



AN OPULENTBOTS BLUEPRINT

AI LEAD GENERATION BLUEPRINT THE 1000 LEADS/MONTH SYSTEM

Real tools. Real steps. Real numbers — the exact AI systems to grow
with less waste.



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OPULENT BOTS

AI-POWERED BUSINESS AUTOMATION

Most "lead gen" guides sell you theory. This one hands you the actual machine: a free Chrome extension that pulls hundreds of local business leads off Google Maps in minutes, a way to scale it to thousands in the cloud, cold email that gets replies, and — the part nobody else gives you — the ****exact AI prompts to build your own CRM and a live lead-and-revenue dashboard**** that looks like software you'd pay \$300/mo for. Copy, paste, run. No coding experience required.

We deploy AI agents that work around the clock — automating lead capture, customer engagement, and operational workflows. Every solution is built to generate revenue, not just look impressive.

CHAPTER ONE

PICK THE RIGHT TARGET MARKET

WHY THIS MATTERS

The fastest way to waste 1,000 leads is to pick a market that can't pay, can't decide, or doesn't feel the pain you solve. Tighten your target *before* you scrape and your reply rates double — same effort, more money.

THE PLAY

Step 1 — Score candidate niches on four things: Do they have money (avg ticket > \$1,000)? Is the pain urgent? Can one person say yes (owner-operated)? Can you reach them (they're on Google Maps with a phone/website)? Local service businesses — HVAC, roofing, dental, law, med spas, auto — score high on all four.

Step 2 — Pick a geography you can name: one metro or a ring of zip codes, not "the USA." Tight targeting = personalized outreach = more replies.

Step 3 — Write your one-line ICP: "[Niche] owners in [area], \$X-\$Y revenue, who [specific pain]." Example: "HVAC companies in Northwest Indiana doing \$1-5M who miss after-hours calls." You'll paste this everywhere.

REAL NUMBERS

METRIC	BENCHMARK
Niches to test before committing	2-3
Ideal avg customer value to justify outreach	\$1,000+
Geo size to start	1 metro / 10-25 zips

THE POINT

The Point: A sharp ICP is the multiplier on every other chapter. Spend 30 minutes here.

CHAPTER TWO

SCRAPE GOOGLE MAPS FOR LOCAL LEADS — FREE + SCALED

WHY THIS MATTERS

Google Maps is the **best free B2B lead database on earth** for local businesses — every listing has a name, category, rating, review count, phone, address, and often a website. This chapter shows you two ways to harvest it: a **100% free** method you can run right now, and a **cloud method** for when you want thousands on autopilot (with emails attached).

METHOD A — FREE, MANUAL: INSTANT DATA SCRAPER (DO THIS TODAY)

Step 1 — Install the extension. Download Instant Data Scraper (free Chrome extension): 🖱️ Open the **Chrome Web Store** (chromewebstore.google.com) and search "**Instant Data Scraper**" — it's the free extension by Webrobots. Click **Add to Chrome** → pin it to your toolbar.

Step 2 — Run your search on Google Maps. Go to maps.google.com and search your ICP, e.g. [HVAC contractors in Michigan City, IN](#). Let the left-hand results list load.

Step 3 — Scroll to load results. In the results panel, scroll down repeatedly — Google loads ~120 results per search. Scroll until it says "You've reached the end of the list."

Step 4 — Scrape. Click the **Instant Data Scraper** icon. It auto-detects the list of businesses and shows a table preview. If it grabbed the wrong block, click **"Try another table."** Turn on **infinite scroll / auto-scroll** if prompted so it captures everything.

Step 5 — Export. Click **CSV** (or XLSX). You now have a spreadsheet of name, rating, reviews, phone, address, and website link.

Step 6 — Work the list smart. - Run multiple searches by **zip code or neighborhood** to blow past the 120-cap (e.g. "HVAC 46360", "HVAC 46350"...), then dedupe by phone. - **Filter for businesses with NO website or <20 reviews** — those are your hottest prospects if you sell web/AI/marketing services.

