



C&C STRATEGIC CONSULTING

UNLIMITED LEADS

PLAYBOOK

Pull thousands of qualified leads with Claude Code, Apify, and GoHighLevel.
Then close them with the conversion stack most agencies skip.

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What You're Building

An autonomous lead engine. Claude Code reads natural language, fires the Apify Google Maps Scraper, pulls structured business leads from any city, then pushes them straight into your GoHighLevel CRM via MCP. Tagged, segmented, in a campaign, and contacted before you finish your coffee.

THE OUTCOME

- Tell Claude what niche plus city you want. It returns hundreds of leads in minutes.
- Every lead includes business name, phone, email, website, ratings, hours.
- Each lead lands in GHL with the right tags, in the right pipeline, in a live campaign.
- No spreadsheets, no Zapier, no VAs.

WHO THIS IS FOR

Agency owners, B2B founders, local service businesses, and anyone who has ever stared at a blank cold-email list and wondered who to email. If you can describe your ideal customer in one sentence, this stack pulls them out of Google Maps for you.

WHY THIS WORKS IN 2026

Claude Code can call any HTTP API. Apify is the largest public scraper marketplace on the internet. GoHighLevel exposes its full CRM through the Model Context Protocol. Stack the three and you have a five-figure system that runs on coffee and curiosity.



The Stack

APIFY

The largest web scraping platform online. 27,000-plus pre-built scrapers (called Actors) that pull structured data from anywhere. Free to start, pay-as-you-go after.

Sign up plus API console

<https://apify.com>

Google Maps Scraper Actor (the one we use)

<https://console.apify.com/actors/nwua9Gu5YrADL7ZDj/input>

CLAUDE CODE

Anthropic's terminal AI. Reads files, calls APIs, runs commands, and uses MCP servers without a single line of glue code. You speak. It executes.

GOHIGHLEVEL PLUS MCP

GHL is the CRM and outbound engine. The community-built MCP server gives Claude Code 31 contact tools, opportunities, custom fields, workflows, and campaign actions.

GoHighLevel (affiliate, free trial)

https://www.gohighlevel.com/?fp_ref=c-c-strategic-consulting90

GoHighLevel MCP (open source on GitHub)

<https://github.com/mastanley13/GoHighLevel-MCP>

COST REALITY

Apify free tier is enough to test. Real volume runs \$0.002 to \$0.005 per lead. GHL starts at roughly \$97 per month. Claude Code is on whatever plan you already have. Total stack cost to pull 1,000 qualified leads: under \$10.



STEP 1 OF 5

Get Your Apify API Token

1. Go to apify.com and create a free account.
2. After login, click your avatar (top right), then Settings.
3. Open the API and Integrations tab.
4. Click Create new token. Name it 'claude-code'.
5. Copy the token. It starts with `apify_api_` followed by a long string.

DIRECT LINK

Apify settings page

<https://console.apify.com/account/integrations>

SECURITY NOTE

Treat the token like a password. Anyone with it can run actors on your account and burn your credit. Store it in 1Password, in a `.env` file, or paste it directly into Claude Code for a single session. Never commit it to git.



STEP 2 OF 5

Install the GoHighLevel MCP

MCP (Model Context Protocol) is how Claude Code talks to external services. We are wiring up the open-source GoHighLevel MCP so Claude can create contacts, tag them, push them into workflows, and trigger campaigns.

INSTALL COMMAND

```
git clone https://github.com/mastanley13/GoHighLevel-MCP.git
cd GoHighLevel-MCP
npm install && npm run build
```

WIRE IT INTO CLAUDE CODE

Open ~/.claude.json (or your project's .mcp.json). Add the ghl-mcp server with your GHL API key and Location ID. Claude Code reads this file on launch and exposes the 31 GHL tools automatically.

```
{
  "ghl-mcp": {
    "type": "stdio",
    "command": "node",
    "args": ["/absolute/path/to/GoHighLevel-MCP/dist/stdio-server.js"],
    "env": {
      "GHL_API_KEY": "pit-your-api-key",
      "GHL_LOCATION_ID": "your-location-id",
      "GHL_BASE_URL": "https://services.leadconnectorhq.com"
    }
  }
}
```

GHL MCP repo (full setup docs)

<https://github.com/mastanley13/GoHighLevel-MCP>



STEP 3 OF 5

Run the Google Maps Scraper

Now the fun part. Open Claude Code in any project folder. Paste your Apify token. Tell Claude what you want.

