Lead Mining Strategies & Frameworks We Use To Get 400+ Positive Replies Monthly - How We Mine And Scrape 40K+ Targeted Leads - by Instantly.ai

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Lead mining is the closest thing to modern-day gold mining we can get.

With this guide we want to arm you with pickaxes and give you a map where there is a highest chance to find gold.

Once you stumble upon a real gold vein - you'll know it right away.

Although some lead databases are expensive I feel like leads are still undervalued.

1 good lead can be worth 10-100K for a high-ticket B2B offer.

We're going to go over some of the bigger players on the market but also some lesser known strategies and databases which will give you a leg up on your competition.

Like with everything - the goal is to get into a habit of testing different angles and databases weekly because if you're starting off fresh you won't know what works.

Sometimes it works right away, other times you need to test 10+ different databases and target groups.

How to succeed with this guide:

1. Create a 30 minute calendar event daily to scrape, clean and fill your campaigns with leads.
2. Based on your daily sending volume scrape 2-3x of that amount of leads. After lead validation you might find that only 50% of the leads are good to go. You never want your active campaigns to run out of leads
3. Monitor your lead numbers daily - If the bounce rate for leads is over 3%, change your lead source.
4. If you're getting results with a specific lead database - double down on that and export all the leads possible.
5. If you're not getting results with a specific lead source - try a different one.

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Initial Research

Before lead mining you should do research to know exactly which kinds of leads you need.

Do you want to target CEOs, Marketing Managers, Head Business Development or HR Directors? Do you want to target specific software users? Do you need to target a business with a specific revenue? Or companies that are only within a specific employee range?

Also, what countries do you want to target? There's plenty of countries outside of North America and the UK that speak fluent English and have high purchasing power. Do some research on high GDP per capita countries out there and you'll know where to find some undiscovered pockets of opportunity. Follow the money.

Get crystal clear on who your offer is for and what segments/lead lists make sense to test. The better your targeting, the more relevant your message will be and ultimately the more positive replies you'll get. Your offer could be the best thing since sliced bread for one lead list/segment but then be completely uninteresting for another demographic.

All this comes into play when choosing the perfect lead database for you.

If you're just starting out with a new client the easiest way to find a good target is to look at case studies. Which type of people have closed before for this exact service. Which kind of people have gotten value from this service.

We recommend using our Copywriting Avatar Cheat Sheet to come up with different target groups.

Copywriting Avatar Cheat Sheet

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Organizing & Naming Lead Lists

If you're going to be successful in the cold emailing game you're going to have tons of leads after a couple of months.

Better be organized straight away than trying to find a specific lead list from 100s of lists you've accumulated.

Being organized is super useful if you ever want to re-use lists for a different project or a client.

Outsourcing lead mining is going to be so much easier as well if you already have the setup done correctly from the get-go.

Do this:

1. Create A Google Drive Folder
2. Create A Folder For Each Niche Your Going After
3. Create 3 Folders in the Niche Folder:

"Raw Leads" - Unvalidated leads straight from a database. Once you validate them move them over to →
"Clean Leads" - Validated leads not added to any Instantly campaign yet. Once you add them to a campaign move them over to →
"Used Leads" - All the leads you've already added to your Instantly.ai campaigns.

4. Start adding all the lead lists you export into this Google Drive Folder.

Naming Lead Lists

(Sub)Niche - Job Positions - Location (Employee count - Revenue)

Fashion Shopify Stores - Founders/CEOs - US (10-100 - $100K+)

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Apollo

Apollo.io is a cheap & effective lead source overall. That's why we feature it here first.

It covers the basics and then you can layer other more advanced lead sources that we show later in this guide on top of it.

Always make sure to verify the leads before putting them into a campaign to make sure the leads that are marked as 'Verified' are actually verified and good to go. We have a chapter about lead verification and how to do it toward the end of this guide.

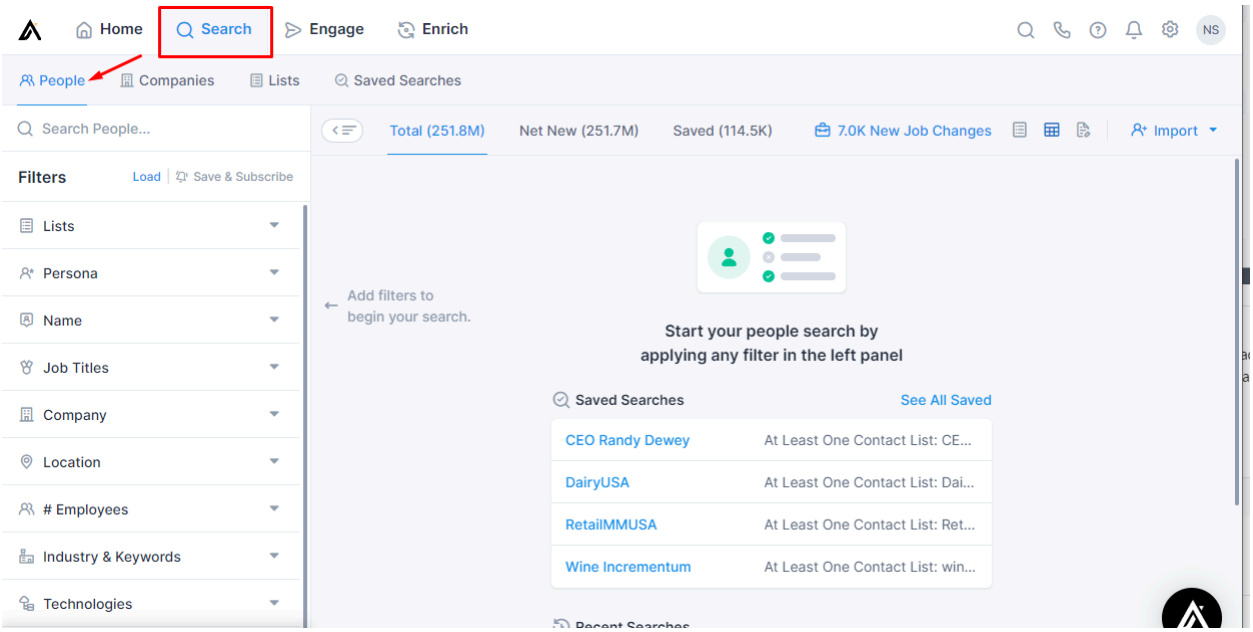
You can build the lead lists 10-15 times yourself to understand the process and what's possible with the filtering options. And then later down the line it's easy to delegate to a reliable team member so they can build it for you. Delegate and elevate.

Follow the instructions below to set up a search and export Apollo contacts to a CSV file.

Clean the CSV file and then it's ready to be uploaded into an Instantly campaign.

Setting up filters

When you login to your account, click on Search tab and then on People tab, you can also follow this link:

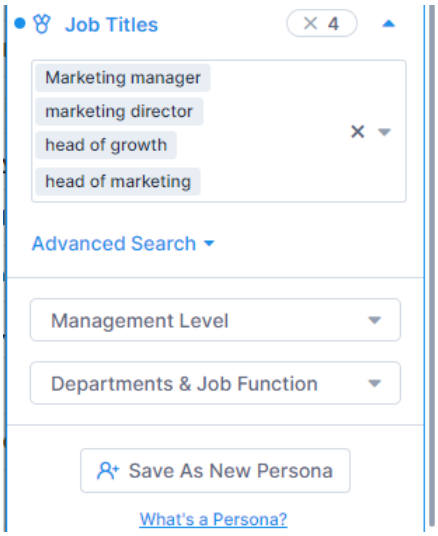


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On the left hand side, there is a list of very useful **Filters** that can help you reach out to your ICP by changing some of the values. We will go over each one of these in the doc.