COPY / PASTE

SEARCH RECIPES (run each, export, combine, dedupe):

"[niche] in [city, state]"

"[niche] near [zip]" <- repeat per zip to beat the 120 cap

"[niche] [neighborhood]"

TIP: sort your combined CSV by review count; low reviews + no website = warmest leads.

METHOD B — SCALED, CLOUD: APIFY GOOGLE MAPS SCRAPER

When you want **thousands of leads with emails** and zero scrolling, use **Apify** (apify.com), a cloud scraping platform with a ready-made Google Maps Scraper.

Step 1 — Create a free Apify account (free monthly credits to start). **Step 2 — Open the "Google Maps Scraper" actor** from the Apify Store (search it). **Step 3 — Set the inputs:** your search terms (e.g. [HVAC contractors](#)), location (city/zip), and max results.

Toggle on **"scrape contact details / emails"** if available. **Step 4 — Click Run.** It crawls in the cloud and returns name, phone, website, **email**, hours, rating — far more than the manual method. **Step 5 — Export** as CSV/Excel/JSON, or **connect it straight to your pipeline:** Apify → **Zapier or Make** → **your CRM or Google Sheet** (and from Chapter 6, your own CRM). Set it on a schedule to drip fresh leads automatically.

COPY / PASTE

APIFY -> CRM CONNECTION (no code):

Apify "Google Maps Scraper" -> Webhook/Integration

-> Zapier or Make scenario

-> "Create row" in Google Sheet OR "Create lead" in your CRM

Schedule the actor weekly = a self-refilling lead pipeline.

REAL NUMBERS

METRIC	FREE (INSTANT DATA SCRAPER)	SCALED (APIFY)
Leads per hour of effort	200–500	1,000s (hands-off)
Emails included	No (phone/site only)	Often yes
Cost	\$0	Usage-based (free tier to start)
Best for	Starting today, one market	Volume + automation

WATCH OUT

 **Use responsibly:** scrape public business listing data for B2B outreach, respect each platform's terms, and always honor opt-outs (CAN-SPAM/TCPA) in your outreach.

FIND THE DECISION-MAKER'S EMAIL

WHY THIS MATTERS

A phone number gets you gatekept; the owner's email gets you a reply at 9pm. Enrich your scraped list with real emails.

THE PLAY

Step 1 — Bulk-enrich your CSV with **Hunter.io**, **Apollo.io**, or **Snov.io** — upload domains, get back owner/role emails. Apollo's free tier gives a generous monthly credit. **Step 2 — Verify** before sending with **NeverBounce** or **ZeroBounce** to protect your sender reputation (keep bounce rate < 3%). **Step 3 — For no-website leads**, the scraped phone + a quick AI-personalized SMS or call (via an AI phone agent like Vapi or Goodcall) is your path.

REAL NUMBERS

METRIC	TARGET
Email match rate (Apollo/Hunter)	50–70% of domains
Acceptable bounce rate	< 3%

COLD EMAIL THAT GETS 10–15% REPLIES

WHY THIS MATTERS

Personalized, short, and relevant beats clever every time. The structure below is what actually gets replies from local business owners.

THE PLAY

Step 1 — Warm up the domain. Use a separate domain (not your main one), and warm it with **Instantly.ai** or **Smartlead** for 2–3 weeks before sending volume. **Step 2 — Send from a real-looking inbox**, 20–50/day per inbox to start, scale with more inboxes (not more per inbox). **Step 3 — Use the 4-line formula:** personalized observation → the pain → proof/offer → tiny ask. Let AI personalize line 1 from the scraped data.

COPY-PASTE: COLD EMAIL + PERSONALIZATION PROMPT

COPY / PASTE

SUBJECT: quick question about [Company]

Hi [FirstName] – saw [Company] has [observation: e.g. "great reviews but no online booking"]. Most [niche] owners I talk to are losing after-hours calls straight to voicemail. We set up an AI that answers 24/7 and books the job – one client recovered thousands a month in missed-call revenue. Worth a 10-minute look?

