

Build a B2B lead machine with Claude — the full setup

One Claude Project that finds your buyers, scores them, enriches the good ones, and writes the cold emails — for about \$69 a month.

■ The problem

You already know outbound works. What kills it is the grind. You pull a list, hunt for emails, check who's actually a fit, then write a different cold email for every single person. By the time you've done twenty, the morning's gone. So outbound happens in bursts, then stops, then a month later you're staring at a dry pipeline wondering what happened.

The fix isn't another tool with fourteen tabs. It's one place that does the boring 80% — find, score, enrich, draft — and leaves you the one part that actually needs a human: hitting send.

■ What this looks like when it works

You open one Claude Project and type "find me 20 new prospects." Back comes a clean list: name, role, company, LinkedIn, verified email. You ask it to score them against your ideal customer, and it ranks them and tells you why each one landed where it did. You enrich only the good ones. Then you say "write the sequence," and five cold emails per prospect drop straight into your Gmail drafts, spaced over twelve days, each one short and human.

Your whole morning outbound job becomes: read the drafts, fix a line here and there, send the ones you like. That's the machine.

■ The stack (about \$69/month)

Three pieces. Two paid, one free. No API keys, no code, no Zapier in the middle.

- **Claude Pro — \$20/mo.** The brain that runs the whole thing and remembers your setup between sessions.
- **Apollo MCP — \$49/mo (Apollo Basic).** 270M+ contacts to search, plus enrichment and email sequencing. Basic gives you roughly 1,200 enrichment credits a *year*, which is about 100 enriched contacts a month. That credit ceiling is the entire reason we score before we enrich in Step 3 — you never burn a credit on someone who was never a fit.
- **Gmail MCP — free.** This is the piece that writes the finished emails into your own Gmail drafts.

That's about **\$69/month** for something that replaces a lead-list tool, an enrichment tool, and a cold-email tool at the same time.

Wire it up (one time, two minutes)

- Open Claude, go to **Settings > Connectors**.
 - Add the **Apollo** connector, then add the **Gmail** connector.
 - Each one opens a normal login screen (native OAuth). You approve it and you're done — no API keys to copy, nothing to paste into a config file.
 - Now Claude can search Apollo and write to your Gmail drafts directly, inside a normal chat.
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■ Step 1 — Build the "Sales Pipeline" project (your ICP lives here forever)

Create a new Claude Project called **Sales Pipeline**. In the project instructions, write down exactly who you sell to. This is a one-time job — every chat inside the project remembers it, so you never explain your buyer again.

Fill this in and paste it into the project instructions:

```
You are my B2B outbound assistant. Below is my Ideal Customer Profile.
```

```
Use it for every search, every score, and every email in this project.
```

```
Industry: [e.g. paid-ads agencies, DTC supplement brands, B2B SaaS]
```

```
Company size: [e.g. 10-200 employees]
```

```
Geography: [e.g. US, UK, Nordics]
```

```
Job titles I sell to: [e.g. Founder, Head of Growth, VP Sales]
```

```
Their main pain points: [the 2-3 problems my offer kills]
```

```
Buying signals (good timing): [e.g. hiring for sales, running paid ads, recently funded]
```

```
Disqualifiers (never contact): [e.g. under 10 staff, agencies, competitors, wrong region]
```

```
My offer in one line: [what I do + the outcome I get them]
```

That last line matters as much as the filters. Claude writes your emails later, so it needs to know what you actually sell and the result you get people.

■ Step 2 — Find 20 prospects (don't enrich yet)

Now just ask. Searching Apollo's 270M+ contacts costs zero credits — you only spend a credit when you *enrich*. So cast wide here, filter later.

```
Using Apollo, find 20 prospects that match the ICP in this project.
```

```
Filter by title, industry, and location from my ICP.
```

```
Return a table: Name | Role | Company | LinkedIn URL | verified email (if shown).
```

```
Do NOT enrich anyone yet. This is a free search pass only.
```

You'll get a clean list back. Some rows will already show a verified email straight from the free search — that's a bonus. The job of this pass is coverage, not perfection.