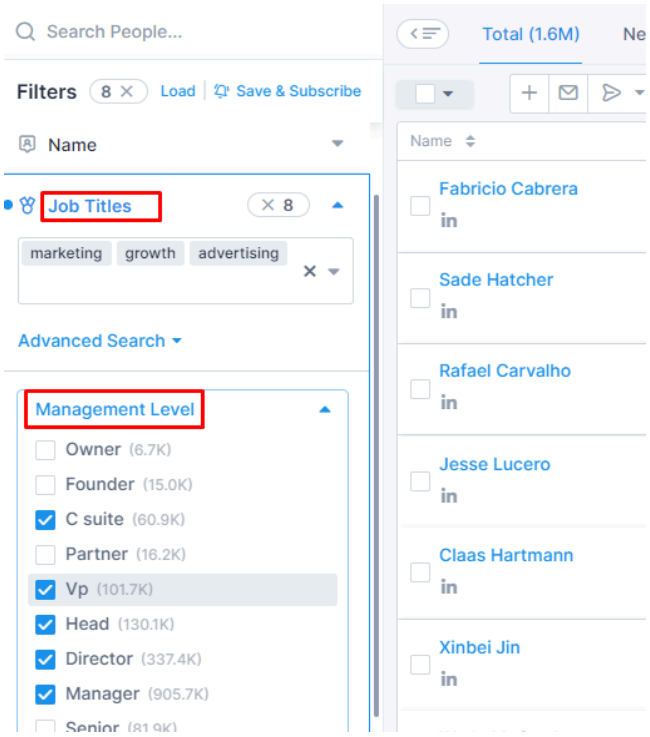
The filters that you are going to use the most are **Job Titles, Location, #Employees, Industry & Keywords, Technologies and Revenue.**

Start by typing the **job titles** that you want to research. You need to have your ICP identified before you start the search.
This is the basic use of Titles filter:

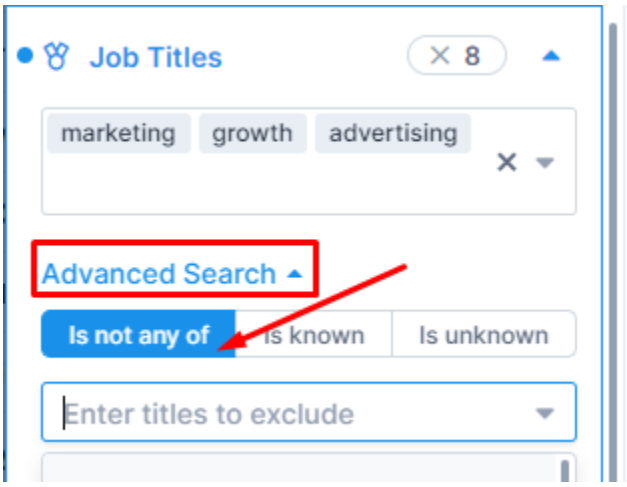


For an advanced search, you can combine title keywords with management levels. Type all the keywords first, and then select the desired management levels:

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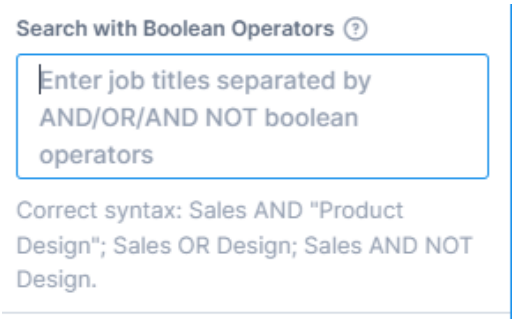


You can exclude the specific titles by clicking on "**Advanced Search**", and switching on the "**Is not any of**" button, then typing in the titles and hitting Enter after each one of them.

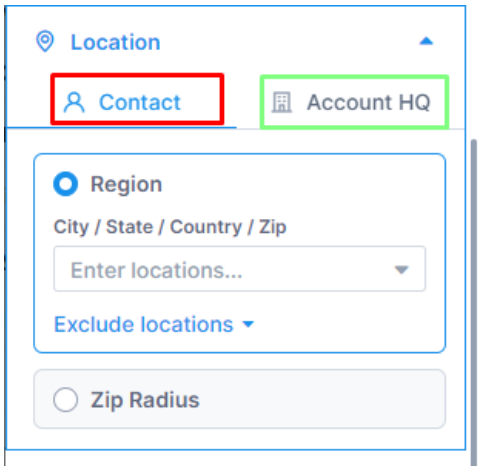


Apollo allows you to search with Boolean Operators too. Not all filters have it, but these are usually available in the "**Advanced Search**" function.

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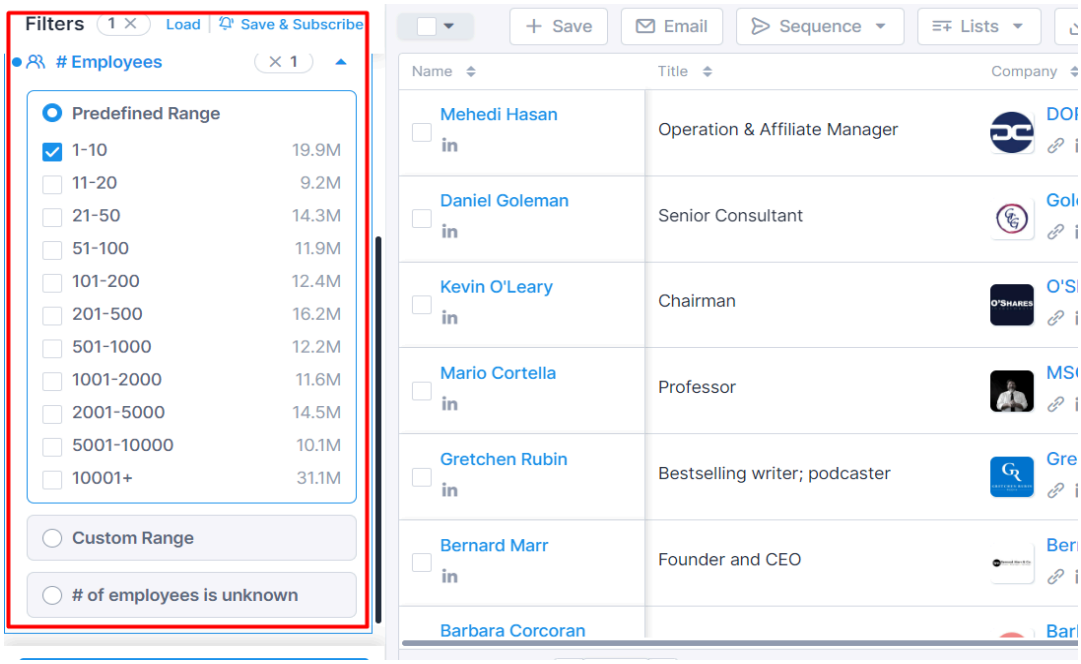
Next, you want to set the **location** of your contacts. Bare in mind that there are separate location filters for both contact and company. You can use one or the other, or both.



You can enter the location as broadly as the continent or a region, or as specific as a city. By clicking on **Exclude locations** you can list the countries that you don't want.

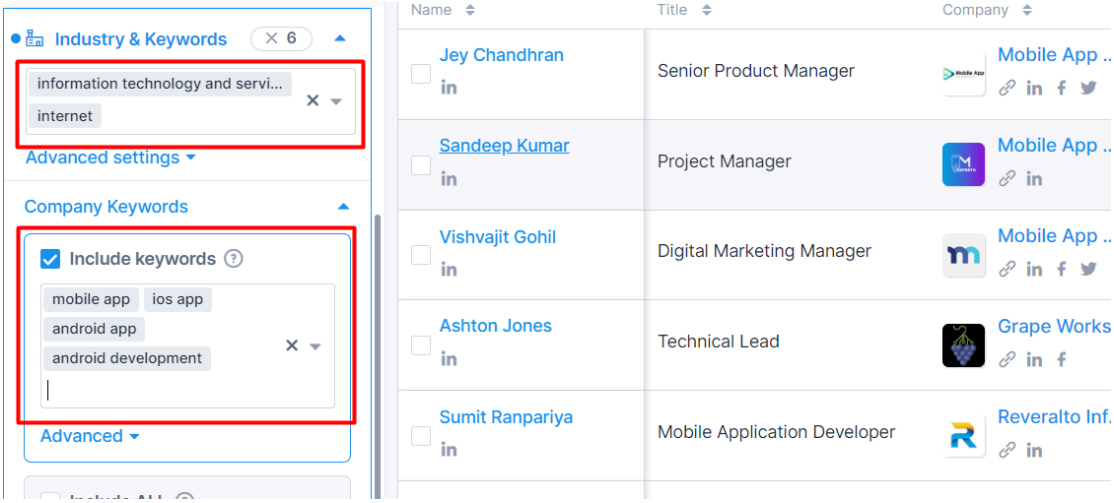
#Employees filter allows you to choose the size of the companies that will appear in the results.

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Industry filter allows you to choose the specific company industry/industries that you want to see in the results. These industries are similar to the ones on LinkedIn, but they are not so specific and therefore there are fewer of them on Apollo.

If you need a very specific industry, you need to include some of the keywords in your search which can be combined with the industry too.

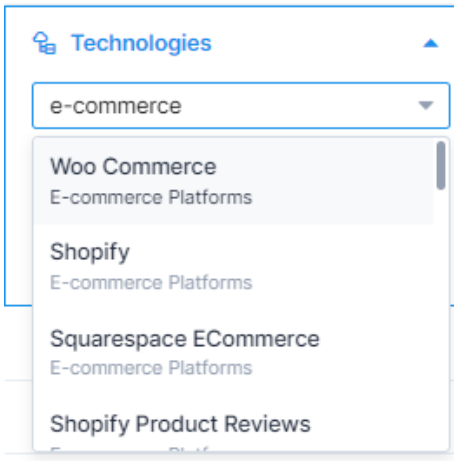


Here's an example of creating a filter for a mobile app company. The most probable industries for this kind of business are IT services and Internet. In the keywords section we can type "mobile app", "ios app", "android development", "android app". This search will bring the results of all the companies listed on Apollo that have these keywords in their profile description.

Technologies filter includes all the tech that the company is using online. It can be e-commerce, CRM, HR tech, etc.