– [You]

AI PERSONALIZATION PROMPT (paste into ChatGPT/Claude with your CSV row):
"Write line 1 of a cold email: one specific, genuine observation about this business based on its data. Max 15 words, no flattery cliches. Data: [paste name, reviews, website status, city]."

REAL NUMBERS

METRIC	BENCHMARK
Open rate (warmed domain, good subject)	40–60%
Reply rate (personalized)	10–15%
Sends/day/inbox (safe)	20–50

CHAPTER FIVE

THE ONE-PAGE LANDING PAGE THAT CONVERTS

WHY THIS MATTERS

Send replies to a focused one-pager, not your busy homepage. One promise, one proof, one button.

THE PLAY

Build it free in **Carrd**, **Framer**, or a GoHighLevel funnel. Structure: headline (the outcome) → 3 bullets (how) → proof (a result or testimonial) → ONE call-to-action (book a call). Embed a **Cal.com** or **Calendly** scheduler so they book without emailing back.

COPY-PASTE: LANDING PAGE SKELETON

COPY / PASTE

H1: More [outcome] for [Niche] in [City] – Without [pain]
SUB: We install the AI systems that [specific result]. Setup in [X] days.
3 BULLETS: – [benefit] – [benefit] – [benefit]
PROOF: "[1-sentence client result]" – [Name, Company]
CTA BUTTON: Book a Free 15-Min Strategy Call -> [Cal.com link]

REAL NUMBERS

METRIC	TARGET
Landing page → booked call	10–25% from warm replies

YOUR CRM — BUY ONE, OR BUILD YOUR OWN WITH AI

WHY THIS MATTERS

Leads die in spreadsheets. You need a pipeline that tracks every lead's status. You can rent one — or, with one AI prompt, **build your own and own it forever**.

OPTION A — OFF-THE-SHELF (FASTEST)

HubSpot CRM (free) or **Pipedrive (~\$14/seat/mo)**. Import your CSV, set pipeline stages: **New -> Contacted -> Replied -> Booked -> Won/Lost**. Done in an afternoon.

OPTION B — BUILD YOUR OWN WITH CLAUDE CODE (OWN IT, NO MONTHLY FEE)

Open **Claude Code** (or Cursor / Lovable / v0) in a new folder and paste the prompt below. It builds a real CRM on the same stack we use for client software.

COPY-PASTE: "BUILD ME A CRM" PROMPT

COPY / PASTE

Build me a lightweight but production-quality CRM web app. I am a non-technical business owner – set it up so I can run it.

STACK (use exactly this):

- Vite + React + TypeScript
- Tailwind CSS + shadcn/ui components
- Supabase (Postgres) for the database + auth
- recharts for any charts
- lucide-react icons, framer-motion for subtle animation

DATA MODEL (Supabase table `leads`):

```
id, created_at, business_name, contact_name, email, phone, website,
city, source (text), status (enum: new|contacted|replied|booked|won|lost),
est_value (numeric), notes (text)
```

Include SQL to create the table + RLS policy + 15 rows of realistic seed data.

FEATURES (keep it focused):

1. A pipeline board (kanban) with columns for each status; drag a card to change status (persists to Supabase).
2. A leads table view with search + filter by status/source, and a CSV import button (so I can drop in my Google Maps scrape).
3. A lead detail drawer to edit fields and add notes.
4. A top bar of summary stat cards (total leads, by status, pipeline \$ value).

DESIGN – this must look like premium custom software, NOT a generic admin template:

- White cards: rounded-xl border with a subtle brand-tinted border and a thin colored top-border accent; soft shadow.
- Headings in a display font, body in Inter; lots of whitespace; small uppercase tracking-wider labels.
- Status pills in calm semantic colors (emerald/amber/red/slate), not rainbow.
- One brand accent color used consistently. No purple AI-gradient everything.
- Smooth, subtle framer-motion on mount; hover states on cards.

DELIVERABLES:

- The full project, a README with step-by-step setup (create Supabase project, paste keys into .env, run SQL, npm install, npm run dev).
- Explain each step like I've never used a terminal.

