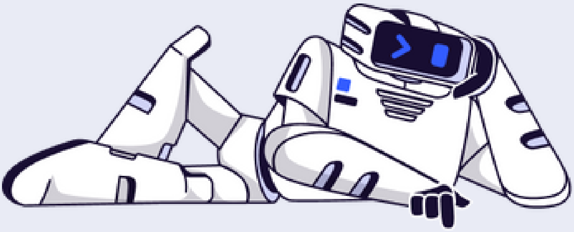

# LEAD GENERATION ON AUTOPILOT

## BEST WORKFLOWS AND PROMPTS FOR 2024

Leadspicker

WWW. LEADSPICKER.COM

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# INTRODUCTION

Hey folks!

We collected some of our best workflows that got a lot of attention on LinkedIn this year - people loved them because they really work and make life easier. Each one helps automate different parts of lead generation, from finding new contacts to analyzing sales calls.

We'll show you exactly how to set these up, step by step. Plus, we added a special chapter full of ready-to-use prompts that will help you personalize your outreach and get better results.

These workflows helping us save time and get more leads. Now it's your turn to try them out! 💪

Let's get started!

# CHAPTER ONE

## How To Get Leads From LinkedIn Interactions

Imagine this: you've noticed a LinkedIn post full of likes & comments from the kind of people you'd love to connect with. What if you could turn all that interest into a list of high-quality leads, complete with verified contact details, in just a few clicks?

With this workflow, you can do that. Whether it's a post from your personal profile, your company page, something interesting shared by competitors, influencers, or industry leaders, this workflow lets you turn those interactions into actionable data.

What does it mean? Every like, comment, or reaction on a LinkedIn post becomes a potential lead ready for outreach. Whether you're looking for new clients, researching trends, or keeping tabs on the competition, this workflow makes it easy to put those interactions to work.

By the end of this chapter, you'll know how to set up robots for LinkedIn posts to supercharge your lead generation.

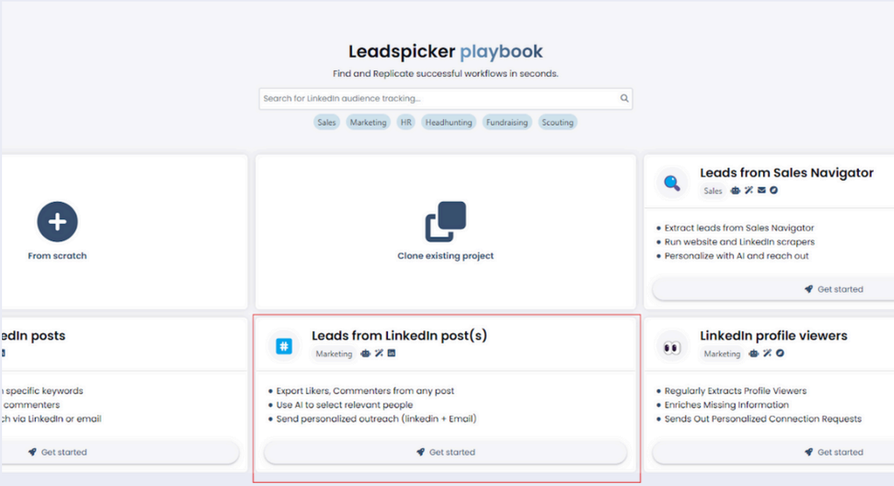
Let's dive in!

---

**Step 1: Sign Up**:
Head over to Leadspicker platform and create your account (Or log in if you've already have an account)

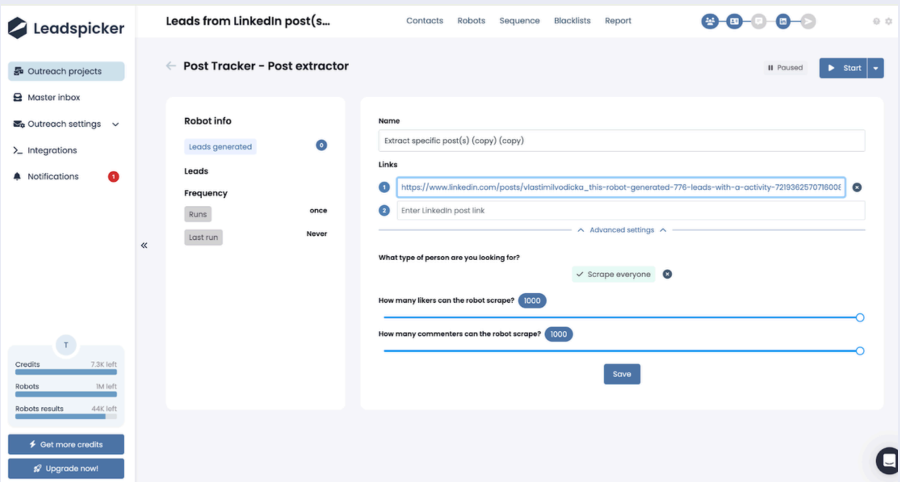
**Step 2: Complete Onboarding**
If you're signing up for the first time, during onboarding you'll answer a few quick questions about your tech skills and preferred features. This helps us set up your workspace perfectly.

**Step 3: Find the Playbook**
Once inside, navigate to the **Playbook** (or click **+Add project**) and look for the workflow titled ***"Leads from LinkedIn Post(s)."*** Click Get Started, and you're on your way.

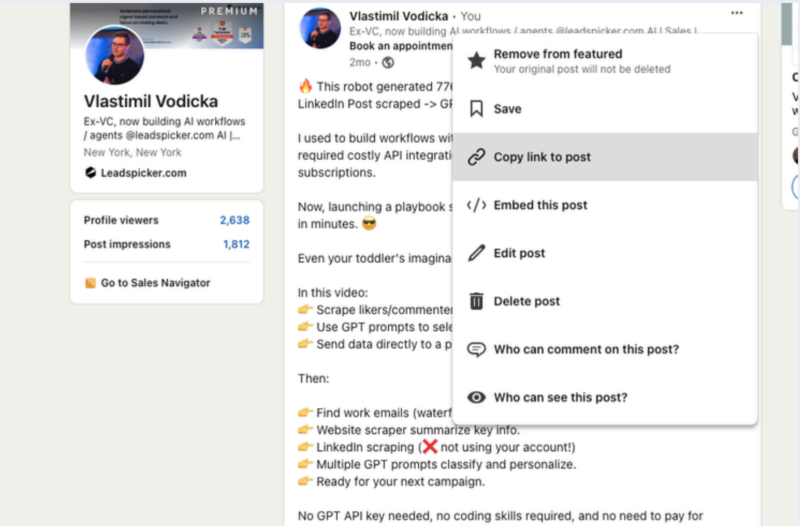



**Step 4 : Configure the Robot**

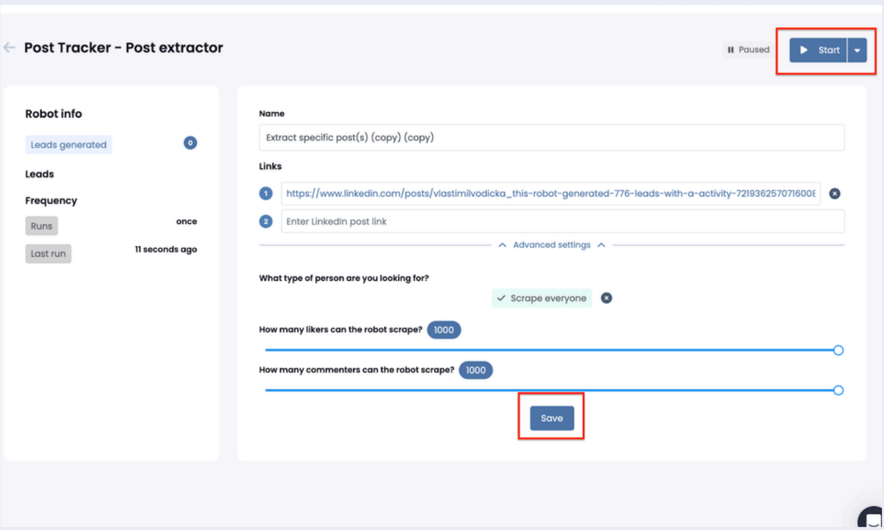
A new window will open with robot settings. Simply paste the link to the LinkedIn post you want to analyze. See example below:



**Need help finding the link?**
**Example post link:**
https://www.linkedin.com/posts/vlastimilvodicka_this-robot-generated-776-leads-with-a-activity-7219362570716008450-DWgp?utm_source=share&utm_medium=member_desktop

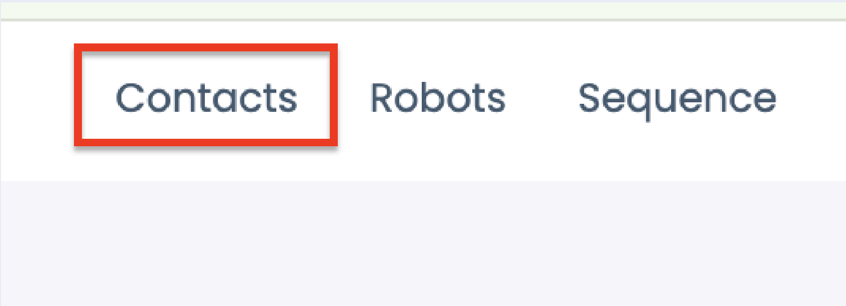


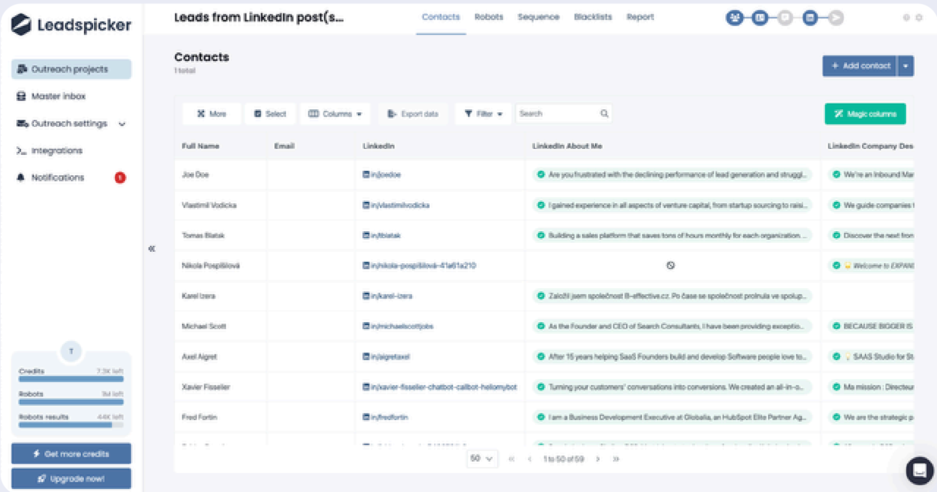

**Step 5:** Click **Save and Start,** and watch the magic happen! 🎩✨



**Step 6 : View Your Leads**

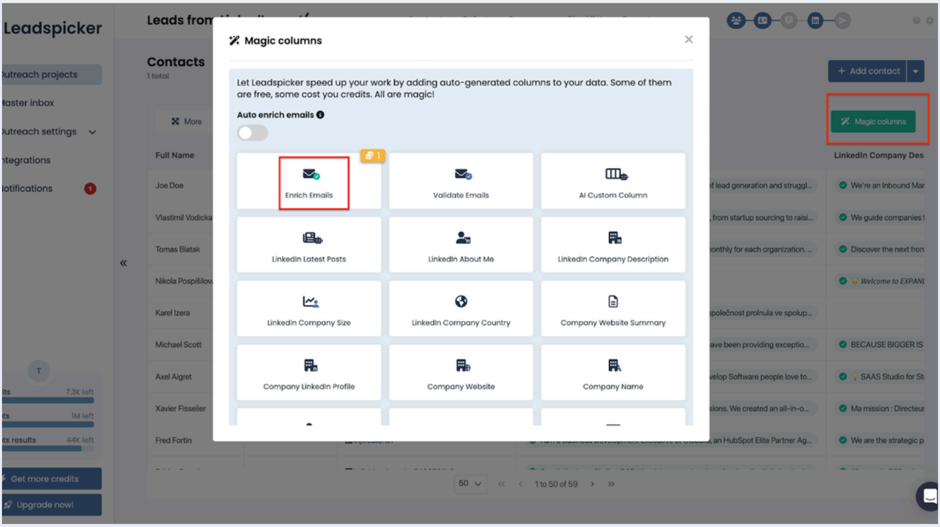
A new window will open with robot settings. Simply paste the link to the LinkedIn post you want to analyze. See example below:




**Step 7 : Enrich Your Leads**

To find email addresses, click **Magic Column** and select **Enrich Emails**. In just moments, our waterfall enrichment system, powered by six top-tier providers, will serve up verified email addresses.




**What's next?**
With your enriched leads, the possibilities are endless. Use **Magic Columns** to gather more details about each contact, classify relevance, and personalize your outreach.

When you're ready, dive into our **Sequence** tool for multi-channel outreach via email and LinkedIn.

---

## Bonus Tips

- Experiment with **Advanced Robots** to monitor LinkedIn accounts or keywords for fresh posts and automate this workflow daily.
- Need inspiration? Check out this LinkedIn post about **generating 776 leads** with this workflow: **LinkedIn Post**.

# CHAPTER TWO

## Account Data Tracking Workflow

How would it be to know the exact moment when your prospects or clients are making moves? Expanding their teams, launching new products, or even looking for solutions like yours - all without manually checking their LinkedIn profiles every day. We know time is crucial and relationships matter - so stay ahead of your competitors by reaching out first at the perfect moment.

Sounds great, right? That’s what the “Account-Tracking” workflow is here to do.

This clever setup, powered by **N8N, Google Sheets**, and the **Leadspicker API**, monitors LinkedIn profiles daily and notifies you when a potential buying signal pops up. It’s perfect for staying ahead of opportunities without hours of manual checking.

Let’s check how to set it up step by step.

---

**Step 1: Get Your Leadspicker API Key**
Before jumping into the workflow, you’ll need an API key from Leadspicker. Here’s how to get it:

1. **Sign Up:** Create an account at Leadspicker.
2. **Go to Integrations:** Once you’re in the platform, navigate to the Integrations page.
3. **Create Your API Key:** Click the button to generate your API key and save it somewhere safe — you’ll need it for the workflow.

That’s it! You’re now set to connect Leadspicker with N8N.

**Step 2: Set Up the N8N Workflow**
The remaining steps will take place in N8N, not the Leadspicker interface directly.

For more technical users, you can review our API documentation here:
Leadspicker API Documentation
We’ll be using the *POST /app/sb/api/utils/linkedin-posts* endpoint.

1. **Copy the Workflow Code**: Go to the link below, copy the provided code, and paste it into your N8N project: N8N Workflow Code
2. **Prepare Your Google Sheet**: The workflow connects to a Google Sheet formatted as shown in the sample below. Make a copy and add the people you want to monitor (customers, influencers, users, partners, etc.): Sample Google Sheet
3. **Add API keys**: In N8N, be sure to authorize access to Google Sheets and add your Leadspicker & OpenAI API key. If you’re unsure how to do this, just send us a message at *info@leadspicker.com*, and we’ll be happy to help set it up.

**Step 3: Customize the AI Prompt**
In this step, you’ll need to customize the prompt used by GPT within the N8N workflow. This is important to ensure the notifications generated from LinkedIn posts are aligned with the type of buying signals you're looking for. The prompt can be adjusted to focus on specific keywords, behaviors, or criteria that indicate a sales opportunity.