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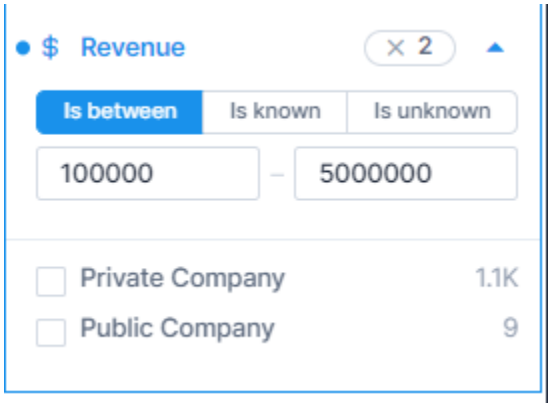
If your ICP is an e-commerce business, you want to start typing "e-commerce" and choose all the tech that applies.



If you are targeting only Shopify stores, it is enough just to type Shopify and select it from the drop-down list. Bare in mind that only the most popular technologies on the market will be listed here.

Revenue filter allows you to include the companies with a certain revenue. Thing to consider here is that there is not enough revenue data for all the companies so the number of results will be considerably lower if you turn this filter on.

Sometimes it is better to use the **Employee filter** instead, which is more accurate and it is available for majority of accounts listed on Apollo.



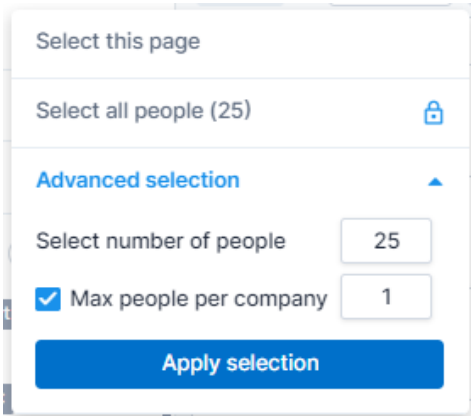
Saving results to a list

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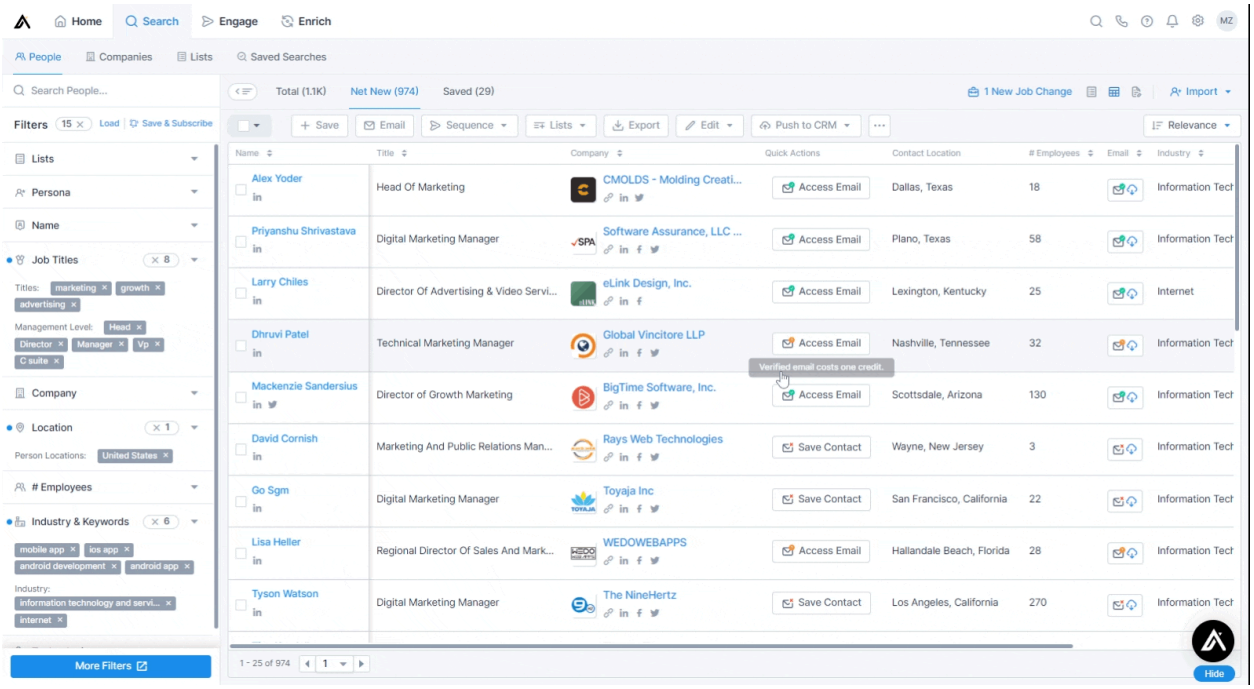
After you've applied all the filters, you want to save the contacts to a list that you will later export.

My plan allows me to select 25 contacts per page, so I will have to go one page at a time until I save enough of contacts.

Click on the checkbox above the Name column and choose Max people per company 1, apply selection, so you will be downloading only one contact per given company.

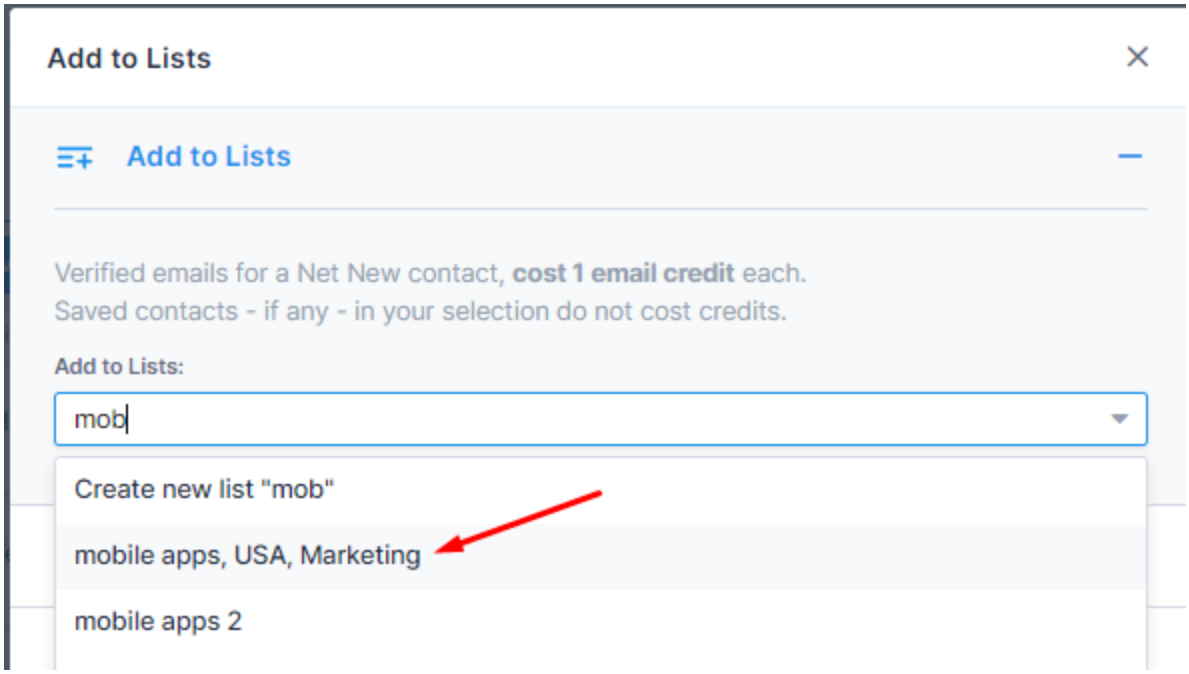


Then, click on **Lists** and **Add to Lists**.



After you created your list and added the first leads to it, you need to reload the page for changes to take effect. You can continue adding the leads by moving to the next page, and by selecting the newly created list.