■ Step 3 — Score every company 1-10 (this is what protects your credits)

Before you spend a single enrichment credit, make Claude separate the real prospects from the filler. It already has your ICP in the project, so it can judge fit for you.

Score each of the 20 companies from 1-10 on how well it fits my ICP.

For each company give me:

- Score (1-10)
- The single strongest reason it's a fit
- Any red flags or disqualifiers you see
- One recent signal if you can find one (hiring, funding, a launch, ad activity)

Sort highest score first. I'll only enrich the ones scoring 7 or above.

This is the step most people skip, and it's the one that makes the maths work. With around 100 enrichment credits a month, you cannot afford to enrich a 4-out-of-10. Scoring first means every credit you spend goes to someone genuinely worth emailing.

■ Step 4 — Enrich only the top 10

Take the companies that scored 7+ and pull their real contact data.

Enrich the top 10 companies (score 7+) using Apollo.

For each contact I want: verified work email, direct phone, and LinkedIn.

If an email comes back unverified or guessed, skip that contact and tell me.

I don't want unverified addresses.

Skipping the unverified ones isn't fussiness. Cold-emailing bad addresses wrecks your sender reputation, and once your domain gets flagged, even your good emails start landing in spam folders. Verified-only is how you protect the inbox you send from.

■ Step 5 — Write a 5-email sequence, straight to Gmail drafts

Last step. One prompt turns your ten enriched prospects into fifty drafts sitting in your Gmail, ready for you to review.

For each enriched prospect, write a 5-email cold sequence and save each email

to my Gmail drafts. Personalize email 1 to that specific prospect and company.

Keep every email under 120 words, plain and human. No "I hope this finds you

well," no buzzwords.

The sequence:

- Email 1 (Day 0) cold intro: name the pain + one line on what I do
- Email 2 (Day 3) short follow-up, fresh angle
- Email 3 (Day 6) value-add: a relevant idea or resource, no ask
- Email 4 (Day 9) quick bump, one direct question
- Email 5 (Day 12) breakup: "should I close your file?"

Label each draft with the prospect's name and the email number.

Now open Gmail. Read the drafts, tweak the lines that need a human touch, and send the ones you like. You did zero list-building, zero email-hunting, and zero blank-page cold writing — and you're reaching out to ten scored, verified buyers with a real sequence behind each one.

■ Where this fits

This is the *top* of a sales machine, not the whole thing. Upstream sits the one part only you can do: knowing exactly who your buyer is and what problem you kill for them. That's the ICP. Get it wrong and the system just finds you the wrong people faster.

Downstream sits everything after the reply — booking the call, running it, closing, and tracking which sets actually turned into revenue. That's a separate layer (the kind of setter and closer tracking I build into sales dashboards for clients). This setup's job is narrow, and it does that job completely: fill the top of the funnel every morning without eating your morning.

One honest limit worth naming: the score-first habit and the ~100-credit Basic plan mean this is built for quality outbound at human volume, not blasting ten thousand people. That's on purpose. Ten scored, verified, personally-written emails beat a thousand sprayed ones every time.

■ Your next step

Do Step 1 today. Just Step 1. Open Claude, make the Sales Pipeline project, and write your ICP into the instructions properly — including your disqualifiers and your one-line offer. That block is the brain of the whole system, and it's the part that's actually about your business instead of the tools.

Once it's in, Steps 2 through 5 are about fifteen minutes tomorrow morning. The reason to start now is plain: every week you run outbound by hand is a week you're doing four jobs that a \$69 setup would have finished before your coffee got cold.

Built by Saad Bhatti — Axionox (axionox.com). I build production AI systems for clients: real API integrations, real deployment, no no-code duct tape. Comment **SALES** if you want more setups like this one, and follow along.