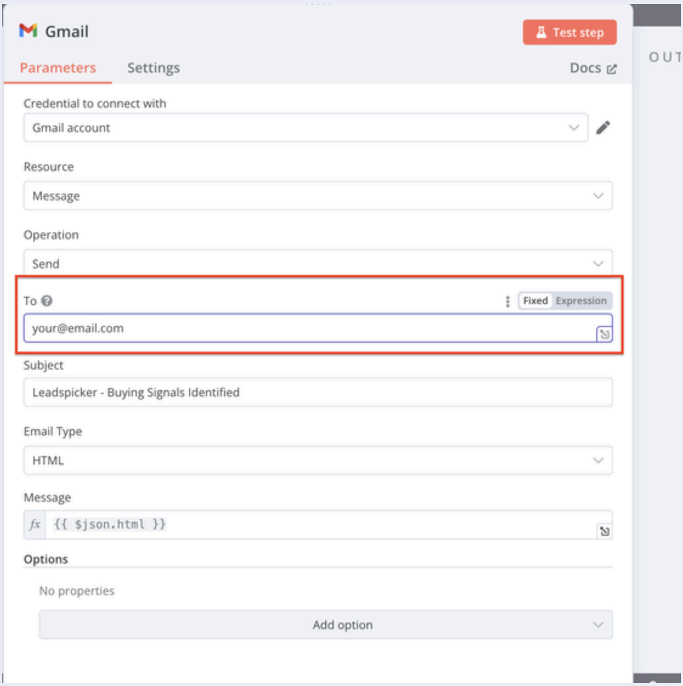
**The prompt that we used:**

> *You are a business development expert. Analyze the post on the input and try to find information about any of these signals:*
>
> *Signals:*
> *Business expansion*
> *Starting a new job*
> *Expanding the team*
> *Launching a new product or service*
> *Looking for startups*
> *Receiving investment*
> *Looking for sales people or lead gen tool*
> *No signal*
>
> *Output just the type of signal and describe in one line what the signal is about.*
> *For example:*
> *Input example: "I'm happy to announce our new product AI platform for SMEs that helps you automate daily work."*
> *Output example: "Launching new product - AI platform for SMEs."*
>
> *Here is the input:*

Adjust the prompt to focus on signals relevant to your business goals, like hiring trends or investment announcements.

**Step 4: Add Notifications**

Set up the Gmail node in N8N to send email notifications when a signal is detected. You'll be instantly alerted about opportunities right in your inbox.




**Step 5: Test the Workflow**

Once everything is in place, it's time to test. If it's set up correctly, you'll start receiving notifications like you can see **in this post.**

---

If you're unsure about any of the steps or need assistance, feel free to reach out to us, we're happy to help!

CHAPTER THREE

# LinkedIn Jobs Robot Automation Workflow

If you've ever spent hours scrolling through LinkedIn job postings to identify potential leads, you know how time-consuming it can be. But what if you could automate the entire process?

That's exactly what the LinkedIn Jobs Robot does. It extracts job postings, finds the right contact persons in the company, verified contact emails, and even automates outreach, all while saving you hours of manual work.

This tool is a game-changer for recruitment agencies, software development studios, or anyone who wants to connect with companies actively hiring. From research to outreach, it's designed to make the process as seamless as possible.

In this chapter, we'll guide you step-by-step through setting up the LinkedIn Jobs Robot so you can focus less on manual tasks and more on growing your business.

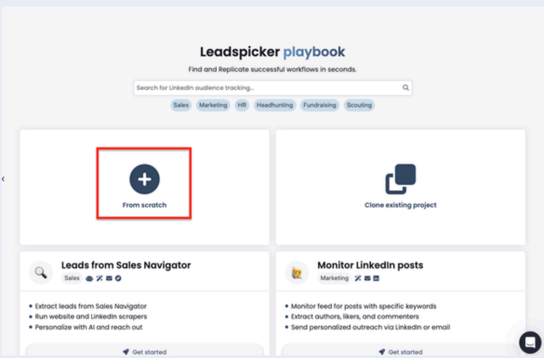
**Step 1: Get Started with Leadspicker**

1. **Sign Up:** Create your account or log in at Leadspicker Sign-Up**.**

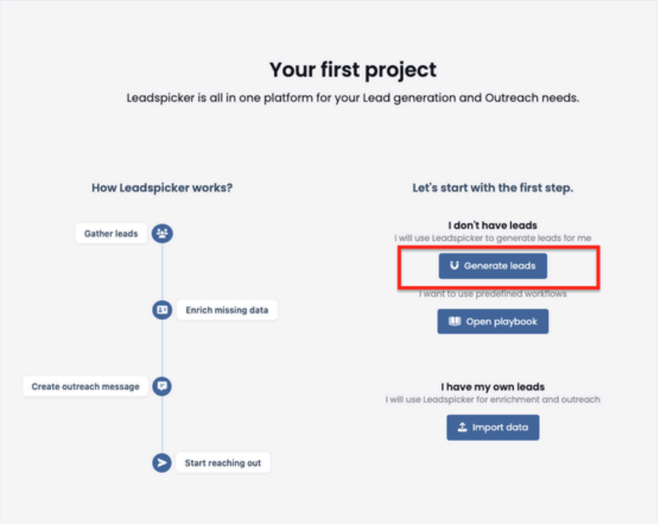
**Step 2: Set Up the Robot**

Once inside Leadspicker, follow these steps:

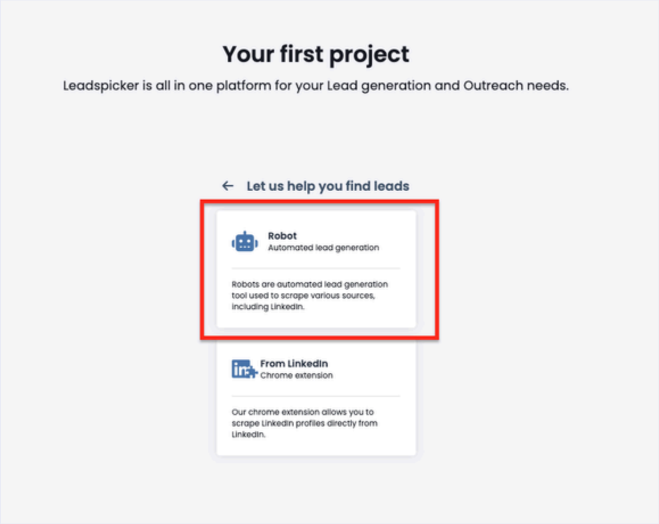
1. Go to **+ Add project** and click on **From Scratch** to create new project.

