

Jesse Ouellette

Never Revealed Growth Hacks

[Webinar Recording](#)

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Reveal Problem at Scale with Your Cold Email

Use outbound campaigns to target companies spending ad budgets in regions outside their ideal customer profile (ICP) and without a local presence. Identify these companies (e.g., with Clay) to highlight wasted ad spend and offer optimization solutions, boosting reply rates. This personalized, pain-point-driven approach is likely to resonate and rarely gets marked as spam.

Lead Magic Inbound-Led Outbound with Clay

Clay tables are set up to streamline various inbound and outbound processes, covering areas like content, webinars, job changes, and visitor identification. By pairing Clay with n8n, they maximize automation, and certain workflows are even being converted to Python for enhanced processing. This setup boosts efficiency across both inbound and outbound operations.

0\$ Founder-Driven Approach Grow

LeadMagic scaled rapidly by leveraging Dark Social—a strategy focused on genuine, community-driven engagement without traditional marketing tactics. By building a private, supportive group where members shared solutions and spread the word, they grew entirely through

word-of-mouth and community endorsement. This \$0, founder-driven approach proves highly effective, making it a model for SaaS founders looking to scale without paid ads or spam tactics.

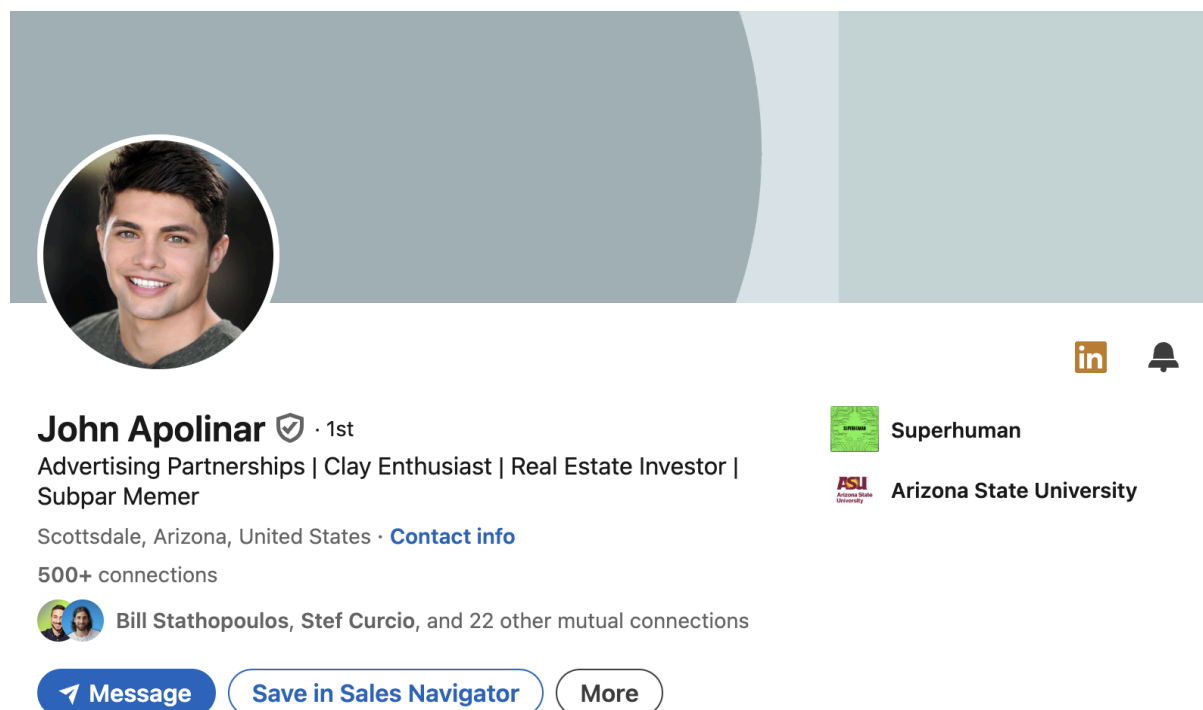
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*'The program was even more helpful than I thought it'd be. Michael took the time to connect every week and **walk through each business use case I wanted to do within Clay**. And I mean walked through step-by-step until I had it down. On top of that, **he intro'd me to a few clients looking for Clay's help and I even landed my first Client within 45 days** of the program. Everyone is engaged and helpful. I'd recommend the program to anyone looking to build their Clay base'.*

The ROI is there if you put in the work.



The image shows a LinkedIn profile for John Apolinar. The profile picture is a circular headshot of a smiling man with dark hair. The background of the profile banner is a light blue gradient. To the right of the profile picture are the LinkedIn 'in' logo and a notification bell icon. Below the profile picture, the name 'John Apolinar' is displayed with a verified badge and '1st' next to it. His headline reads 'Advertising Partnerships | Clay Enthusiast | Real Estate Investor | Subpar Memer'. His location is 'Scottsdale, Arizona, United States' and there is a 'Contact info' link. It shows '500+ connections'. Below this, it says 'Bill Stathopoulos, Stef Curcio, and 22 other mutual connections' with small profile pictures of Bill and Stef. At the bottom are three buttons: 'Message' (with an arrow icon), 'Save in Sales Navigator', and 'More'.

John Apolinar ✓ · 1st
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Scottsdale, Arizona, United States · [Contact info](#)
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