REAL NUMBERS

METRIC	OFF-THE-SHELF	BUILD-YOUR-OWN
Time to running	~2 hrs	~1 evening with the prompt
Monthly cost	\$0-\$14+/seat	\$0 (Supabase free tier)
You own the data/code	No	Yes

CHAPTER SEVEN

LEAD SCORING — SPEND TIME ON THE RIGHT 20%

WHY THIS MATTERS

Not all leads are equal. Score them so you call the hot ones first.

THE PLAY

Add a simple score in your CRM: +points for (no website, low reviews, replied, opened twice, right size). Sort descending; work top-down. Let AI help: *"Score these leads 1-100 for an AI-automation offer based on: website yes/no, review count, replied yes/no. Explain the top 5."*

METRIC	TARGET
% of leads that are "hot"	~20%
Focus your outreach time on	top 20% first

CHAPTER EIGHT

FOLLOW-UP SEQUENCES THAT RUN THEMSELVES

WHY THIS MATTERS

80% of sales need 5+ touches — but most people stop after one. Automate the follow-ups.

THE PLAY

In **Instantly/Smartlead** (email) or **GoHighLevel** (email+SMS), build a 5-touch sequence over 14 days; auto-stop on reply. Vary the angle each touch (proof → question → break-up).

COPY-PASTE: 5-TOUCH SKELETON

COPY / PASTE

Day 1 - Initial (Chapter 4 email)
Day 3 - "Bumping this up - worth a quick look?"
Day 6 - Proof: a 1-line client result + booking link
Day 10 - Different angle: ask a question about their current setup
Day 14 - Break-up: "Should I close your file?" (often the best reply-getter)

METRIC	BENCHMARK
Replies that come from touch 2+	~50%

CHAPTER NINE

BOOK THE MEETING ON AUTOPILOT

WHY THIS MATTERS

Every "let's talk" that turns into email tag is a lost deal. Remove the friction.

THE PLAY

Put a **Cal.com/Calendly** link in every reply and sequence. Add reminder SMS/email to cut no-shows. For inbound calls, an AI voice agent (Vapi/Goodcall) can book directly. | Metric | Target | |---|---| | Reply → booked call | 20–40% | | No-show rate with reminders | < 20% |

CHAPTER TEN

SCALING TO 5,000+ LEADS/MONTH

WHY THIS MATTERS

The system above is linear; scaling is about parallelism and automation.

THE PLAY

- **Scrape:** move fully to Apify on a weekly schedule across more zips/niches.
- **Send:** add inboxes/domains (not volume per inbox) — 10 inboxes x 30/day = 300/day.
- **Enrich + route:** Apify → Make → enrichment → CRM, all automated.
- **Track everything** in your dashboard (next Bonus) so you scale what works. | Metric | At scale | |---|---| | Leads/month | 5,000+ | | Inboxes needed for ~300 sends/day | ~8–10 |

BONUS

BUILD YOUR OWN LIVE LEAD & REVENUE DASHBOARD

This is the prompt that replaces a \$300/mo SaaS dashboard. It builds a **focused, functional** dashboard — just two things: **leads coming in (live)** and a **revenue view** — but it looks like the premium dashboards we build for clients, not a generic AI template. Paste it into Claude Code / Cursor / Lovable.

COPY-PASTE: "BUILD ME A LIVE LEAD & REVENUE DASHBOARD" PROMPT

📋 COPY / PASTE

Build me a live "Leads & Revenue" dashboard web app. I'm non-technical – make it runnable with clear setup steps. Keep the SCOPE small but the QUALITY high.

STACK (use exactly this – it's what premium dashboards are built on):

- Vite + React + TypeScript
- Tailwind CSS + shadcn/ui
- recharts (charts) – lucide-react (icons) – framer-motion (subtle motion)
- Supabase (Postgres + Realtime) for data

SCOPE – only two sections, do them excellently:

- 1) LIVE LEADS FEED: a realtime list of incoming leads (Supabase realtime subscription) showing business_name, source, city, status pill, and "time ago". New leads animate in at the top.
- 2) REVENUE DASHBOARD: a row of stat cards + two charts.
 - Stat cards: Total Leads, Leads This Week, Conversion Rate, Revenue (MTD).
 - Charts: an Area chart of revenue over the last 8 weeks, and a Bar chart of leads by source.