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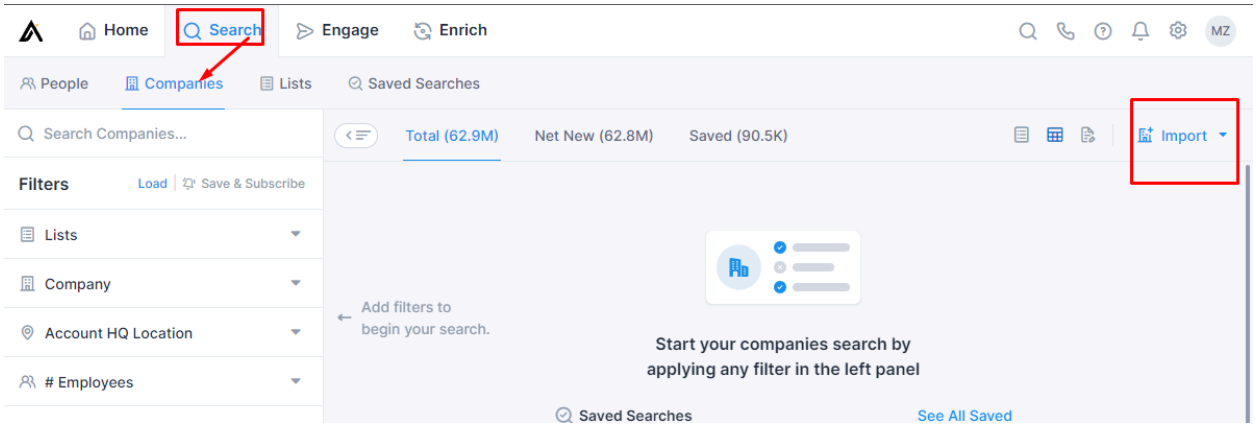
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Enriching the list of domains

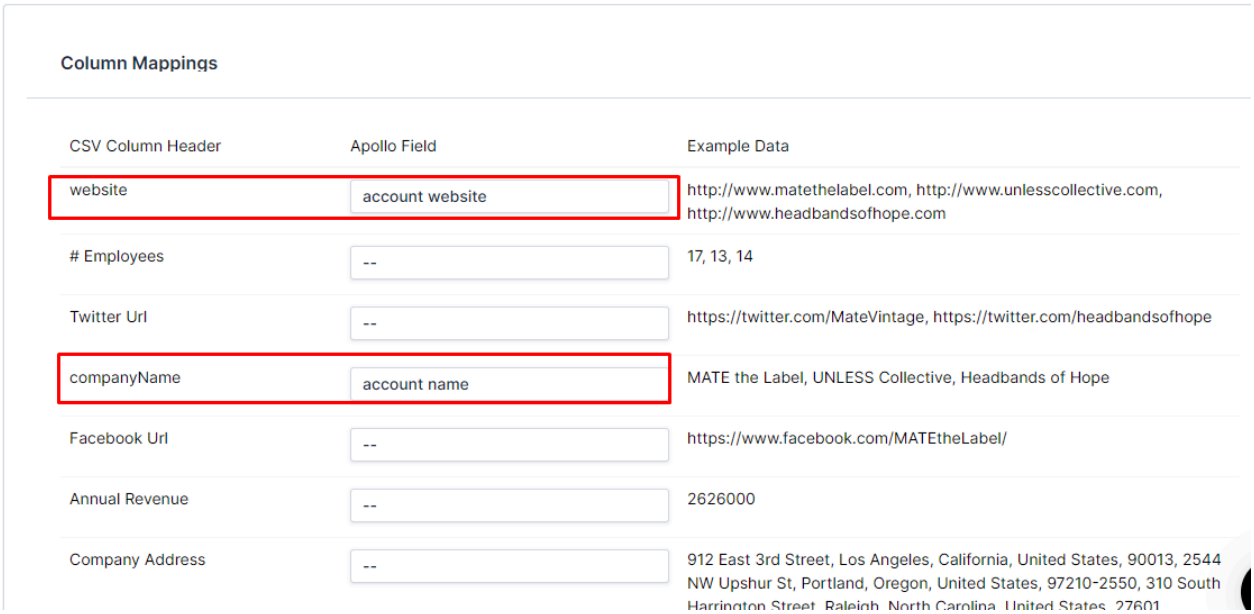
Another useful feature of Apollo is enriching the company domains and finding the contacts for those domains.

You can upload the whole CSV with domains that you want to enrich.

Go to the Search tab, and click on Company. On the right-hand side, go to Import and find the file that contains your domains by clicking on Bulk Import From CSV.

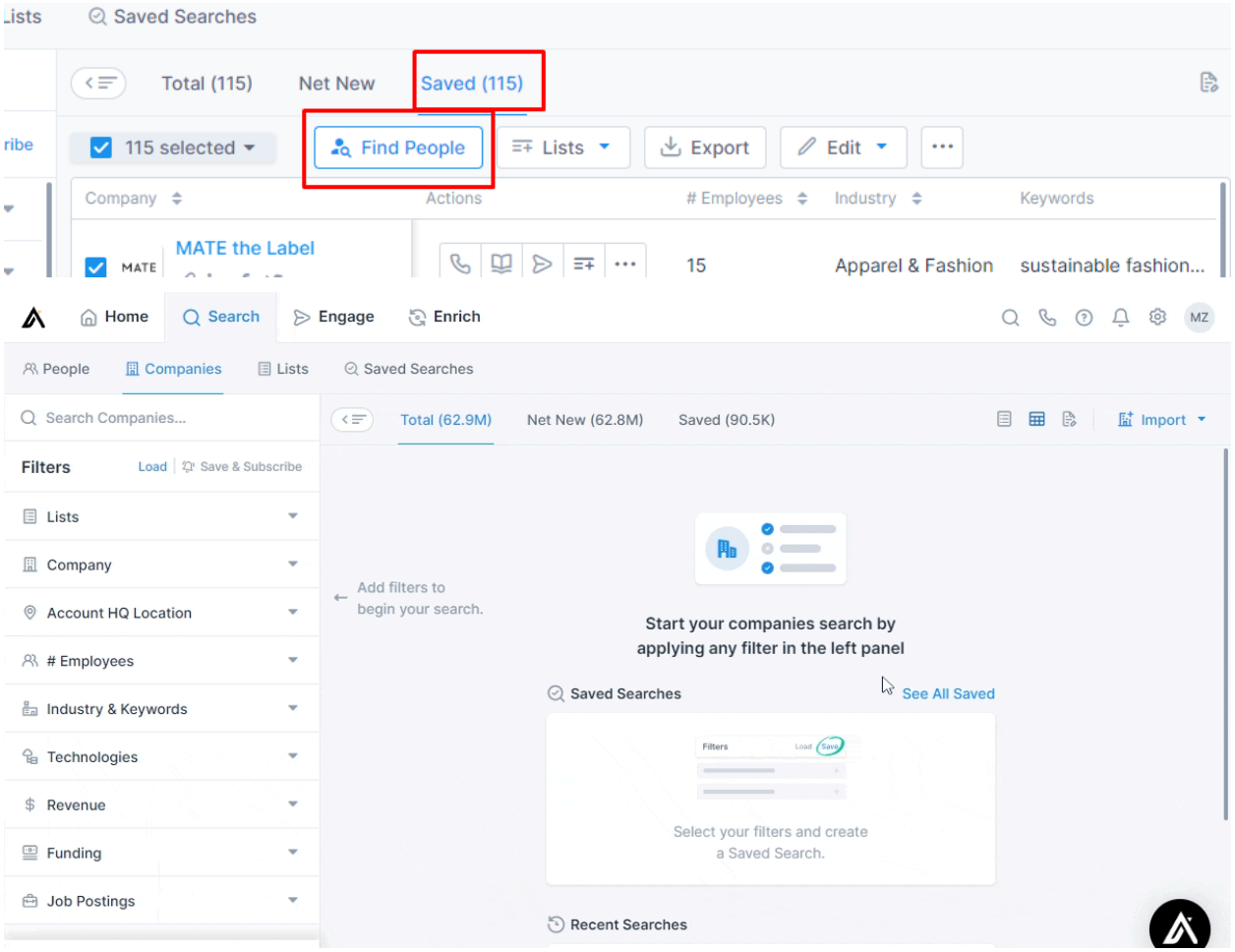


Select the CSV file, and map the columns by selecting the account websites and names. Then scroll down and click on Import.



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The companies with the domains that you have imported will appear in the next list.
Click on **Saved**, and select all companies.



The people profiles associated with the selected companies will be loaded, and from there you can do any filter and proceed with adding the leads to the list just like with the usual search.

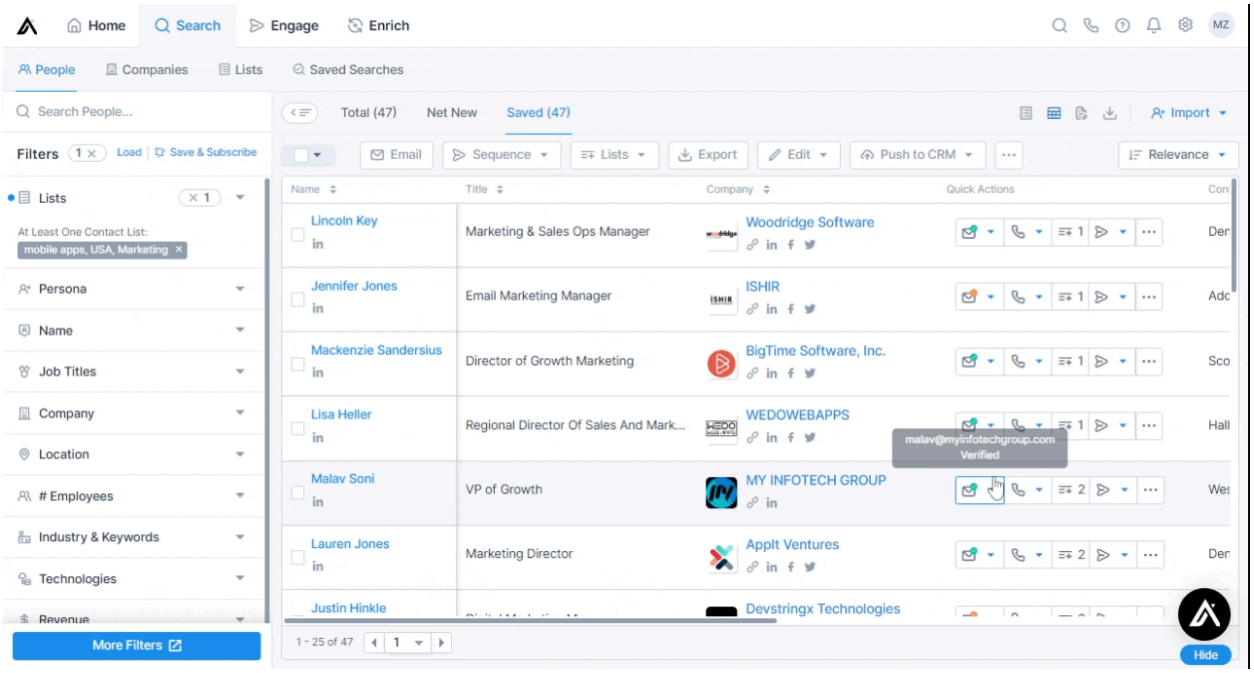
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Exporting lead lists

