

CLAUDE CODE LEAD GEN PLAYBOOK

How to Use AI + Web Scraping to Find
High-Value Leads in Under 60 Seconds

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01

What You Need (2 Minutes)

This playbook turns Claude Code into a lead generation machine. No coding experience needed. You just need two things:

Requirements:

- > Claude Code (Anthropic's CLI tool) - installed and running
- > Apify account (free tier = \$5/month credits) - apify.com
- > That's it. No other tools, APIs, or platforms needed.

The free Apify tier gives you enough credits to scrape ~1,200 businesses per month. That's more leads than most agencies can handle.

PRO TIP

You can run this for multiple niches without any extra setup.

02

Get Your Apify API Key

Head to apify.com and create a free account. Then grab your API token:

Steps:

- > Go to apify.com > Sign up (or log in)
- > Click Settings (gear icon, bottom left)
- > Go to "API & Integrations"
- > Copy your Personal API Token (starts with `apify_api_...`)

Your token looks something like this:

```
apify_api_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
```

Keep this token handy. You'll paste it into Claude Code in the next step.

PRO TIP

Never share your API token publicly. It gives full access to your Apify account.

03

Connect Claude Code to Apify

Open Claude Code in your terminal and paste your API token. Tell Claude to connect:

```
> apify_api_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX  
> Connect to Apify
```

Claude will automatically:

- > Validate your API token against Apify's servers
- > Store it securely in your .env file
- > Confirm your account details and available credits

You should see a confirmation with your account name, plan tier, and remaining credits. That's it - you're connected.

PRO TIP

This is a one-time setup. Claude remembers the connection for future sessions.

04

Find Leads With One Prompt

Now the fun part. Just tell Claude what kind of businesses you want to find and where. Be specific about your criteria:

```
> Find dentist offices in New Jersey with  
> under 3.5 stars or fewer than 20 reviews
```

Claude will automatically:

- > Select the right Google Maps scraper from Apify's store
- > Configure search terms, location, and result limits
- > Run the scraper and wait for results
- > Filter and sort leads by YOUR criteria
- > Present a clean, organized list with contact info

The whole process takes 30-90 seconds depending on how many results you want.

05

What You Get Back

Claude delivers a structured lead list with everything you need for outreach:

EXAMPLE OUTPUT:

```
1. Urgent Dental Care           2.3 stars | 3 reviews
   Manasquan, NJ | (267) 823-0222 | No website

2. A Affordable Dental         3.1 stars | 9 reviews
   Brick Township | (732) 300-2661 | No website

3. Dental Health Associates     3.1 stars | 170 reviews
   Lumberton, NJ | (609) 914-5050 | njdha.com
```

Each lead includes:

- > Business name, rating, and review count
- > Full address and phone number
- > Website URL (or lack thereof - double opportunity)
- > Google Maps link for quick verification

PRO TIP

Businesses with NO website + bad reviews = hottest leads. They need the most help.

06

Scale It: Advanced Plays

Try different niches:

- > Find HVAC companies in Texas with < 4 stars
- > Find law firms in Miami with < 15 reviews
- > Find chiropractors in NJ with no website

Export and automate:

- > Ask Claude to export leads to CSV for your CRM
- > Run the same scrape weekly for fresh leads
- > Cross-reference with LinkedIn for decision-maker contacts
- > Use Claude to draft personalized cold outreach for each lead

Sell it as a service:

- > Offer "lead intelligence reports" to agencies (\$500-2k/month)
- > Bundle with review management or web design services
- > White-label the data for client dashboards

PRO TIP

The real money isn't in the leads. It's in solving the PROBLEM the leads reveal.

WHAT YOU CAN BUILD WITH THIS IN 24 HOURS

- > Scrape 1,000+ local business leads in any niche
- > Filter by bad reviews, few reviews, or no website
- > Auto-generate personalized outreach messages
- > Build a pipeline of warm leads who NEED your help
- > Run this for clients as a paid service (\$500-2k/mo)

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