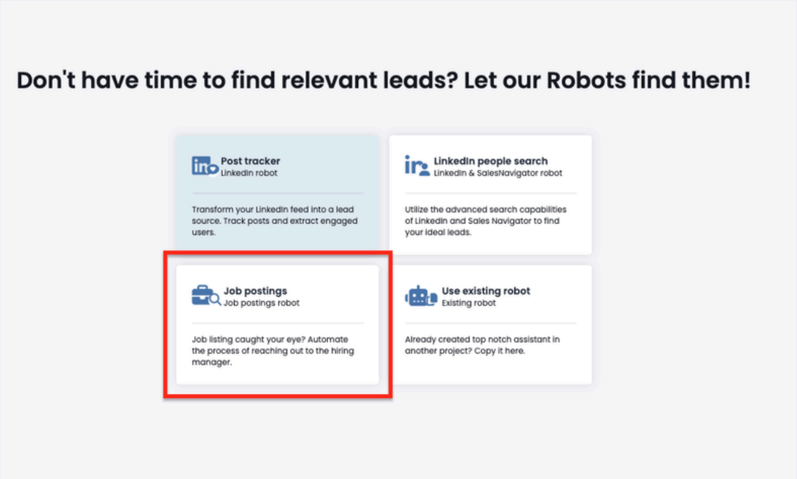


2. If this is your first project, click on **Generate leads.**

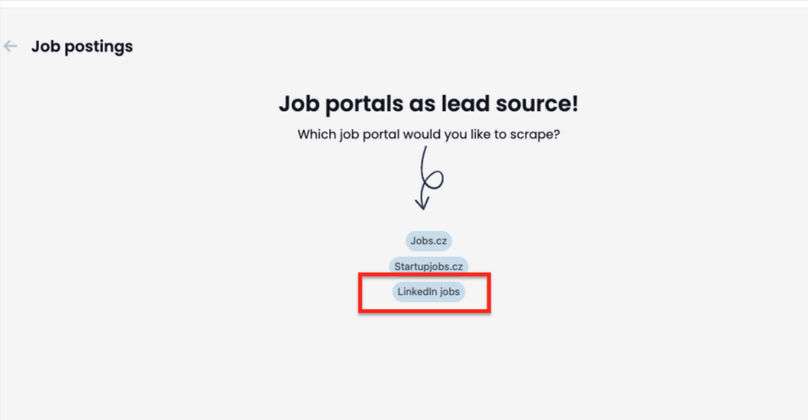



3. Select **Robot** and choose the **Job Postings Robot** as your lead source.



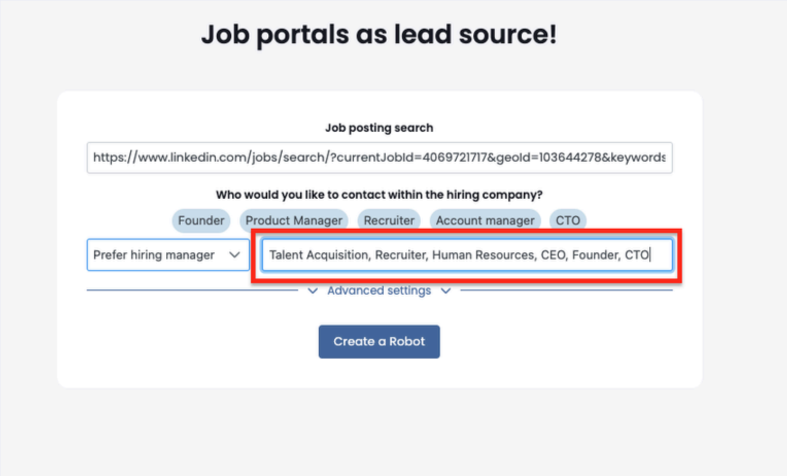



4. Choose the **LinkedIn jobs** as lead source




5. Enter the LinkedIn Jobs search link for the positions you're targeting.
<u>Here's an example link</u>

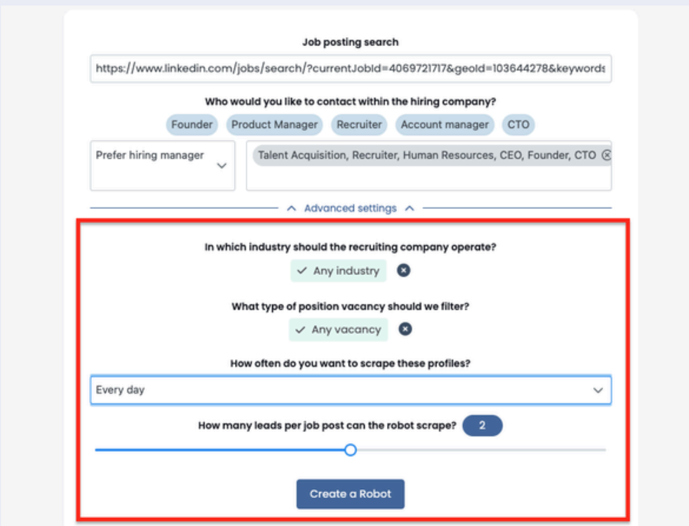
6. Keep the **"Prefer Hiring Manager"** option. If hiring managers aren't listed, specify job titles you'd like to target instead (e.g., HR Manager, Marketing Lead). The automation will look up these job titles directly on LinkedIn, just the same as you would do manually.




7. **In settings:**

- Choose “any industry” and “any vacancy.”
- Set the **tracking frequency** to daily.
- Limit the number of contacts per company (recommended: 2).

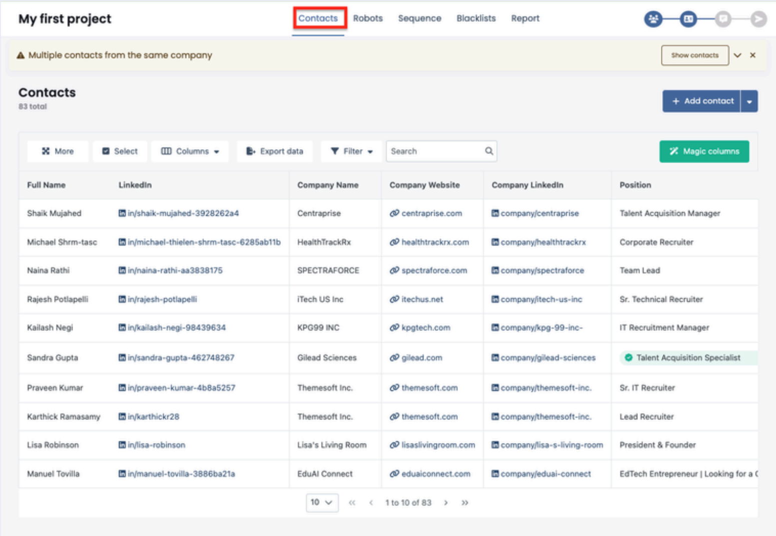
8. Click **Create Robot** and let the automation begin!



**Step 3: Review Results**

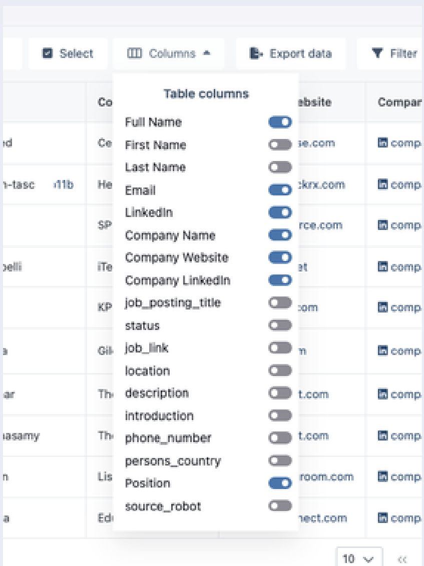
Once the robot finishes, you'll receive a notification. Here's how to explore the data:

1. Go to the **Contacts section** to view results.



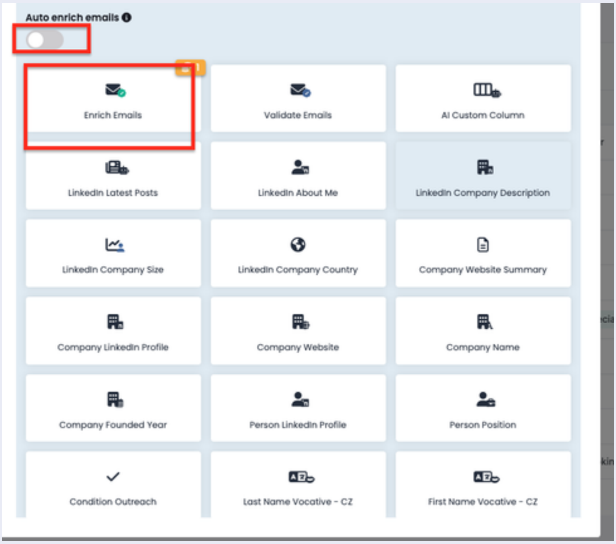

2. Click Columns and unhide additional fields like:

- Job Title
- Job Link
- Location
- Description
- Introduction

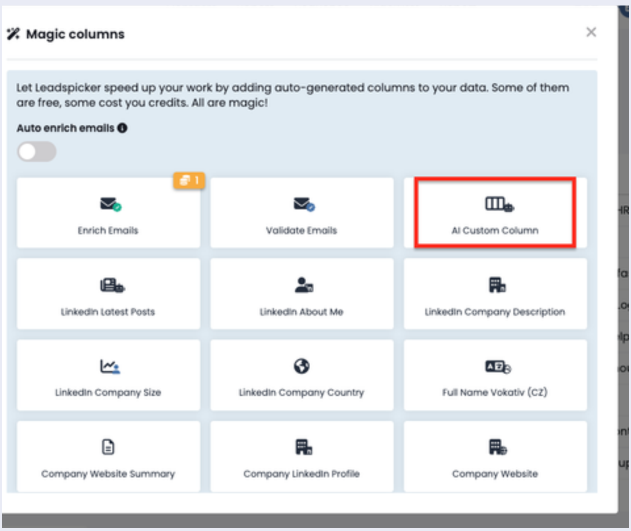


### Step 4: Enrich and Personalize Your Data

1. Use **Magic Columns** to enrich email data. This will give you a verified email database for your leads.

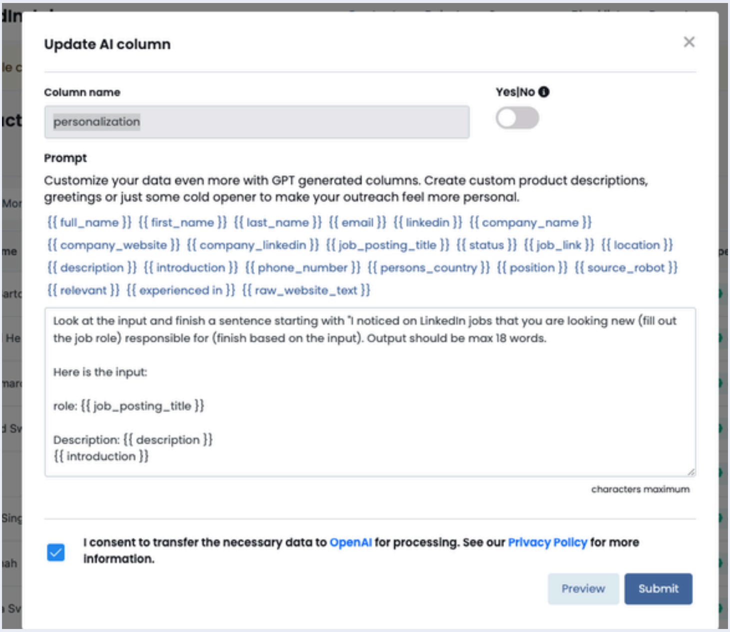



2. For personalization, choose the AI Custom Column. Name your column (e.g.,personalization, experience etc.)



- **Personalization Column Prompt:**

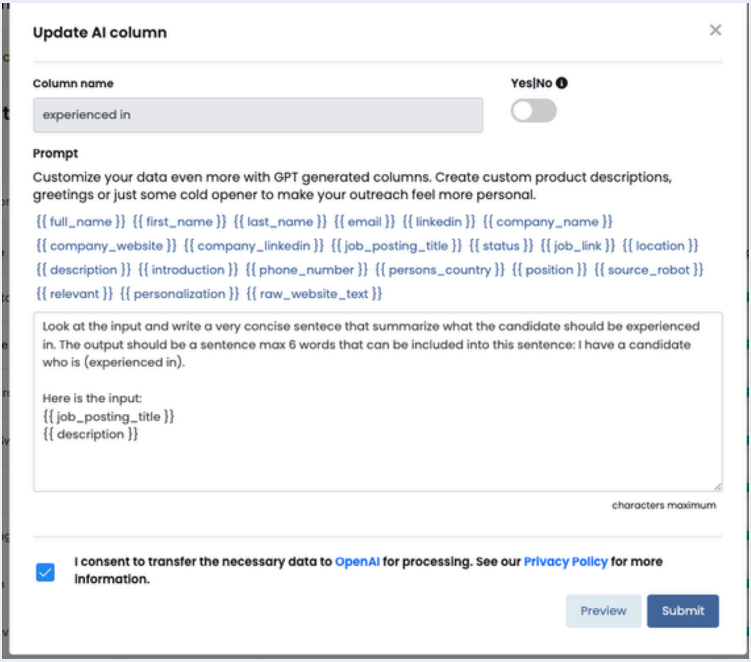
*Look at the input and finish a sentence starting with "I noticed on LinkedIn jobs that you are looking for new (fill out the job role) responsible for (finish based on the input)". Output should be max 18 words.*
*Here is the input:*
*role: {{ job_posting_title }}*
*Description: {{ description }} {{ introduction }}*




- **Experienced In Prompt**

*Look at the input and write a very concise sentence that summarises what the candidate should be experienced in. The output should be a sentence max 6 words that can be included into this sentence: I have a candidate who is (experienced in).*

*Here is the input:*
*{{ job_posting_title }}*
*{{ description }}*

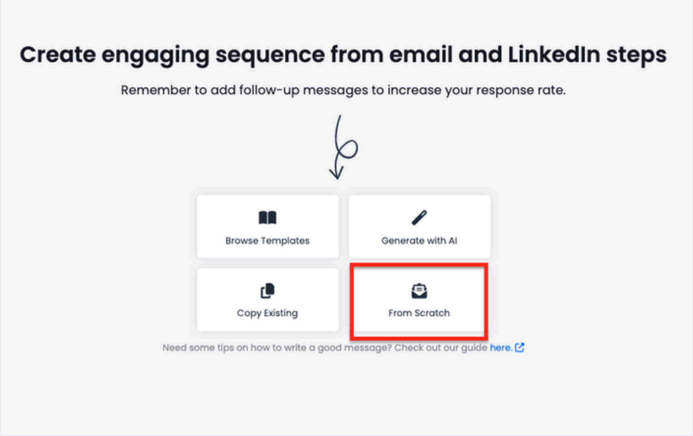



With these prompts, you'll have tailored insights for crafting outreach messages.

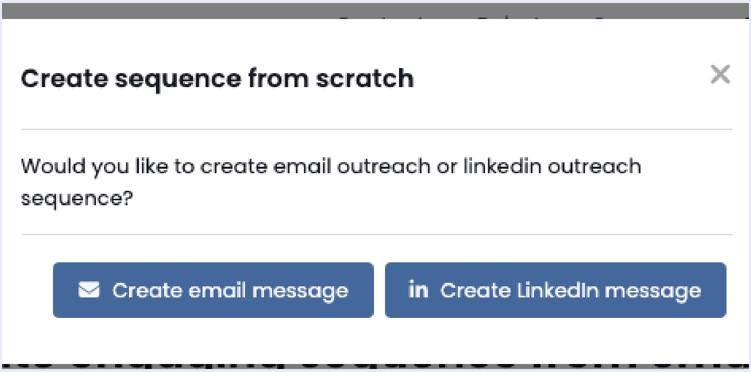
**Step 5: Launch Your Outreach Sequence**

Ready to contact your leads? Here's how to start:

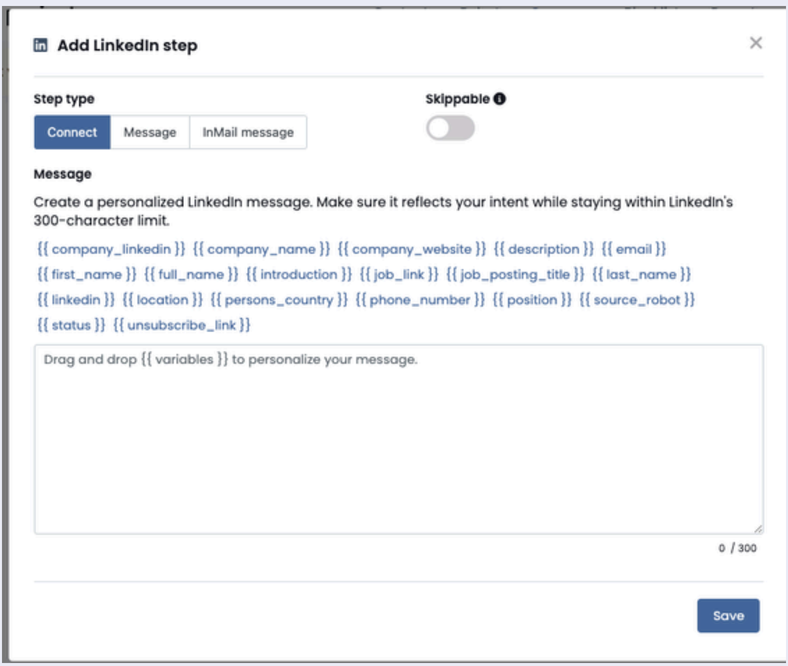
1. Go to the **Sequence** section in Leadspicker and select **From Scratch.**

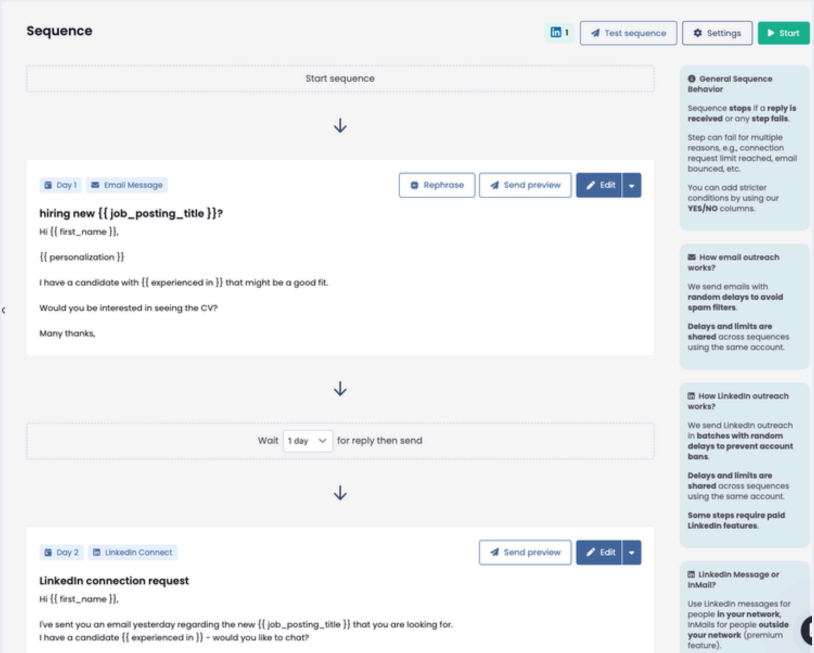


2. Choose your first message type: email, LinkedIn message, connection request, or InMail.




3. Start creating your outreach message. You can use all variable fields in the list, including the ones you've newly created.






4. When it's ready connect your email and LinkedIn accounts at **Outreach Accounts**.

5. Test your message and **launch your campaign!**

By the end of this workflow, you'll have a list full of leads, enriched contact data, and tailored outreach messages. All automated to save you time and effort. 🚀

---

**Bonus Tips**

- Check out additional options in **Magic Columns** for even more detailed research and personalization.

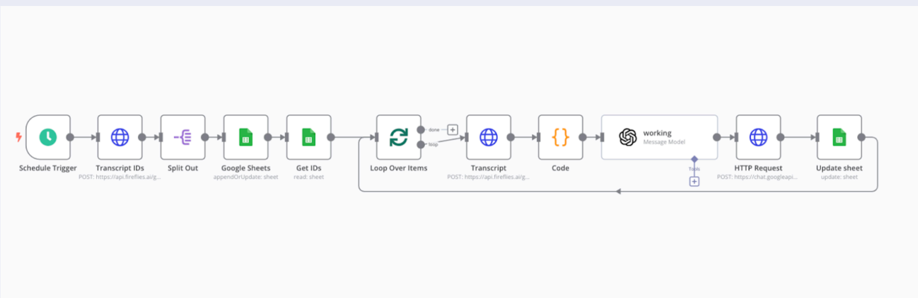
CHAPTER FOUR

# The “AI Sales Call Analyzer” Workflow

Handling customer objections is a critical part of the sales process, but analyzing those objections manually can be time-consuming. The **“Sales Calls Objections Analyzer”** workflow simplifies this by summarizing sales call transcripts and identifying key concerns or questions raised by customers. You’ll receive actionable summaries as notifications directly in Google Chat, giving you insights without reading through lengthy transcripts.

This workflow uses **Fireflies.ai API, N8N, Google Sheets**, and **OpenAI GPT-4**, combining cutting-edge tools to make sales call analysis faster and smarter. While it doesn’t currently include Leadspicker functionalities, such as LinkedIn scraping or personalized outreach, it’s one of many ways we approach automation of processes at Leadspicker that weren’t possible a year ago. It combines generative AI and call transcription to send us summaries of all customer objections as notifications in Google Chat (or another platform), including a link to the specific transcript.

Before we jump in, here’s the workflow for more context:



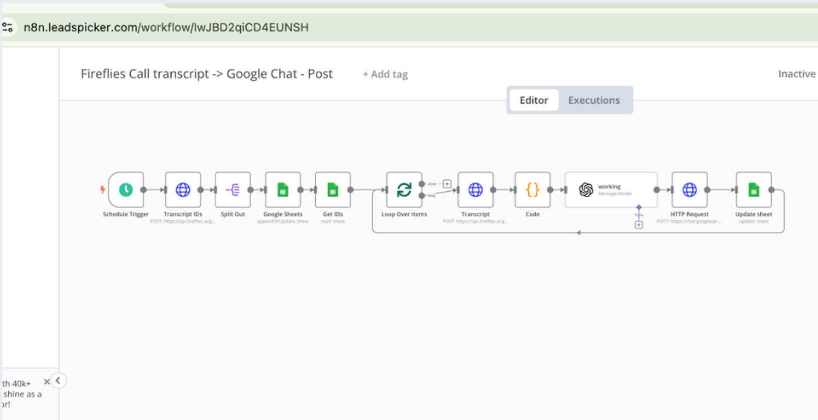
**Step 1: Get Your Fireflies API Key**

1. Follow this comprehensive guide from Fireflies to generate your API key.
2. Copy and save your key — it will be needed later for the N8N workflow setup.

The remaining steps will take place in N8N, so for this specific workflow, we won't be using Leadspicker functionalities.

