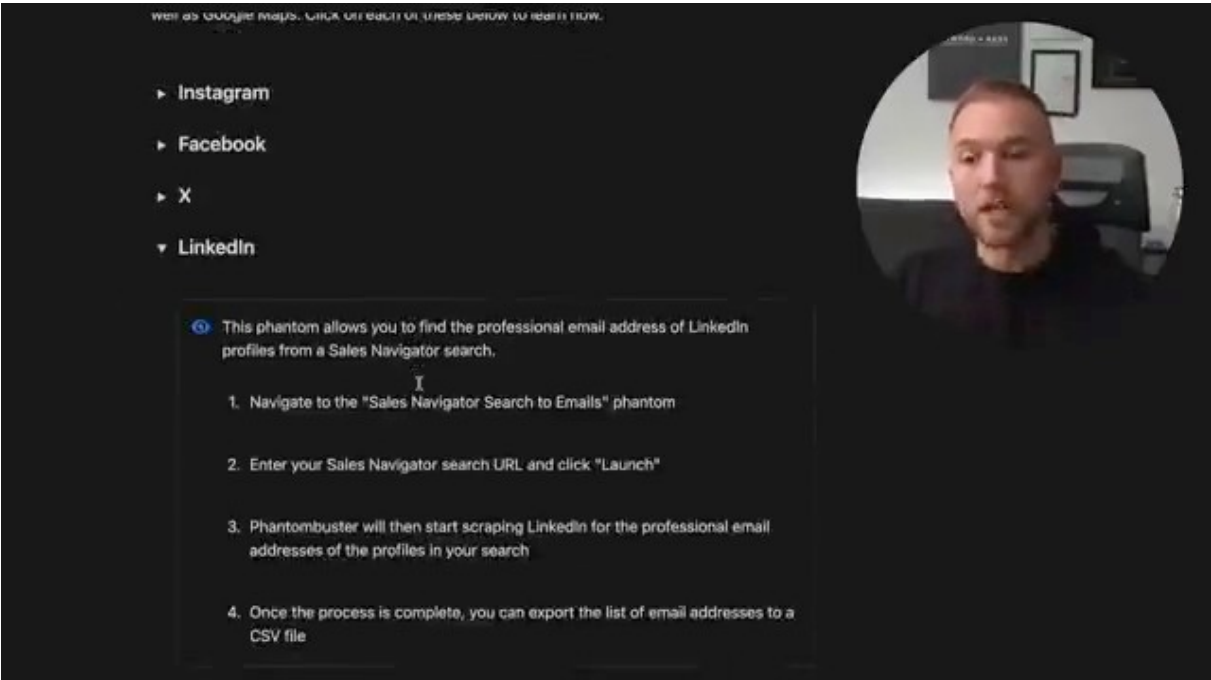
Proprietary Intel: OneDuo Thinking Layer | Authorized User: jan2x12333214@gmail.com