You got your list ready, now you need the csv.

Go to the Lists tab and find the list that you created. Click to open it, **select all the people** and click on the **Export button**.

Keep the selection on **Export all emails** because they still need to be verified by the email tester tool. Click on **Start Export** and then **Download**.



Once you've exported your csv file, you want to verify the leads by using one of the online email verifiers.

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Linkedin SalesNav Scrapers

Here I'm going to show you three different Linkedin Scrapers. Test all three and see which one works best for you. They all work well.

I recommend learning about Boolean Search on Sales Navigator if you use these lead sources a lot in order to increase the accuracy of your targeting.

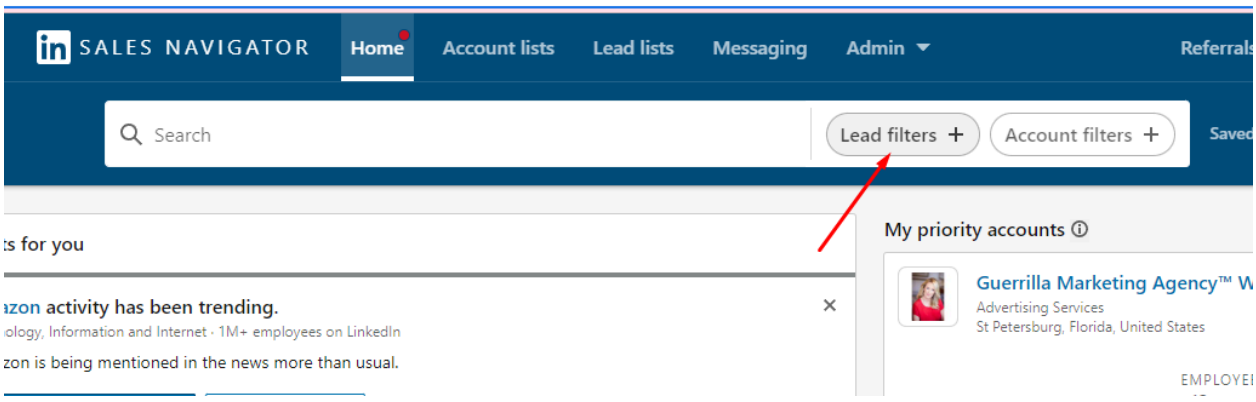
Whether you put the search terms in quotes, use NOT, OR, AND or Parentheses (), it all matters when lead mining and finding that perfect lead list.

Evaboot

Evaboot is a smart AI Linkedin Sales Navigator scraper that extracts and enriches data based on your Linkedin search, and turns it into a CSV file. You will need a Sales Navigator account to use Evaboot or other Linkedin Scrapers out there.

To start, sign up with https://evaboot.com/, download their Chrome extension. Follow the instructions to create the search and extract the lead list:

1. Open Sales Navigator.
2. Start your search using the LinkedIn filters:

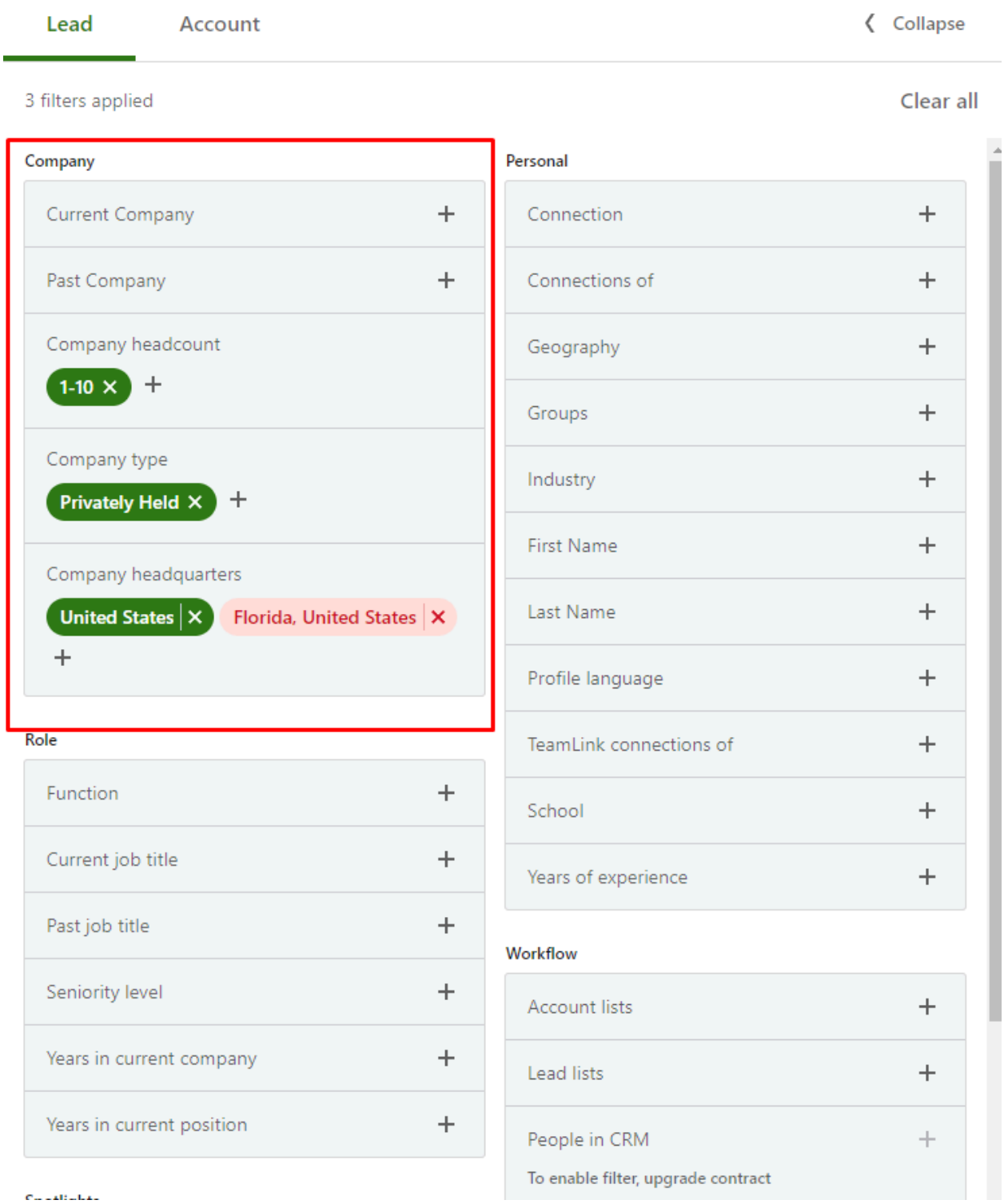


3. Start by applying the basic filters, and then tweak them until you are happy with your targeting. Sales Navigator has over 30 filters, some of them apply to the company and others to the person. In this section we will describe the most common filters.

