**AI-Executed MVP Implementation Plan (Zero Budget) - FINAL VERSION**

***AI does everything, human just confirms "go ahead" at each trigger point***

**Phase 1: AI-Powered Lead Discovery (Day 1-2)**

**What AI Will Do:**

1. **Search and identify 40-50 Hamilton businesses across diverse sectors**
2. **Score each business against acquisition criteria (1-100 points)**
3. **Create detailed profiles for top 10 prospects**
4. **Generate Google Sheets-ready data with all findings**

**Target Business Types (NO special licenses required):**

* **Manufacturing (general products)**
* **Wholesale/Distribution companies**
* **Print shops & promotional products**
* **Equipment/tool rental (non-specialized)**
* **Auto parts retail/wholesale**
* **Food distributors/wholesalers**
* **Janitorial/cleaning supplies**
* **Office supplies/furniture**
* **Packaging companies**
* **Logistics/3PL providers**
* **Business services (payroll, bookkeeping)**
* **Marketing agencies**
* **Sign/banner companies**
* **Uniform/workwear suppliers**
* **Industrial supplies (non-technical)**
* **Pet supplies/services**
* **Party/event rentals**
* **Flooring/tile retailers**
* **Window covering retailers**
* **Restaurant suppliers**

**Strict Exclusions:**

* **❌ Electricians, plumbers, HVAC, any certified trades**
* **❌ Medical/dental practices, law firms, accounting firms**
* **❌ Real estate brokerages, insurance agencies**
* **❌ Any business requiring professional licenses**

**🔴 TRIGGER POINT 1**

**AI Ready to Execute: "I will now search for 40-50 Hamilton, ON businesses across diverse sectors, analyze each for revenue indicators, years in business, owner age clues, digital presence, and acquisition potential.**

**Shall I proceed with the comprehensive search and analysis? [Awaiting your "go ahead"]"**

**Phase 2: Deep Intelligence Gathering (Day 3-4)**

**What AI Will Do:**

1. **Research each of top 10 businesses including:** 
   * **Financial estimates using industry benchmarks**
   * **Owner background research via web search**
   * **Digital weakness identification**
   * **Competition analysis**
   * **Customer sentiment from reviews**
2. **Create acquisition opportunity report per business**
3. **Generate personalized approach strategies**

**🔴 TRIGGER POINT 2**

**AI Ready to Execute: "I have the top 10 businesses ready. I will now conduct deep research on each, creating detailed acquisition profiles including estimated valuations, owner information, and strategic approach recommendations.**

**Shall I proceed with the deep intelligence gathering? [Awaiting your "go ahead"]"**

**Phase 3: Email Outreach Content Creation (Day 5)**

**What AI Will Do:**

**Email Discovery & Creation:**

1. **Find owner email addresses using multiple methods:**
   * **Generate Hunter.io search queries**
   * **Create Google search patterns for each business**
   * **Identify common email formats (firstname@, info@, owner@)**
   * **Website contact page analysis**
   * **Domain email pattern detection**
2. **Generate 3 personalized email approaches per business:**
   * **Soft Introduction - Legacy preservation angle**
   * **Value-First - Business valuation offer**
   * **Direct Interest - Straightforward acquisition inquiry**
3. **Create complete email sequences:**
   * **Initial email (Day 1)**
   * **Follow-up #1 (Day 4)**
   * **Follow-up #2 (Day 7)**
   * **Final follow-up (Day 14)**
4. **Provide specific email finding instructions for each business**

**🔴 TRIGGER POINT 3**

**AI Ready to Execute: "I will now generate email-finding strategies and create 30+ personalized email templates (3 per business) plus follow-up sequences. All emails will be ready to send from the broker's email address.**

**Shall I proceed with email discovery and outreach content creation? [Awaiting your "go ahead"]"**

**Phase 4: Contact Information Research (Day 6)**

**What AI Will Do:**

1. **Generate specific search queries to find emails for each owner**
2. **Create Hunter.io search strategies (25 free searches/month)**
3. **Provide website contact form URLs**
4. **List probable email patterns per business**
5. **Create contact verification checklist**

**Example output per business:**

**ABC Manufacturing - John Smith (owner)**

**- Try: john.smith@abcmanufacturing.ca**

**- Try: john@abcmanufacturing.ca**

**- Website form: abcmanufacturing.ca/contact**

**- Google: "john smith" "abc manufacturing" email**

**- Hunter.io: Search domain abcmanufacturing.ca**

**🔴 TRIGGER POINT 4**

**AI Ready to Execute: "I will now generate specific methods to find email addresses for each business owner, including search patterns, likely email formats, and verification strategies.**