| Distilled: 2026-02-06 10:18:31 UTC

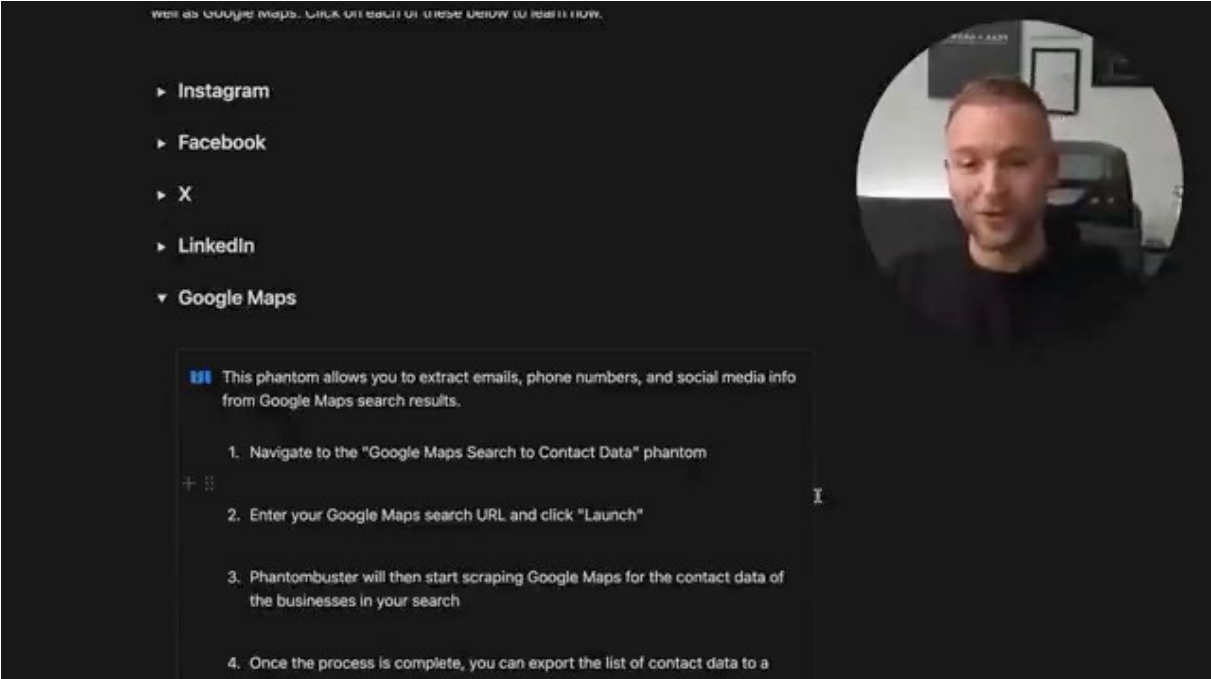
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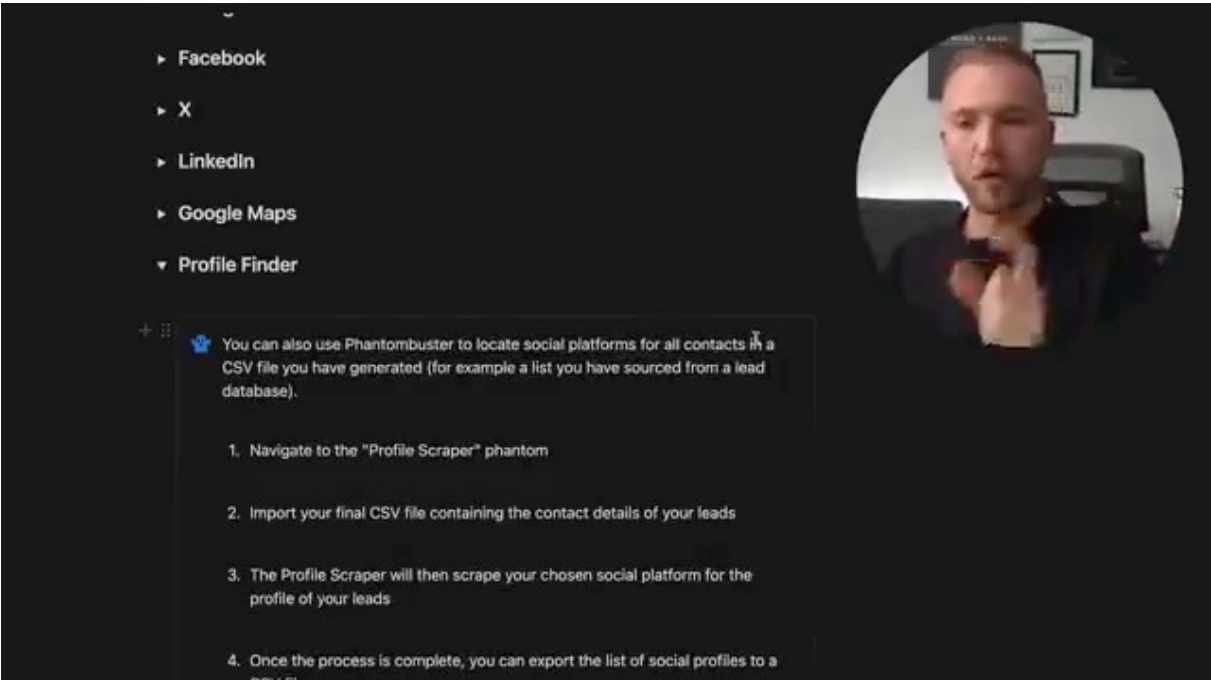
Frame 84 | 55:43



