

Turn Claude into your LinkedIn prospect engine: 50 prompts

All 50 prompts, in order

- ☐ 1. Turn your best customers into an ideal customer profile: Here are my 5 best customers: [company, the buyer's job title, what they bought, why they bought]. Find what they have in common: industry, company size, location, the buyer's job title and the problem they had. Write it up as a one-paragraph ideal customer profile, then a table of hard filters I can search on.
- ☐ 2. Decide who to leave out: Using that profile, list who looks like a fit but isn't: industries, company sizes and job titles I should exclude, with one line on why for each. Put it in a table I can use as exclusion filters.
- ☐ 3. Map the buying group: At a [company size] [industry] company, who signs off on buying [your product], who uses it day to day, and who could block it? Give me the exact LinkedIn job titles for each, including the common variations.
- ☐ 4. Build the account list: Find B2B [industry] companies with [11-50] employees and their HQ in [location] that [sell to other businesses / another qualifier]. Put 25 of them in a table: company, website, industry, size, HQ, and one line on what they do. Only include companies you found a source for, and link it.
- ☐ 5. Find lookalikes of your best customer: My best customer is [company, website]. Find 15 more companies like it: same business model, same size, same market. Add one line on why each one is a lookalike.
- ☐ 6. Find your competitor's customers: Find companies publicly named as customers of [competitor]: case studies, logo pages, review sites and press releases. Table: company, where you found it, link.
- ☐ 7. Write the LinkedIn search: Write me a LinkedIn people search for [job titles] at [industry] companies in [location]. Give me the boolean string for the job title field and the exact filters to tick.
- ☐ 8. Turn it into Sales Navigator filters: Turn my ideal customer profile into Sales Navigator filters. Give me the Lead filters and the Account filters separately, with the exact values to pick in each.
- ☐ 9. Get the targeting ready for ZenMode: Give me the final targeting for my ideal customer: job titles as a comma-separated list, LinkedIn industry names exactly as LinkedIn spells them, and locations written as "City, Country".
- ☐ 10. Clean the list: Here is my list: [paste it]. Remove duplicates, companies outside [size] or [location], and anyone whose title isn't a buyer. Show me the cleaned list, then a short list of what you removed and why.

- ☐ 11. Pull the decision-maker at each account: For each company in my table, find the person most likely to buy [your product], usually the [job title]. Add their name, title and LinkedIn URL. If you can't find someone with a source, leave the row blank rather than guessing.
- ☐ 12. Add a company snapshot: For each company, add: what they sell, who they sell to, rough headcount, and their newest announcement from the last 90 days with a link.
- ☐ 13. Write a pain hypothesis: For each account, write one line on the problem they most likely have that [your product] solves, based only on what you found. Mark how sure you are: high, medium or low.
- ☐ 14. Research one person properly: Research [name, title, company, LinkedIn URL]. What do they post about, what have they said publicly, and what has changed in their role recently? Give me 3 facts I could mention in a first message, each with its source.
- ☐ 15. Find their current tools: For each company, check their website and job ads for the tools they use for [category, e.g. CRM or outbound]. Add a "Current tool" column with the link where you saw it.
- ☐ 16. Read their careers page: Read [company]'s careers page. Which roles are open, which team is growing fastest, and what does that say about their priorities this quarter?
- ☐ 17. Pull recent news: Find news from the last 60 days for each company: funding, launches, senior hires, new offices. One line each with a link. Write "nothing found" rather than filling a gap.
- ☐ 18. Read their positioning: Read [company website]. Sum up their positioning in one line, who they target, and one claim or gap I could ask them about in a message.
- ☐ 19. Find common ground: Here is my background: [past employers, school, city, topics I post about]. For each decision-maker, find anything we share: an employer, a school, a city, a group or a topic we both post about.
- ☐ 20. Fill the gaps: Go through the table and list every empty cell. Try one more search for each. If there is still nothing, write "not found". Then show me the finished table.
- ☐ 21. Check what you're watching: Using ZenMode, show me what Signals is watching for my account: competitors, topics, industry experts and hiring searches. Compare it with my ideal customer profile and tell me what to add.
- ☐ 22. People engaging with a competitor: Using ZenMode, show me people who engaged with [competitor]'s posts in the last 14 days, strongest buying intent first. Only people who aren't in a campaign yet.
- ☐ 23. People posting on your topic: Using ZenMode, find signal leads from the topic [topic] since [date] with a score of 3 bars.
- ☐ 24. The audience of the experts you watch: Using ZenMode, show me leads who engaged with posts by the industry experts I watch. Group them by company.