**Shall I proceed with contact research strategies? [Awaiting your "go ahead"]"**

**Phase 5: Campaign Tracking System (Day 7)**

**What AI Will Do:**

1. **Create complete Google Sheets CRM template with:** 
   * **Business information tabs**
   * **Email tracking columns**
   * **Response classification**
   * **Follow-up scheduling**
   * **Performance metrics**
2. **Generate tracking formulas and automation**
3. **Build response classification system**
4. **Create follow-up reminder system**
5. **Design performance dashboard**

**🔴 TRIGGER POINT 5**

**AI Ready to Execute: "I will create your complete tracking system in Google Sheets format, including all formulas, conditional formatting, and automated calculations for tracking your outreach performance.**

**Shall I proceed with creating the tracking system? [Awaiting your "go ahead"]"**

**Phase 6: Response Management Templates (Day 8-10)**

**What AI Will Do:**

1. **Create response templates for all scenarios:** 
   * **Interested (book meeting with broker)**
   * **Need more information**
   * **Not now but maybe later**
   * **Objection handling (5 types)**
2. **Generate meeting booking scripts**
3. **Create value proposition documents**
4. **Develop Calendly booking instructions**

**🔴 TRIGGER POINT 6**

**AI Ready to Execute: "I will create all response templates you'll need for any type of reply, including objection handling and meeting booking language with the broker.**

**Shall I proceed with response templates? [Awaiting your "go ahead"]"**

**Phase 7: Meeting Preparation (Day 11-14)**

**What AI Will Do:**

1. **Create meeting brief template for broker**
2. **Generate specific questions per business**
3. **Develop negotiation strategies**
4. **Create valuation presentation outline**
5. **Build objection/response matrix**
6. **Prepare broker talking points**

**🔴 TRIGGER POINT 7**

**AI Ready to Execute: "For each interested prospect, I will create a complete meeting preparation package for the broker including briefing documents, strategic questions, and negotiation frameworks.**

**Shall I proceed with meeting prep materials? [Awaiting your "go ahead"]"**

**Phase 8: Performance Analysis (Day 15)**

**What AI Will Do:**

1. **Analyze response rates**
2. **Identify best performing messages**
3. **Create optimization recommendations**
4. **Generate scaling plan if successful**
5. **Build "lessons learned" report**

**🔴 TRIGGER POINT 8**

**AI Ready to Execute: "After the first week of outreach, I will analyze all results and create a comprehensive performance report with specific recommendations for improvement and scaling.**

**Shall I proceed with analysis? [Awaiting your "go ahead"]"**

**Execution Timeline**

**Day 1-2: Trigger 1 - Research 40-50 businesses Day 3-4: Trigger 2 - Deep research on top 10 Day 5: Trigger 3 - Create email templates Day 6: Trigger 4 - Find contact information Day 7: Trigger 5 - Build tracking system Day 8-10: Manual email sending & Trigger 6 - Response management Day 11-14: Trigger 7 - Meeting prep Day 15: Trigger 8 - Performance analysis**

**Your Time Investment**

* **8 trigger confirmations: 5 minutes total**
* **Copy/paste to Google Sheets: 30 minutes**
* **Find and verify emails: 1 hour**
* **Send emails manually: 2 hours**
* **Respond to replies: 1 hour**
* **Book meetings: 30 minutes**
* **Total: ~5 hours over 2 weeks**

**Free Tools Checklist**

**✅ Data Collection:**

* **Google Search (via Claude)**
* **Web research (via Claude)**
* **Archive.org**

**✅ Contact Finding:**

* **Hunter.io (25 free/month)**
* **Google search patterns**
* **Website contact forms**
* **Email pattern detection**

**✅ CRM/Tracking:**

* **Google Sheets**
* **Google Forms (for notes)**

**✅ Email:**

* **Broker's email account**
* **MailTracker (free tier)**

**✅ Research & Content:**

* **Claude Pro (you have)**
* **ChatGPT Plus (partner has)**
* **BuiltWith (free tier)**
* **SimilarWeb (free tier)**

**Success Metrics**

**MVP Success = 2-3 meetings booked from 10 businesses**

**Performance Indicators:**

* **Email open rate: >40%**
* **Response rate: >20%**
* **Meeting conversion: >20% of responses**
* **Time to response: <48 hours**

**Required Information Before Starting**

**From You:**

1. **Broker's name**
2. **Broker's email address**
3. **Brokerage firm name (if applicable)**
4. **Calendly link (or preferred booking method)**
5. **"Go ahead" confirmations at each trigger point**

**Ready to Start?**

**🚀 TRIGGER POINT 1 - READY TO EXECUTE**

**I will now search for and analyze 40-50 Hamilton, ON businesses across all the diverse sectors listed above, avoiding any that require special licenses.**

**Shall I proceed with Phase 1?**

***Just type "go ahead" or "proceed" and I'll begin immediately.***