Frame 85 | 56:23



Frame 86 | 57:03



Frame 87 | 57:44

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Unlike a prospect, a lead has not yet been fully qualified, meaning it is uncertain whether they have the necessary budget, authority, or immediate need to purchase. Sales leads represent the first step in the sales process, and further effort is required to nurture and qualify them into potential buyers or prospects.

By establishing specific and clear lead criteria, you can focus your efforts on high-quality leads that are more likely to convert.



Frame 88 | 58:24

with the path of least resistance to success, meaning you can focus your efforts elsewhere).

1. Build lead lists

Scrape list from ...

- LinkedIn Companies
- Find Local Leads
- HubSpot Contacts
- 10+ built-in sources

2. Enrich your data


- Find tech stack
- Find recent news
- Find competitors
- 150+ enrichments

3. Write emails with AI

- Hi Dave, based on your recent LinkedIn...
- Jennifer, it looks like you are hiring for a...
- Hey Mishti, I saw that Clay is using HubS...

✓ 576 emails generated

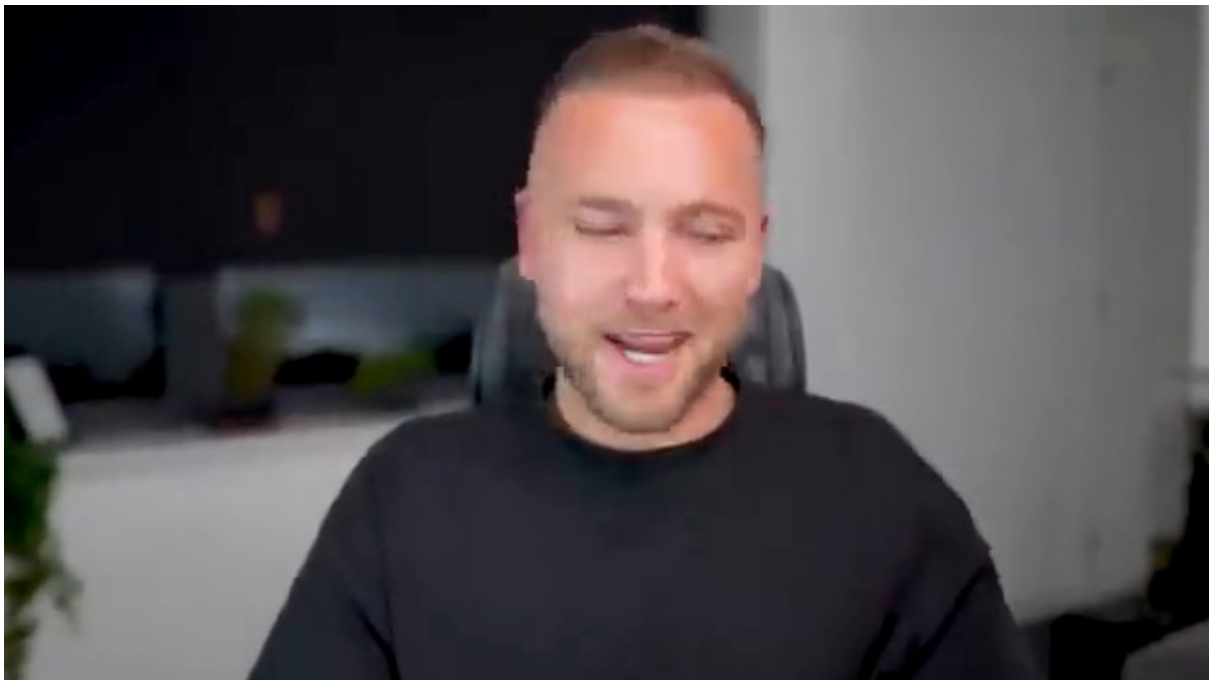
With Clay.com it's easy to connect your outbound tools, CRMs, write hyper-personalized