**Step 2: Set Up the N8N Workflow**

1. Go to the link below and copy the provided code: N8N Workflow Code.
2. Paste the code into your N8N project.

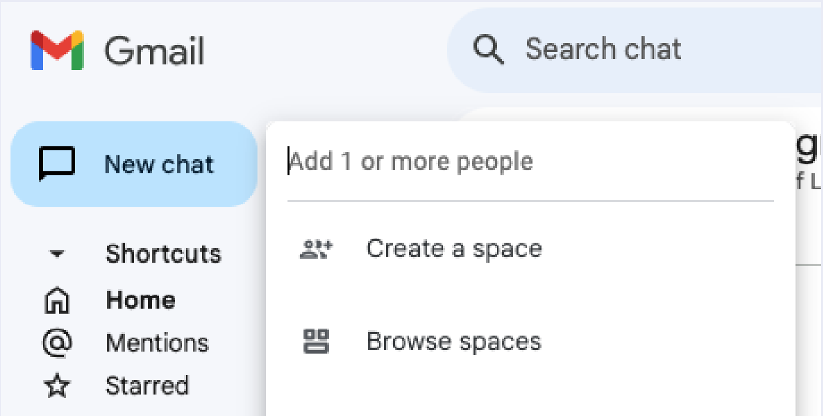


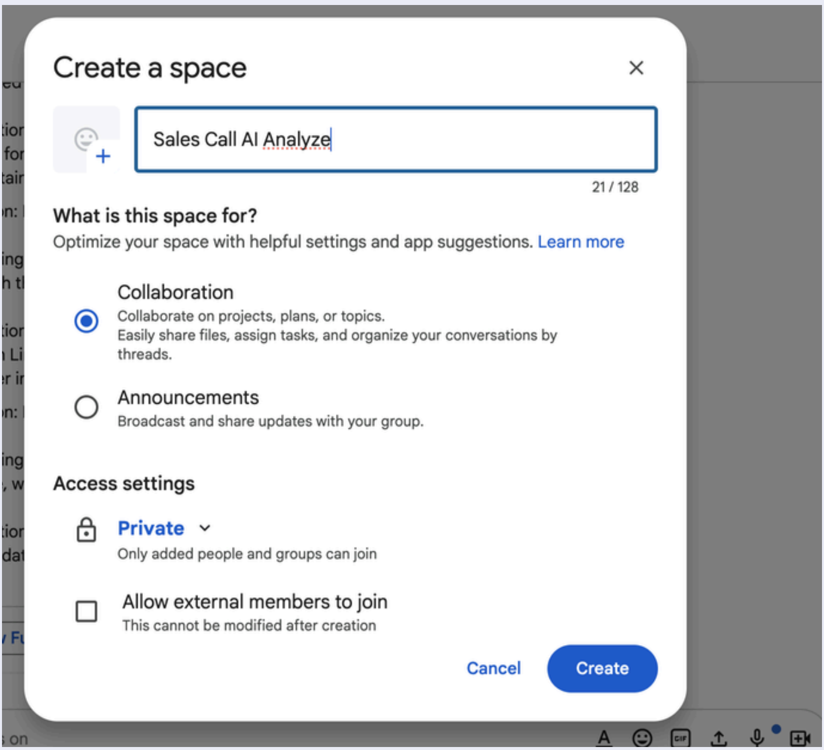

**Step 3: Connect Google Sheets**

1. Use this sample Google Sheet to create a formatted table for managing your data.
2. Add information about the people you want to monitor (customers, influencers, users, etc.).
3. Authorize Google Sheets access in N8N and add your **OpenAI API key.**

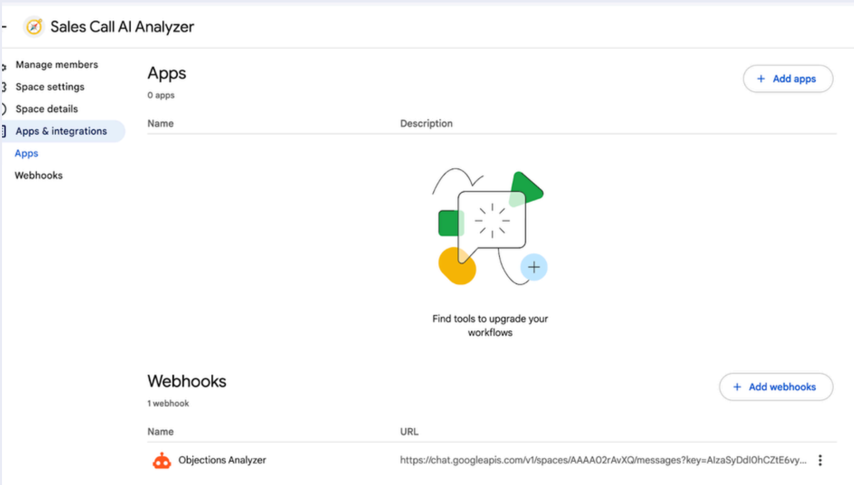
**Step 4: Configure Google Chat Notifications**

1. Create a new space in Google Chat and name it something like **"Sales Call AI Analyzer."**

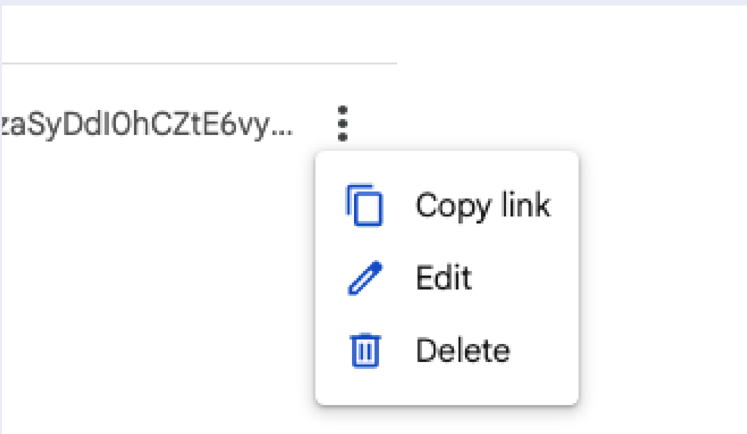

Gmail
Search chat
New chat
Add 1 or more people
Create a space
Browse spaces
Shortcuts
Home
Mentions
Starred


Create a space
Sales Call AI Analyze
21 / 128
What is this space for?
Optimize your space with helpful settings and app suggestions. Learn more
Collaboration
Collaborate on projects, plans, or topics.
Easily share files, assign tasks, and organize your conversations by threads.
Announcements
Broadcast and share updates with your group.
Access settings
Private
Only added people and groups can join
Allow external members to join
This cannot be modified after creation
Cancel
Create

**2.** Go to the **space settings** and create a webhook under **Apps & Integrations**.




**3.** Copy the webhook link and paste it into the **“Notification to Google Chat**” node in the N8N workflow.

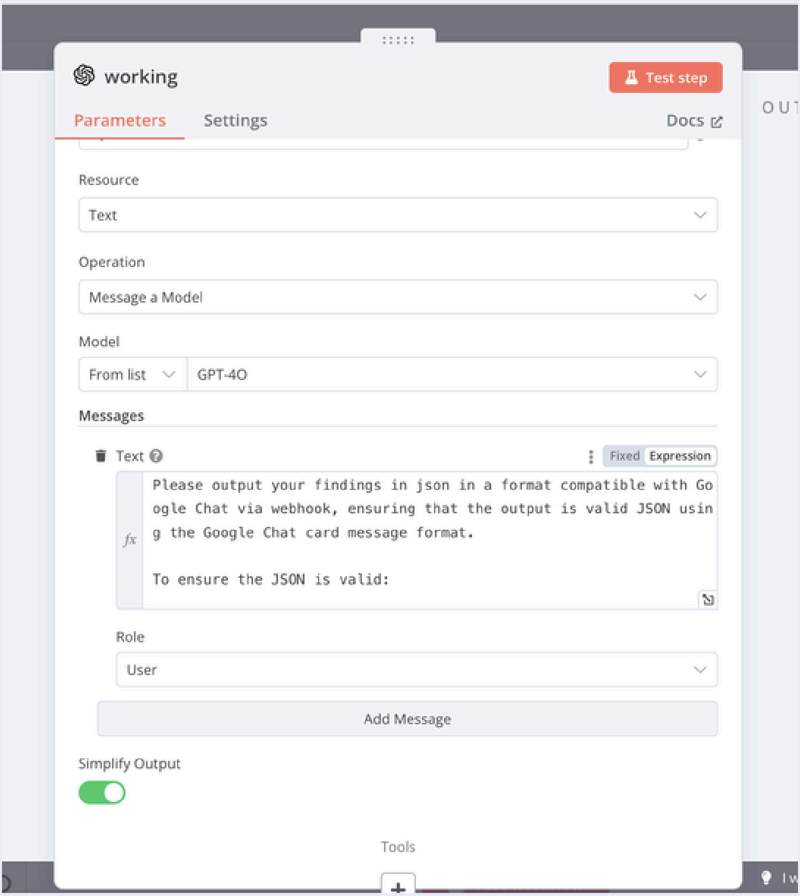


**Step 5: Customize the GPT Prompt**

The magic of this workflow lies in the AI prompt, which ensures the system identifies and summarizes customer objections effectively.

