

money play: leads...

THE AI LEAD-LIST

playbook

Exact prompts for researching local business leads, how to verify them in a simple spreadsheet, a sample list format buyers open, and how to pitch a \$150 list.

the play...

WHY PEOPLE BUY A *lead list*

A lead list is a short, verified set of local businesses that match a clear niche. Buyers use it to start outreach: cold email, door visits, or a first call. They pay for speed and accuracy, not for a dump of random names from the web.

You research with AI, verify each row yourself, and deliver a clean spreadsheet. The buyer opens it, sees useful columns, and can start contacting shops the same day.

THE OFFER MATH, SHOWN PLAINLY

\$150 *per list* x **4 lists** = **\$600**

Charge \$150 for one verified list of 25 to 40 local businesses. Four lists in a month is \$600. Keep the niche tight so research stays fast and the buyer sees quality.

WHAT THIS PLAYBOOK *covers*

- A BRIEF prompt for researching local SMB leads with AI.
- How to verify and organize rows in a simple spreadsheet.
- A sample list format buyers actually open and use.
- Plain language for pitching the \$150 list price.

copy, paste, research...

THE BRIEF LEAD RESEARCH prompt

Copy the box into ChatGPT or Claude. Fill every bracket for the niche your buyer wants. Treat the AI output as a draft list only. You still verify each row.

B BACKGROUND

I am building a verified lead list of local businesses for a client. Details:

- City or area: [FILL IN: Riverside district, near the riverfront park and main shopping strip]
- Business type: [FILL IN: independent coffee shops with a sit-down area]
- List size target: [FILL IN: 30 shops]
- Must-have columns: [FILL IN: business name, street address, phone, website or Instagram, owner or manager name if public, one note on why they fit]
- Exclude: [FILL IN: national chains, closed shops, shops with no public phone or site]
- Buyer goal: [FILL IN: sell a simple AI review-reply service to shop owners]

R ROLE

You are a careful research assistant. You suggest leads and flag uncertainty. You never invent a phone number, address, or owner name.

I INSTRUCTIONS

1. Propose shops that match the type and area.
2. For each shop, fill the must-have columns only when you are confident.
3. If a field is unknown, write UNKNOWN instead of guessing.
4. Add a confidence note: high, medium, or low.
5. Skip chains and closed shops.

E EXAMPLES

A good row shape: "Harbor Bean Co. | 214 River Road | 555-0199 | harborbean.example | Maya Chen (public About page) | Independent shop, sits 20, posts weekly on Instagram | high"

F FINAL OUTPUT

A draft table of up to 30 rows with the columns above, plus a short list of gaps I should verify by hand.

Ask me any questions you need answered before you start.

trust is the product...

VERIFY AND ORGANIZE, *step by step*

1

Run the BRIEF prompt for the niche.

Answer the AI questions first. Export or copy the draft table into a spreadsheet.

2

Verify phone and address on a real page.

Open the shop website, Google Business profile, or Instagram. Confirm the phone and street match. Fix or delete bad rows.

3

Confirm the shop is still open.

Check recent reviews or a post from the last 60 days. Remove closed or clearly abandoned shops.

4

Fill owner or manager only when public.

Use the About page, a press note, or a signed reply on a public review. If you cannot find a name, leave the cell blank.

Rule. A short verified list beats a long dirty list. Buyers remember the bad number. Your reputation is the next sale.

columns that sell...

SPREADSHEET FORMAT

BUYERS *open*

Use one tab. Freeze the header row. Sort by Status so Ready rows sit on top.

COLUMN	WHAT TO PUT IN IT
Business name	Exact public name of the shop
Street address	Street and city, no suite inventing
Phone	Main public number you confirmed
Website or IG	One live link the buyer can open
Contact name	Owner or manager only if public
Fit note	One plain reason this shop matches the niche
Verified on	Date you checked the sources
Status	Ready, Needs follow-up, or Drop

Delivery file name: [city]-[niche]-leads-[YYYY-MM-DD].xlsx

Example: riverside-coffee-leads-2026-10-19.xlsx. Put your name and the verified-on date in a one-line note at the top of the sheet so the buyer knows it is current.

see the shape...

SAMPLE LIST ROWS *(fictional)*

These shops are made up. They show the density and honesty you deliver.
UNKNOWN and blank cells are allowed when you cannot confirm a fact.

Harbor Bean Co.

READY

Address: 214 River Road · **Phone:** 555-0199
Link: harborbean.example · **Contact:** Maya Chen
Fit note: Independent, sit-down, weekly IG posts

Oak Counter Coffee

READY

Address: 88 Market Lane · **Phone:** 555-0172
Link: instagram.com/oakcounter · **Contact:** (blank)
Fit note: Local shop near the shopping strip

North Pier Roasters

NEEDS FOLLOW-UP

Address: 12 Pier Ave · **Phone:** UNKNOWN
Link: northpier.example · **Contact:** Sam Ortiz
Fit note: Roaster with cafe seats, phone needs check

What the buyer should feel. Ready rows are usable today. Needs follow-up is honest about gaps. Drop rows never appear in the delivered file. Target: 25 to 40 Ready rows for \$150.

the price talk...

HOW TO PITCH THE *\$150 list*

\$150

PER VERIFIED LIST

x4

LISTS IN A MONTH

\$600

PER MONTH TOTAL

What \$150 covers: one niche, one area, 25 to 40 Ready rows, the columns on page 5, and a one-line source note with the verified-on date.

Pitch line you can say: "I will deliver a spreadsheet of verified local shops in your niche, with phone and link checked by hand. You can start outreach the same day."

SCOPE IN WRITING

Send one short message before you start: niche, area, row target, price, and delivery day. Ask the buyer to reply "approved" so the scope is locked. Extra niches are extra lists at the same \$150 rate.

before you deliver...

FIVE CHECKS BEFORE YOU *send the file*

1

Never invent contact data.

UNKNOWN or blank is better than a wrong number. Buyers notice the wrong number.

2

Keep niches tight.

"Independent coffee shops in Riverside" beats "food businesses in the whole city."

3

Deliver Ready rows only.

Move Needs follow-up into a second tab labeled Research notes, or finish verifying before send.

4

Add a one-line cover note.

State niche, area, row count, and verified-on date in the email with the file.

5

Ask for the next niche before you close.

One happy list can become a monthly list order at the same \$150 rate.

your next step...

WHERE TO *find me*

If you want to turn plays like this into a real service, Course 10, Build Your AI Agency, covers pricing, first clients and the client kit inside the Momentum AI Skool community.

Join the Momentum AI community on Skool →

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Join the Momentum AI community on Skool →

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