DATA (Supabase): tables `leads` (id, created_at, business_name, source, city, status) and `deals` (id, created_at, lead_id, amount, won_at). Include the SQL + realistic seed data (40 leads, 12 deals across 8 weeks) so it looks alive on first run.

DESIGN SPEC – match this EXACTLY. It must look like custom premium software, NOT a generic/AI admin template:

- Cards: white, rounded-xl border, border uses ONE brand accent color at ~30% opacity, with a 3px top-border in that accent; soft shadow 0 2px 12px rgba.
- Stat card layout: a small rounded-lg icon tile (accent bg at ~15%) top-left, a 10px UPPERCASE tracking-wider gray label, then a large bold value in a DISPLAY font (text-2xl), then a tiny change indicator with an up/down arrow in emerald (up) or red (down).
- Typography: a display font for numbers/headings (e.g. Playfair Display or Sora), Inter for body. Generous whitespace, space-y-5, p-4/p-5 cards.
- A hero strip at top: bg-gradient-to-r from-gray-900 to-gray-800 rounded-2xl text-white, with a faint accent-color circle bleeding off the top-right corner, showing the headline revenue number.
- Charts: recharts, brand-accent fills with soft gradients, rounded bars, minimal gridlines, no chartjunk.
- Status pills: calm semantic colors (emerald/amber/red/slate), rounded-full, uppercase 10px.
- Subtle framer-motion fade/slide-up on mount; gentle hover lift on cards.
- Fully responsive (grid md:grid-cols-2 lg:grid-cols-4 for stat cards).

ANTI-REQUIREMENTS (do NOT do these):

- No rainbow gradients, no purple-on-everything, no clip-art emoji as icons, no default Bootstrap look, no cramped tables, no neon.
- Don't add settings pages, auth flows, or extra tabs – ONLY the two sections.

DELIVERABLES:

- Full project + a README that walks me through: create a Supabase project, copy the URL + anon key into .env, run the SQL in the Supabase editor, npm install, npm run dev. Explain every step for a beginner.
- Make it look great on first load with the seed data.

PRO TIP

💡 **Pro Tip:** point this dashboard at the same Supabase database as the CRM you built in Chapter 6 — then your scraped leads, pipeline, and revenue all live in one system you own, feeding one beautiful dashboard. That's the whole machine, and it cost you \$0/mo.

BONUS

30-DAY LAUNCH PLAN

Week 1 — Get leads. - [] Lock your ICP (Chapter 1). - [] Install Instant Data Scraper; scrape your market (Chapter 2A) — aim for 300+ leads. - [] Enrich emails with Apollo/Hunter; verify (Chapter 3).

Week 2 — Reach out. - [] Set up a sending domain + warm it (Chapter 4). - [] Build your landing page + Cal.com (Chapter 5). - [] Stand up your CRM with the Chapter 6 prompt; import your leads.

Week 3 — Convert. - [] Launch the 5-touch sequence (Chapter 8). - [] Score leads; work the hot 20% by phone (Chapter 7). - [] Book and hold calls (Chapter 9).

Week 4 — Scale & see it. - [] Build your live dashboard with the Bonus prompt; point it at your CRM's Supabase. - [] Move scraping to Apify on a weekly schedule (Chapter 2B / 10). - [] Add inboxes; review the dashboard weekly and double down on the best source.

READY TO IMPLEMENT?

You can run every play in this guide yourself. If you'd rather we build and run it **for** you — the AI phone agent, the automations, the campaigns, integrated with your existing tools — book a free strategy call.

BOOK A FREE STRATEGY CALL

<https://cal.com/opulent-bots-zciww9/ai-revenue-audit>