In this step, you'll need to customize the prompt used by GPT within the GPT Node in the N8N workflow. This is important to ensure the notifications generated from LinkedIn posts are aligned with the type of buying signals you're looking for.

The prompt can be adjusted to focus on specific keywords, behaviors, or criteria that indicate a sales opportunity.



**This is the prompt we used:**

*You have a raw transcript of a sales call. Your task is to summarize the call and analyze the transcript to identify all specific concerns, objections, or questions raised by the customer that suggest they might be hesitant or unsure about the solution.*

*Please output your findings in json in a format compatible with Google Chat via webhook, ensuring that the output is valid JSON using the Google Chat card message format.*

*To ensure the JSON is valid:*

*Do not use any quotation marks (") or single quotes (') in the message text.*
*Avoid backslashes (\) and other special characters that could invalidate the JSON.*
*Use plain text formatting without any special characters.*
*The JSON should be structured using the Google Chat card format, like this:*

```
{
 "cards": [
 {
 "header": {
 "title": "{{ $('Transcript').item.json.data.transcript.title }}"
 },
 "sections": [
 {
 "widgets": [
 {
 "textParagraph": {
 "text": "Your summary here."
 }
 }
 ]
 },
 {
 "header": "Participants",
 "widgets": [
 {
 "textParagraph": {
 "text": "{{ $('Transcript').item.json.data.transcript.participants[0] }}"
```

```
  }
         }
       ]
      },
      {
"header": "Customer Objections and Concerns",
 "widgets": [
 {
 "textParagraph": {
   "text": "Objection: Briefly describe the customers concern, objection, or question.\n\nSupporting Lines: Mention the relevant parts of the transcript that demonstrate this concern.\n\nExplanation: Explain why this line might indicate that the customer is unsure or hesitant about the solution."
 }
 }
 // Include additional widgets for each objection.
 ]
 },
 {
 "widgets": [
 {
 "buttons": [
 {
 "textButton": {
 "text": "View Full Transcript",
 "onClick": {
 "openLink": {
 "url": "{{ $('Transcript').item.json.data.transcript.transcript_url }}"
 }
 }
 }
 }
 ]
 }
 ]
 }
 ]
 }
 ]
}
Here is the raw transcript:
{{ $json.text }}
```

**Step 6: Test the Workflow**

Once everything is set up, test the workflow to ensure it's working as expected. You should start receiving notifications in Google Chat with summaries of objections and a link to the call transcript.

With this workflow, you can automate one of the most time-consuming parts of the sales process: tracking and analyzing objections. Having this information can help you refine your product, address customer concerns more effectively, and prepare for sales calls with confidence.

---

**Bonus Tips**

- Want to take it a step further? You can integrate Leadspicker functionalities like LinkedIn scraping or personalized email outreach into this workflow. Just drop us a message at *info@leadspicker.com*, and we'll help you expand its capabilities!

# Prompts To Use In Leadpicker Platform Projects For Better Personalization

Thank you for making it to the final chapter! 🎉

Now that you've explored the workflows you are able to set up in Leadspicker, we have bonus for you!

It's time to share some of the useful prompts you can use to enhance your projects in Leadspicker platform.

These prompts saving your time, helping you categorize data, insights, and help you make your outreach bringing great results.

Feel free to copy, edit according your needs, and implement them in your projects.

Let's go!

**1. Mr./Ms.**

Need a quick way to identify the gender associated with a name? Use this prompt to categorize your leads effortlessly.

**Prompt:**

*Analyze the input and respond with "Mr." if the name is male, or "Ms." if the name is female.*
*Here is the input:* ***{{ full_name }}***

**2. Relevant Category?**

Quickly determine if a company fits specific categories based on available data.

**Prompt:**

*Look at the input and decide whether this company might be a fit for any of these categories.*

***Relevancy criteria:*** *(fill here)*

*Output should be just YES relevant or NOT relevant.*
*Here is the input:*
***{{ company_name }}***
***{{ company_website }}***
***{{ linkedin_company_description }}***
***{{ website_text_summary }}***

***3. And Discuss:***

Generate a tailored icebreaker to discuss AI's potential in a company's specific context.

***Prompt:***

*Look at this input and complete the sentence:*
*"and discuss how AI could be used to automate marketing or sales of your (complete with product or service area) for (complete with estimated target group)."*
*The output should be a maximum of 20 words and always start with "and discuss."*

*Here is the input:*
***{{ company_name }}***
***{{ company_website }}***
***{{ company_linkedin }}***
***{{ linkedin_company_description }}***
***{{ website_text_summary }}***

**4. Signal in Posts**

Identify key signals from LinkedIn posts, such as business expansion or product launches.

**Prompt:**

*Look at the input and find information about any of these signals:*

- *Business expansion*
- *Starting a new job*
- *Expanding the team*
- *Launching a new product or service*
- *Traveling for events*
- *New product feature*
- *No signal*

*Output: Just the type of signal and describe it in one line.*

***Example:***

*Input: "I'm happy to announce our new product AI platform for SMEs that helps you automate daily work."*
*Output: "Launching new product - AI platform for SMEs."*
*Here is the input:* ***{{ linkedin_latest_posts }}***

**5. Ice-Breaker Mentioning Signal**

Craft the perfect icebreaker by referencing specific signals in LinkedIn posts.

**Prompt:**

*Look at the input and finish a sentence starting with:*

*"I saw your post about (now mention what signal is in the post input)."*
*Output a maximum of 16 words and start with "I saw your post" if there is a signal. If no signal is found, output nothing.*
*Examples:*

- *Input (with signal): "Business Expansion - Company XYZ is expanding their business in Germany."*
- *Output: "I saw your post that your company XYZ is expanding their business in Germany."*
- *Input (no signal): "No signal"*
- *Output: (Output nothing)*



*Here is the input:* ***{{ signal_in_posts }}***

### 6. Signal Found

Check if the input contains meaningful text.

**Prompt:**

*Look at the input and answer YES if the input contains meaningful text, or answer NO if there is nothing.*
*Here is the input: "**{{ ice_breaker_mentioning_signal }}"***

### 7. Relevant Industry?

Evaluate if a company operates in specific industries from your provided list.

**Prompt:**

*Look at the input and answer YES if this company is active in any of the industries from the list, or NO if not.*

***List of Relevant Industries:***
- *Marketing*
- *Automotive*
- *IT Services*
- *Healthcare*
- *Manufacturing*
- *Finance*

***Input:***
***{{ company_name }}***
***{{ company_website }}***
***{{ linkedin_company_description }}***
***{{ website_text_summary }}***
***{{ linkedin_about_me }}***

**7. Is this company a Startup?**

Check if the company can be classified as startup or not.

**Prompt:**

*Classify the company as "Yes" or "No" based on the provided company information:*

*Company information:*
*Name: {{ company_name }}*
*Website url: {{ company_website }}*
*LinkedIn Description: {{ linkedin_company_description }}*
*Website Description: {{ website_text_summary }}*
*Website full text : {{ raw_website_text }}*

*Classification Criteria:*

*Yes: The company is primarily a technology company that offers its own product or develops its own product. The product can be software or some technological innovation , including biotechnology or similar. Software as a service is yes.*

*No: The company does not primarily focus on technology, or it does not offer its own product or develop its own software/platform. Companies that provide agency work are less likely to be classified as startups. Please also classify consulting or service companies into no, however do this only for custom or personalized services , software as a service is ok . Companies which mostly focus on hardware are also no.*

*Other: if the company does not fit into either then classify it as other*

*Instructions:*
*Provide only "Yes" or "No"  or "Other"as your answer.*
*Do not include any additional text.*

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Have any other great prompts working for you perfectly? Feel free to share at *info@leadspicker.com* and we can share with all the users.