Frame 89 | 59:04



Frame 90 | 59:44




Frame 91 | 1:00:25

How To Use This Guide

Click on each tool to learn how to use them.

Remember, you can always go back to the [Lead Generation](#) lesson if you need a refresher on lead scraping tools.

- ▶ [Data Miner](#)
- ▶ [Snov](#)
- ▶ [Hunter](#)
- ▶ [Phantombuster](#)
- ▶ [Clay](#)



Frame 92 | 1:01:05

Lead databases are collections of potential clients that agencies can use for marketing and sales purposes.

These are centralised databases that contain millions of leads from various industries across various countries. These lead databases are usually offered as service subscriptions, to be able to search that database for potential leads that you might need.

These databases typically contain contact information such as names, email addresses, phone numbers, job titles, and company details.

Here are some recommendations for lead databases you can use: [BuiltWith](#), [Storeleads](#), and [Apollo](#).

These can help you find email addresses or identify technologies being used by potential prospects, to help generate potential leads.

Although there are nuances between various lead databases or lead providers, here are the typical fundamentals for using a lead database service:


Step 1

Step 2

Create an account on the lead database website you wish to use.

Navigate to the search field and enter the criteria for the leads you are looking for.

For example, you can search for leads based on industry, company size, location, job title, technology used, social media accounts, and more.



Frame 93 | 1:01:45

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Frame 94 | 1:02:26

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Frame 95 | 1:03:06



Frame 96 | 1:03:46



Frame 97 | 1:04:26

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+

⋮

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⋮

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For example, you can search for leads based on industry, company size, location, job title, technology used, social media accounts, and more.

⋮

Step 3


You will then be shown a list of leads that match your criteria.

You can filter the results by various criteria such as social media accounts, contact information, location, etc.

⋮

Step 4

Once you've identified the contacts you want to reach out to, for some databases, you can export the list or potentially integrate the lead database website with your CRM system to manage your leads more efficiently.



Frame 98 | 1:05:07

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+

⋮

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⋮

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⋮

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Once you've identified the contacts you want to reach out to, for some databases, you can export the list or potentially integrate the lead database website with your CRM system to manage your leads more efficiently.

These functions differ from database to database.




Frame 99 | 1:05:47

Step 4

Once you've identified the contacts you want to reach out to, for some databases, you can export the list or potentially integrate the lead database website with your CRM system to manage your leads more efficiently.

These functions differ from database to database.



Here's a **practical example** on how you can take it further.

These tools all work well independently but combining some of their abilities can enrich your results.

Try the following combo:

Step 1

Step 2

Step 3

Step 4

Use Storeleads to identify businesses that match your ICP.

Export the list of leads to a CSV file.


Import the CSV file into Apollo using the "Enrich" feature to find the decision maker's details.

Leverage the contact information provided by Apollo.

Frame 100 | 1:06:27

Step 4

Leverage the contact information provided by Apollo.




Many agencies will stop here, but it's worth noting that there will be a large number of companies that Apollo cannot find decision maker details for.

This gives you the opportunity to send the remaining companies to a lead generation freelancer for some manual lead scraping.

This will give you access to an additional lead pool that your competitors are too lazy to obtain.

By targeting businesses that fit your ICP, you can increase the likelihood that they will be interested in your services.

 **Remember:** These are other competitively used pieces of software, so bear this in mind when using them for lead generation.

It's also important to verify the accuracy and quality of the data, because outdated or irrelevant information can result in wasted time and resources.

Always weigh up the costs versus the benefits when deciding which lead generation site is right for your approach.