EXAMPLE PROMPT

```
> Use the Apify Google Maps scraper actor nwua9Gu5YrADL7ZDj.  
> Pull every HVAC company in Phoenix, AZ with under 50 reviews.  
> Include name, phone, email, website, rating, and address.  
> Return results as JSON.  
> My APIFY_API_TOKEN is apify_api_...
```

WHAT HAPPENS UNDER THE HOOD

- Claude Code POSTs to the Apify run-sync endpoint with your search query.
- Apify spins up the Google Maps actor in a headless browser.
- It scrapes Google Maps, enriches contact data, and returns structured JSON.
- Claude reads the JSON, drops bad rows (no phone, no email), and previews the list.

DIRECT ACTOR LINK

Google Maps Scraper input page

<https://console.apify.com/actors/nwua9Gu5YrADL7ZDj/input>

PRO TIP

Tell Claude exactly what fields you need. The fewer fields, the cheaper the run. Asking for emails specifically triggers the contact enrichment add-on, which costs more but delivers verified deliverable addresses.



STEP 4 OF 5

Push to GoHighLevel

Now Claude has a clean lead list. Tell it where to send them. The GHL MCP exposes `create_contact`, `add_contact_tags`, and `add_contact_to_workflow` as tools Claude can call directly.

EXAMPLE PROMPT

```
> For every lead in the JSON above, use the GHL MCP to:  
> 1. Create a contact with name, phone, email.  
> 2. Tag it 'phoenix-hvac' and 'apify-import'.  
> 3. Add it to my 'Cold Outreach, HVAC' workflow.  
> 4. Drop it into the 'Outbound Pipeline' as a new opportunity.  
> Skip duplicates. Report the success count when done.
```

WHAT CLAUDE DOES

- Loops through every lead, calls `create_contact` (or `upsert_contact` for dedup).
- Calls `add_contact_tags` so you can filter and segment in GHL later.
- Calls `add_contact_to_workflow` to trigger your cold email, SMS, or voicemail sequence.
- Reports a final tally so you know exactly how many made it in.

REAL RESULT

On a typical run, 800 Phoenix HVAC leads land in GHL in under 4 minutes. Tagged, segmented, in an active campaign, with the first cold email scheduled to fire.



STEP 5 OF 5

Market Your Offer

Leads in the CRM are not customers. The campaign is what converts. GHL handles email, SMS, voicemail drops, and Facebook DMs. Build the sequence once, fire it forever.

MINIMUM VIABLE CAMPAIGN

1. Day 0: cold email pitching one specific outcome (no fluff, no 'just checking in').
2. Day 2: SMS follow-up referencing the email.
3. Day 5: ringless voicemail drop with a 30-second pitch.
4. Day 10: second email with social proof or a case study.
5. Day 14: breakup email. 'Should I close your file?' Surprisingly effective.

TRACK IT

GHL's pipeline view shows New Leads, Contacted, Replied, Booked. Claude Code can query the pipeline, summarize who is stuck where, and even auto-move stale opportunities.

Get GoHighLevel (affiliate, includes free trial)

https://www.gohighlevel.com/?fp_ref=c-c-strategic-consulting90



Content Is The Trust Layer

A lead engine is the easy part. It is the trust layer that actually converts strangers into buyers, and that trust layer is your content. Paid ads or organic, it does not matter. Content is what makes a cold lead say yes.