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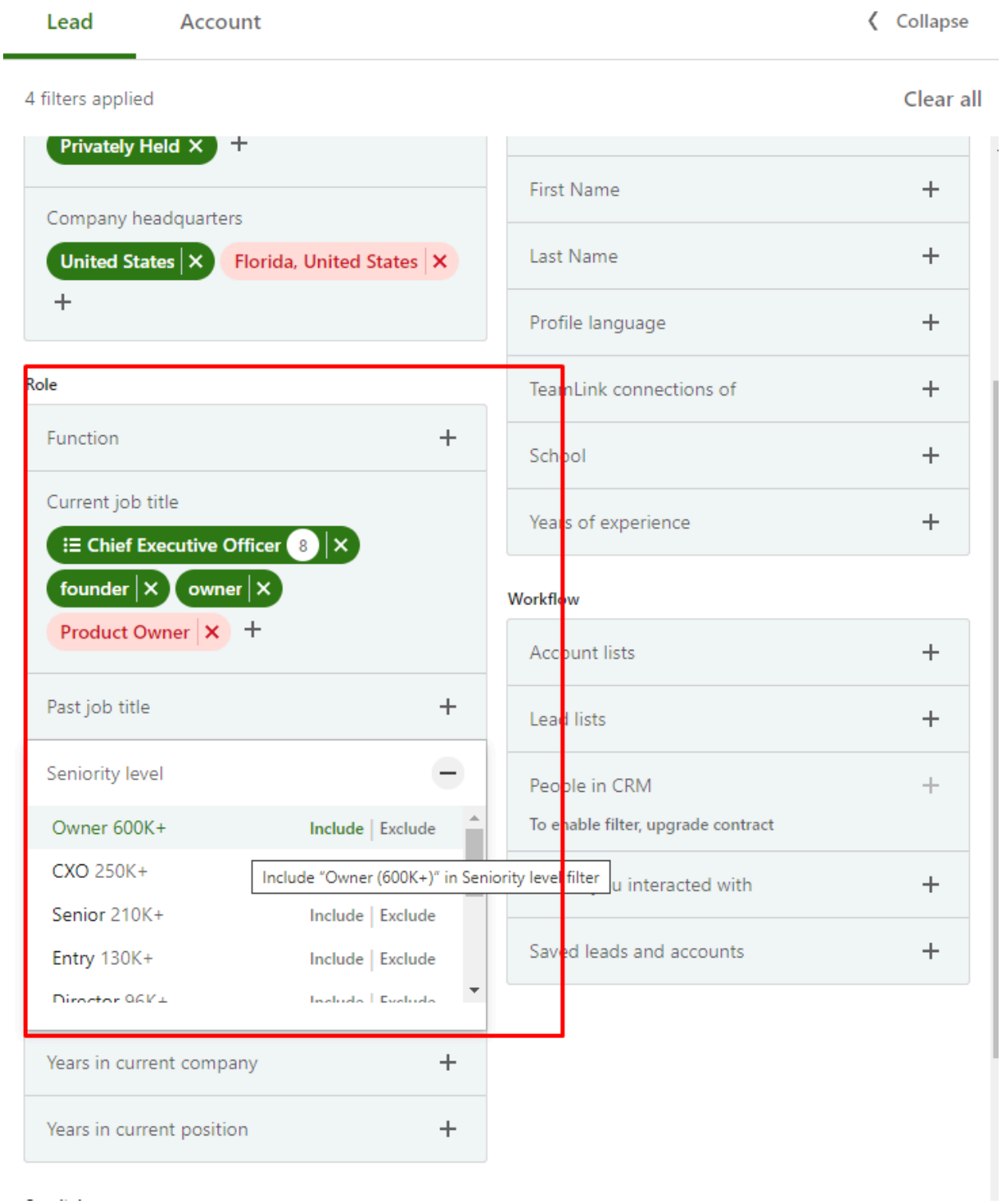
In the **Company section**, you want to apply filters such as Company headquarters, Company Headcount filter to search by size, or the Company Type filter to focus on public, privately held, and other statuses.

In the headquarters filter, you can include and exclude the locations for your search.



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Role filter allows you to choose position, seniority and years in the current company/position of the contact.
You can use the exclude function for almost every filter on Sales Navigator.



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Spotlight filter is a neat feature to find people based on their LinkedIn activity. if you are sending personalized messages, you can use some of the insights for creating ice-breakers.

For example, “Congrats on your new position at {{companyName}} - well deserved :)” when scraping the leads with the filter **Changed jobs in last 90 days**.

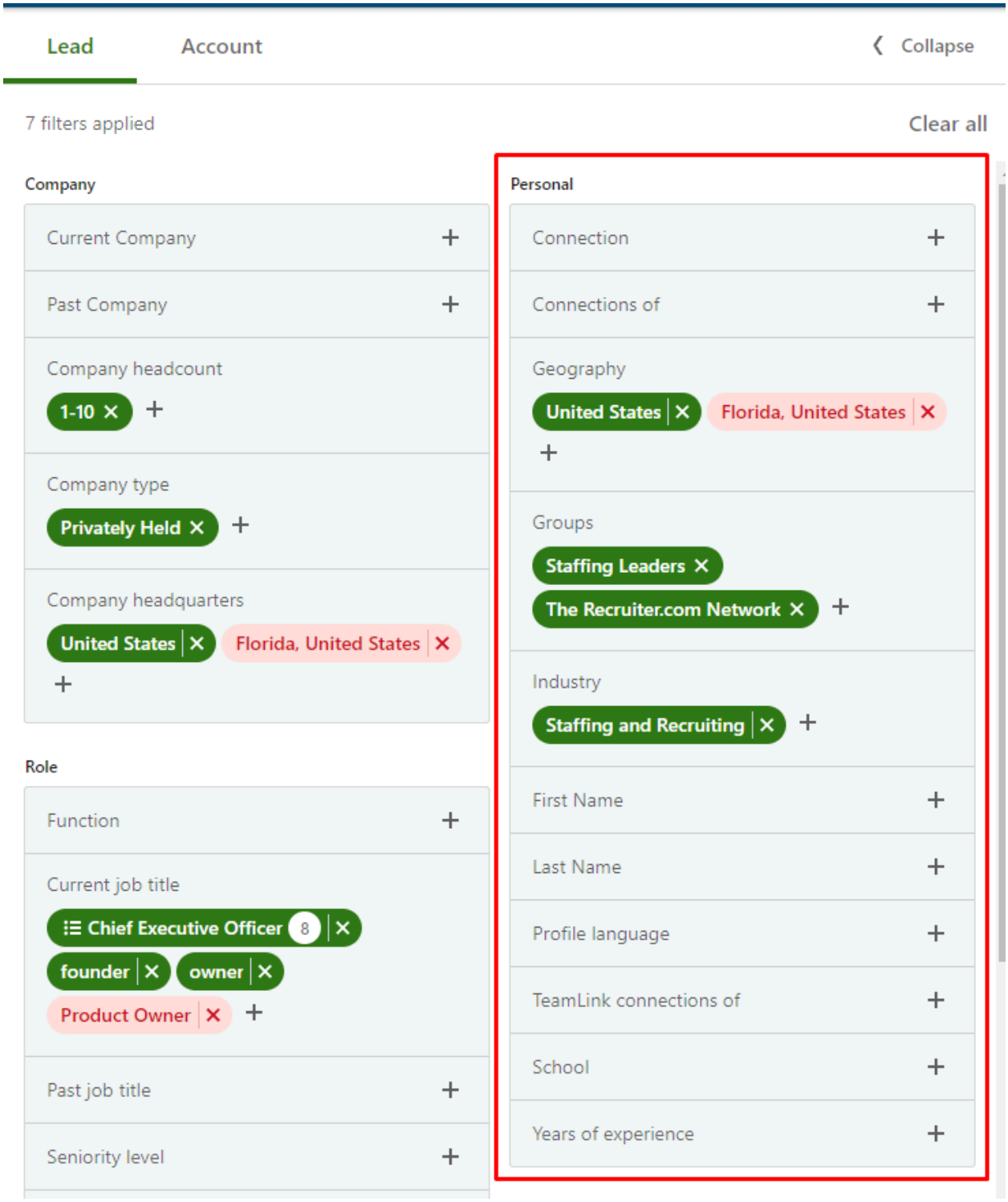


Posted content filter allows you to search for people who post articles about certain topics or problems that you have solutions for.

Personal filter helps you focus your targeting on the personal information, such as **connections, location, years of experience**, etc. You can also search by School or the groups that the person is a member of.

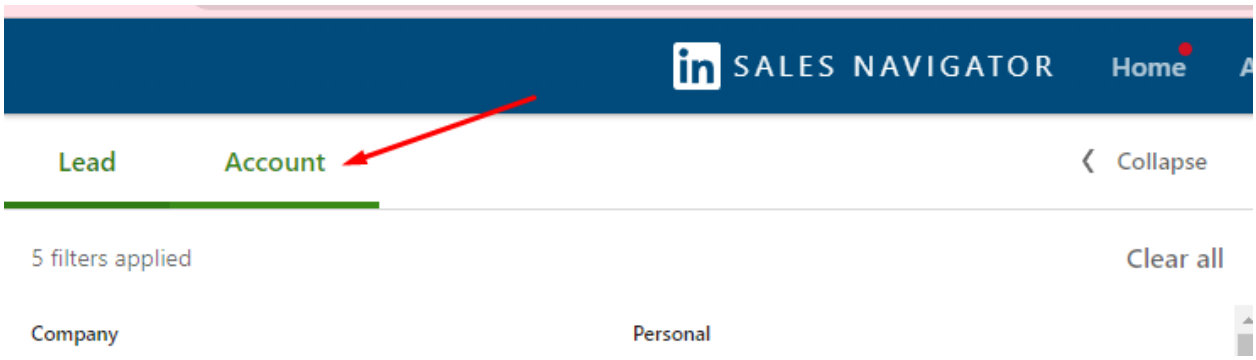
Have in mind that **Geography** in a personal filter applies to the contacts location, and Headquarters apply to the Company. You can use one of these or both.