- ☐ 25. People engaging with your own posts: Using ZenMode, who engaged with my own posts this month? Which of them match my ideal customer and aren't in a campaign yet?
- ☐ 26. Companies that are hiring: Using ZenMode, show me the hiring signals: companies hiring for [role, e.g. SDRs]. Who is the likely buyer at each one?
- ☐ 27. Find new leads: Using ZenMode, find new signal leads. Before you spend anything, tell me the most it could cost and how many credits I have left, and wait for my yes.
- ☐ 28. Companies that just raised money: Search the web for [industry] companies in [location] that announced a funding round in the last 30 days. Table: company, round, amount, date, link. Then tell me which of them are already on my list.
- ☐ 29. People who just started a new role: Search the web for announcements of new [job titles] at [industry] companies in the last 60 days. Table: name, new title, company, start date, link.
- ☐ 30. Flag every signal in one column: Flag engagers, topic posters, hiring and funding: combine every signal we found into one column per person, with the type (competitor, topic, expert, own post, hiring, funding, new role), what happened and when. People with no signal get "none".
- ☐ 31. Build the scoring rubric: Build me a 100-point score: fit out of 60 (industry, size, location, job title) and intent out of 40 (signal type and how recent it is). Show me the rubric as a table before you score anyone.
- ☐ 32. Score every row: Score every row against my ideal customer using that rubric. Add an ICP score column and a one-line reason for each. Sort highest first.
- ☐ 33. Split into tiers: Split the list into tiers: A (80 and over), B (60 to 79) and C (under 60). How many are in each, and what should I do with each tier?
- ☐ 34. Let old signals fade: Lower the intent score for any signal older than 14 days, and set it to zero after 45 days. Re-score and re-sort.
- ☐ 35. Take out who you shouldn't contact: Flag anyone I shouldn't contact: competitors, my existing customers [paste the list], recruiters, students, and companies under [size]. Remove them and list who you removed.
- ☐ 36. Check who's already in a campaign: Using ZenMode, check whether any of my top 30 are already in one of my campaigns, and what state they're in. Take anyone already contacted off this list.
- ☐ 37. One person per company: Where I have several people at the same company, pick the single best one to contact first and tell me why. Move the others to a "later" list.
- ☐ 38. Write the "why now": For each A-tier lead, write one sentence on why they should hear from me this week, based on their signal.

- ☐ 39. Challenge the scores: Pick 5 A-tier leads at random and argue against their score. What would make them a worse fit than they look? Change any score that doesn't hold up.
- ☐ 40. Mark the best fits ready to send: Mark the best fits "Ready" and the rest "Hold". Give me the count of each, then the Ready list as a table: name, title, company, LinkedIn URL, signal, score, why now.
- ☐ 41. Write the connection note: Write a LinkedIn connection note under 200 characters for [name, title, company]. Mention their signal: [signal]. No pitch, no links, and end with an easy question.
- ☐ 42. Let ZenMode research and draft for your top leads: Using ZenMode, research my top 10 signal leads and draft each one's connection note and follow-ups. Show me every draft.
- ☐ 43. Write the follow-ups: Write 3 follow-ups for people who accept: day 2, a thank-you with one useful idea; day 6, a short customer story; day 12, a soft close. Each under 500 characters, using their first name and company.
- ☐ 44. Check the messages: Using ZenMode, check each of these messages before I use them and fix anything it flags: [paste messages].
- ☐ 45. Write a second version to test: Write a second version of the connection note that takes a different angle (a question about their signal instead of a compliment), so I can test the two against each other.
- ☐ 46. Create the campaign: Using ZenMode, create a campaign called [name] with this connection note and these follow-ups. Keep it paused.
- ☐ 47. Add the leads: Using ZenMode, add my Ready signal leads to the [name] campaign. Show me who you added.
- ☐ 48. Launch it on your yes: Using ZenMode, show me the launch summary for [name]: who it will contact, the messages and the daily limits. Wait for my yes before you start it.
- ☐ 49. Draft replies to people who answered: Using ZenMode, show me everyone in the [name] campaign who has replied. Read each conversation and draft a reply that moves toward a call. Don't send anything.
- ☐ 50. Review the month: Using ZenMode, give me my last 30 days: requests sent, accepted, replies and meetings booked. Which campaign did best, and what is the one change I should make next week?