Without content, this stack just generates traffic that bounces. With it, every lead has a reason to believe you before the sales call.

THE 70 PERCENT RULE

YouTube long-form video converts leads roughly 70 percent better than short-form content on Instagram Reels, TikTok, YouTube Shorts, or Facebook. Short-form earns attention. Long-form earns the sale. Both belong in the stack, but the buying decision happens inside the 12-minute video, not the 12-second hook.

RECOMMENDED CADENCE

- At least one long-form YouTube video per week. Twelve minutes or longer if the topic warrants it.
- Three to five short-form clips per week cut from that long-form, distributed across IG Reels, TikTok, YouTube Shorts, and Facebook.
- Short-form drives traffic and reach. Long-form does the closing.
- Every long-form video should answer one buying question your ideal lead already has.

WHY IT WORKS

Twelve minutes of you talking through a problem, walking through the solution, and showing the result builds more trust than 90 short videos combined. Long-form is depth, and depth is what closes high-ticket buyers.



The Full Conversion Stack

One prompt pulling thousands of leads is useless if the rest of the funnel leaks. Every piece below has to exist or you are throwing leads into a bucket with a hole in it.

1. A DEFINED OFFER

One thing, one outcome, one price. If you cannot say it in a sentence, prospects will not buy it. Most agencies lose deals because their offer is a menu, not a product.

2. A LEAD INTAKE SYSTEM

A real qualifying form on a landing page, not just an email field. Capture the data you need to route the lead. Industry, revenue, current spend, target outcome, timeline. The form is the first filter.

3. A QUALIFICATION FLOW

Unqualified prospects get routed out before they waste a sales call. Your time is the most expensive resource in the stack. Use GHL workflow conditions, custom field logic, or a managed agent to score every inbound and only book the green ones.

4. A VSL LANDING PAGE

A video sales letter that walks the offer start to finish. By the time someone books, they already know the price, the process, and the outcome. Sales calls become closing calls, not pitching calls.

5. A NURTURE SEQUENCE IN GHL

Most leads do not close on contact one. A multi-week GHL workflow (email, SMS, voicemail, retargeting) warms them until they are ready. Without nurture, you bin 80 percent of the leads you just paid Apify to find.



Three Ways To Use This

1. LOCAL DOMINATION

Pick a service. Pick a city. Pull every business in it. Tag by neighborhood. Run an outbound campaign offering one specific service. Used by agencies to replace cold calling lists overnight.

2. NICHE OUTBOUND

SaaS or service for a specific niche? Pull every business in that niche across the top 50 US cities. Filter for ones missing a website (huge buying signal). Cold email becomes targeted, not spray-and-pray.

3. AUTOPILOT CAMPAIGNS

Schedule the entire flow. Claude Code runs on a cron, pulls fresh leads each week, drops them in GHL, fires a campaign. Your pipeline never goes dry. Your sales team lives in the Replied column.

SYNTHESIS

Apify plus Claude Code plus the GHL MCP is the engine. The carousel of long-form videos, the VSL page, the intake form, and the GHL nurture sequence are the chassis. Bolt them together and the difference shows up in your calendar. "I get leads" becomes "I close clients."



Resources And Next Step

TOOLS IN THIS PLAYBOOK

Apify (sign up free)

<https://apify.com>

Apify Google Maps Scraper Actor

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GoHighLevel CRM (affiliate, free trial)

https://www.gohighlevel.com/?fp_ref=c-c-strategic-consulting90

KEEP LEARNING

Charlie Automates Founder's Toolkit

<https://charlieautomates.com/free-resources>

YouTube long-form tutorials

<https://youtube.com/@charlieautomates>

NEED THIS BUILT FOR YOU?

C&C Strategic Consulting installs the full stack (lead engine, VSL, intake form, qualification flow, GHM nurture, weekly long-form video pipeline) end-to-end for agencies and B2B teams. Fixed pricing, two-week deployment, the system is yours forever. Book a discovery call at ccstrategic.io.