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Workflow section allows you to import already saved lists of leads or accounts, and enrich them with filters.
To create an Account list, go to the Accounts tab, and filter the companies.



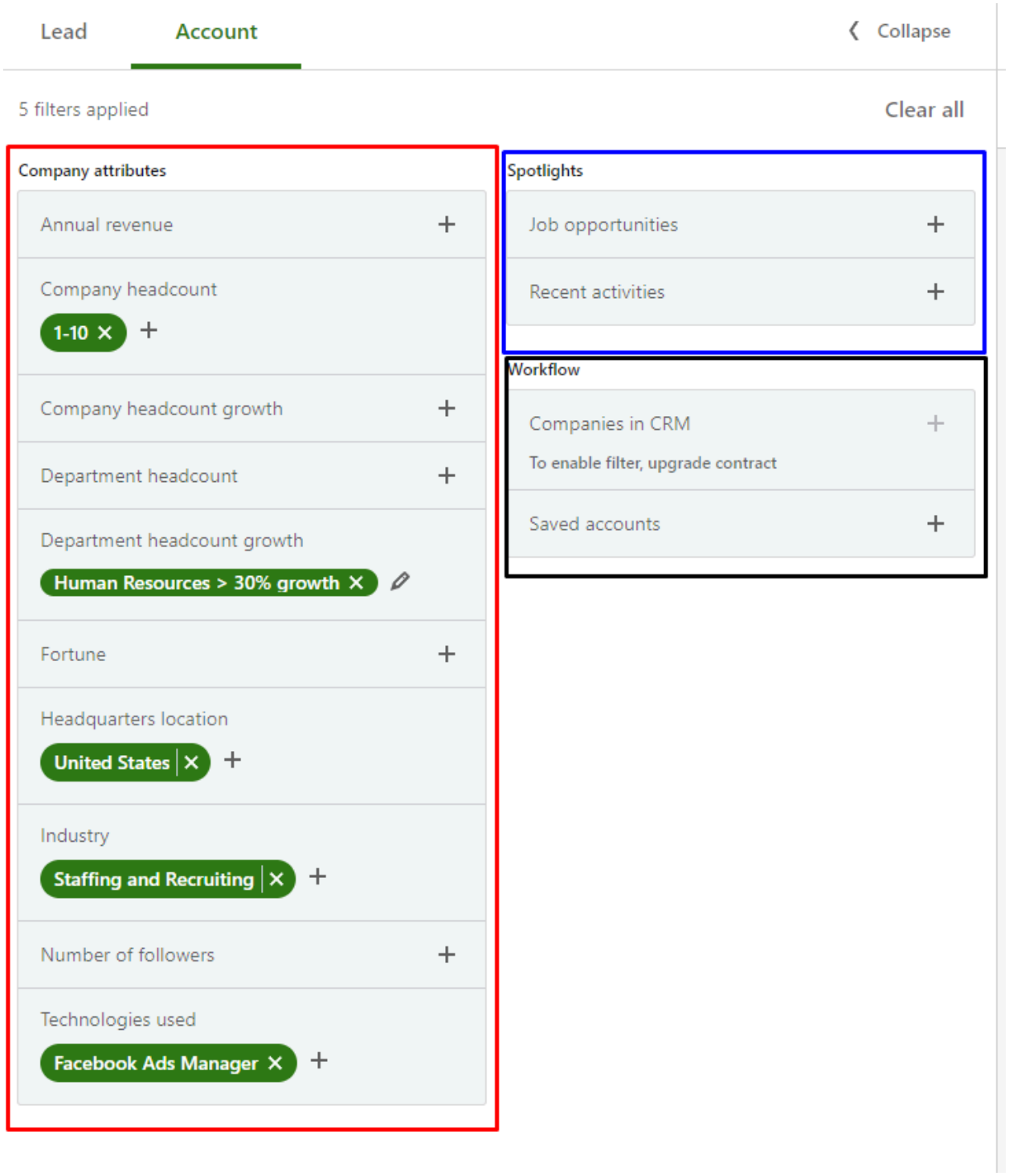
Account related search:

Company attributes help you narrow down your search by using filters from Annual revenue to Technology used. The Technologies Used filter allows you to search a list of software and apps, so you can easily find businesses using tech similar to or competing with yours.

Spotlight filter lets you search for companies that are currently hiring on Linkedin or have had a recent change in their senior leadership and funding events in the last 12 months.

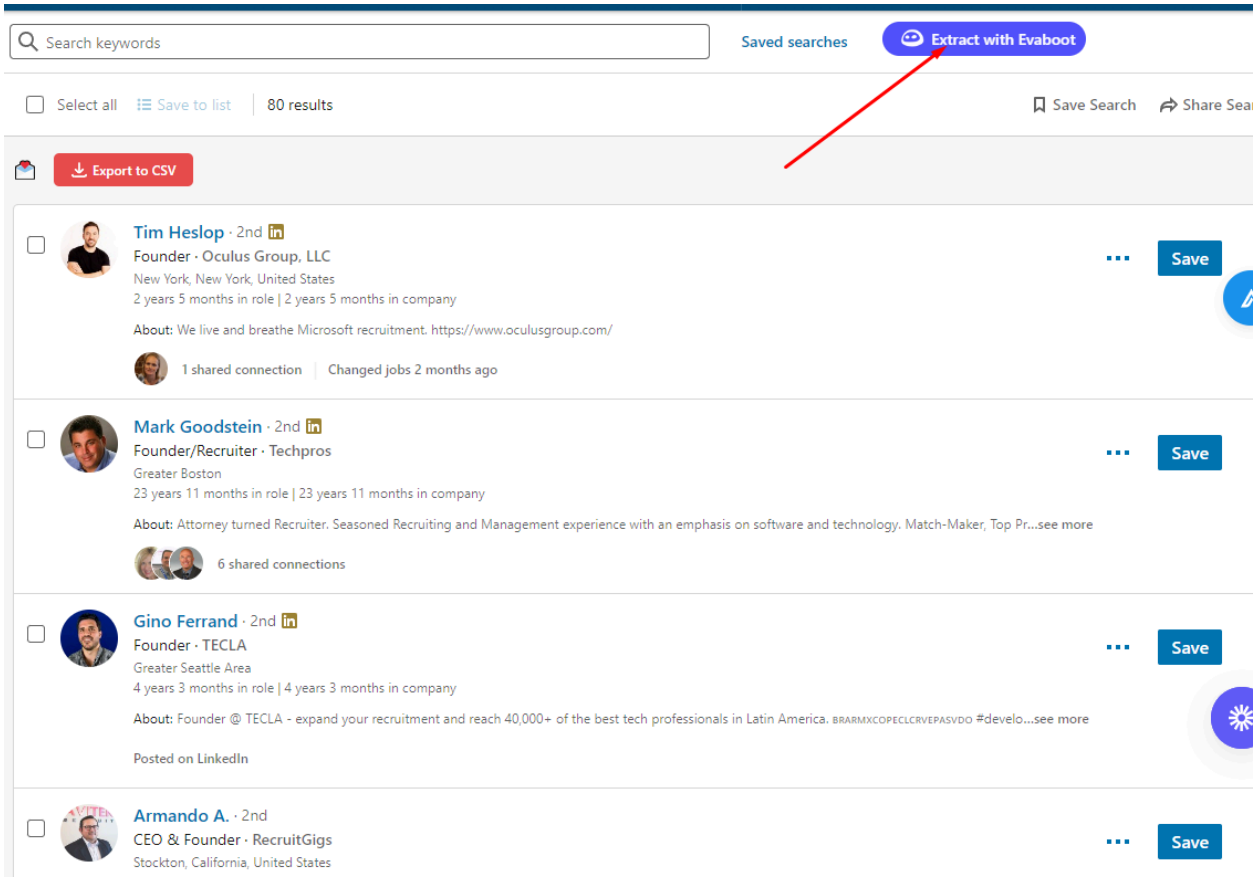
Workflow filter displays all the companies that you have saved before.

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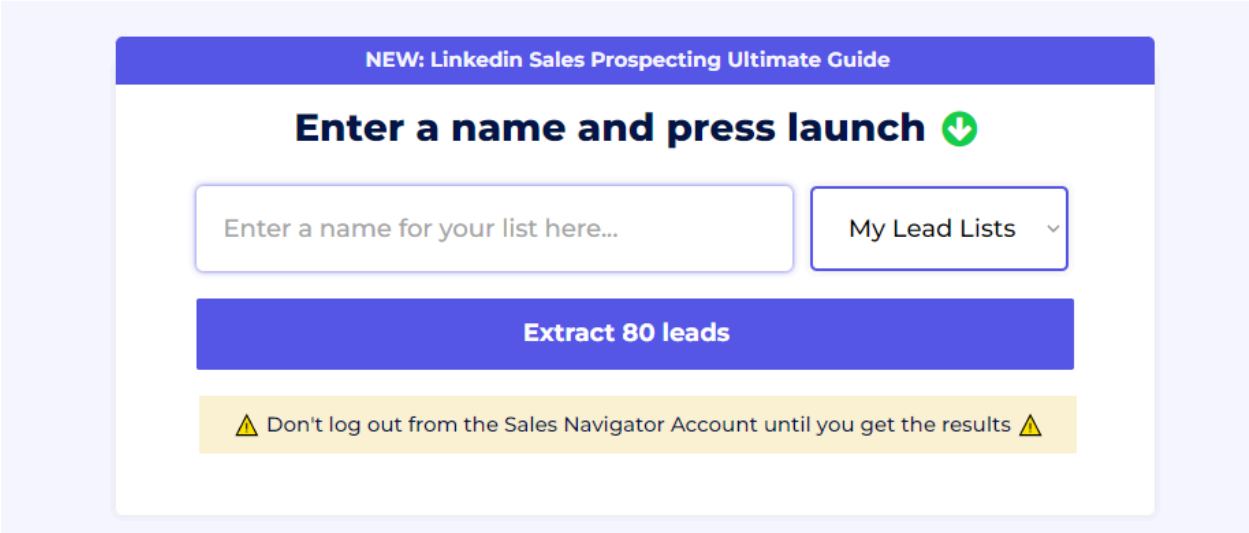


4. When you are happy with your filers in the **Leads tab** and when you have narrowed down the search to less than 2.5k results (Evaboot only extracts 2.5k results per day, which is a threshold set by Linkedin), you can transfer the leads to Evaboot app. Click on the Evaboot extension.

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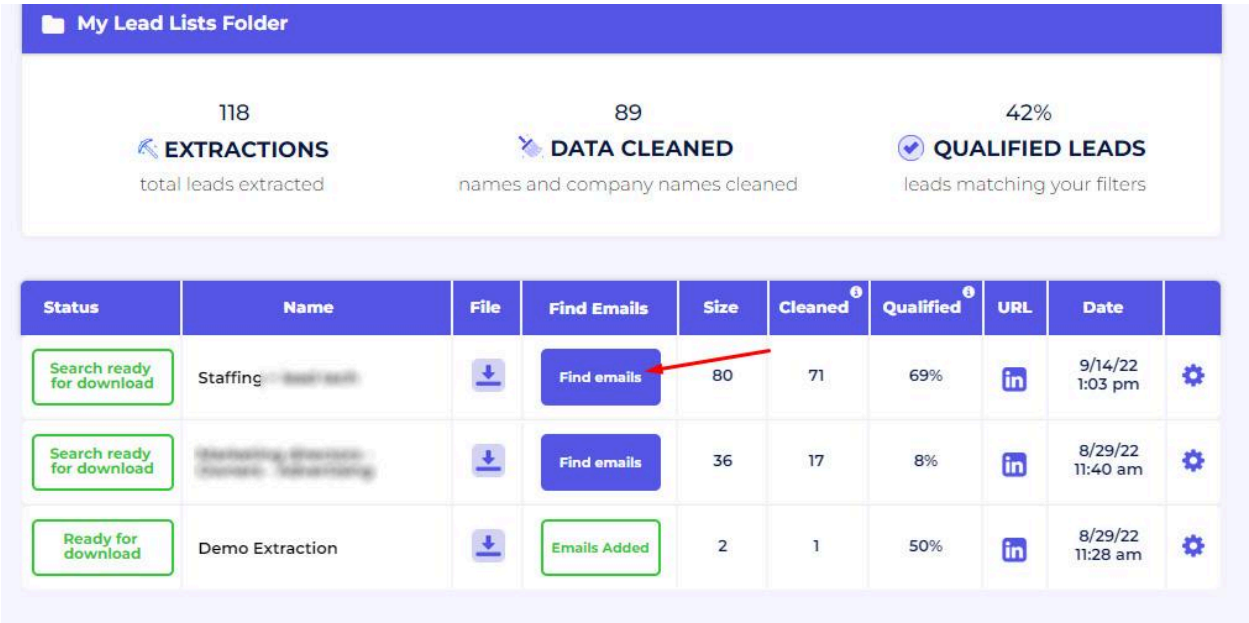


5. You will be taken to the Evaboot site where you need to name your list and begin the scraping process.

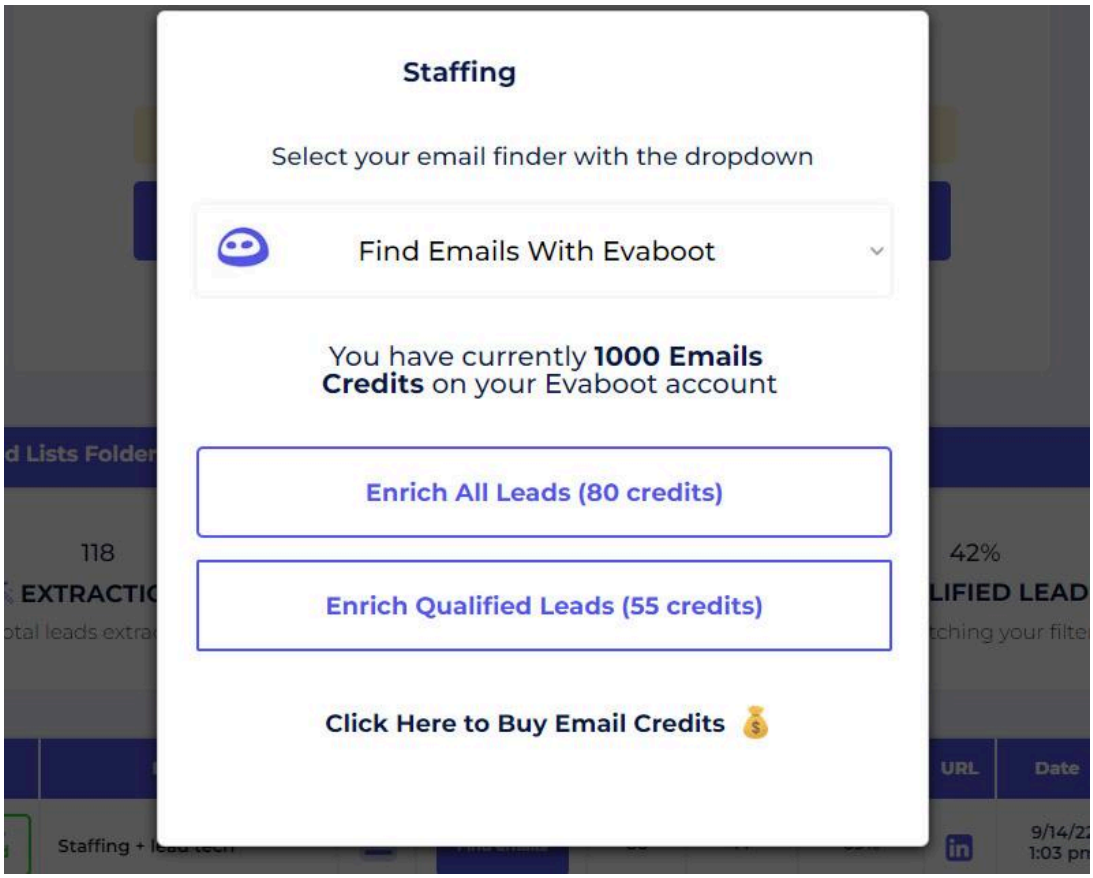


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6. After the extraction finishes, to get email data you need to click on the button “Find emails”.



You will be asked to confirm the email extraction:

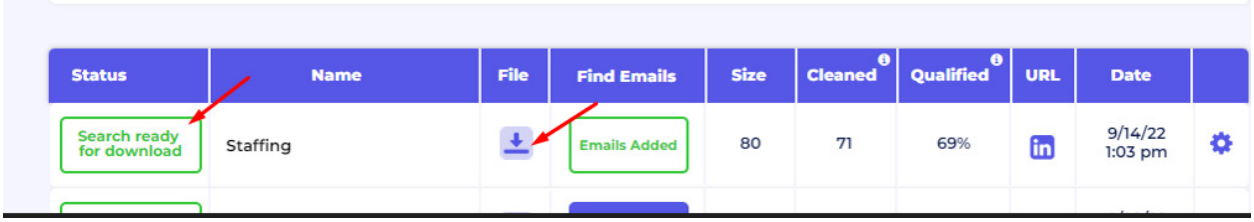


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Evaboot automatically checks if the leads match the search filter you added in Sales Navigator. Normally around 20-30% of leads won't completely match the targeting (see column "Qualified").

You can choose to download **All leads**, or the leads that only match the filters - **Qualified leads**.

Once confirmed, the process of enriching the leads begins. When done, the green status will appear **Search ready for download.** Click on the **Download** button to get the CSV file.



The emails will be added in a new column of the CSV file.

You can now proceed and verify the list with one of the email verifiers (one of the latter chapters of this document).

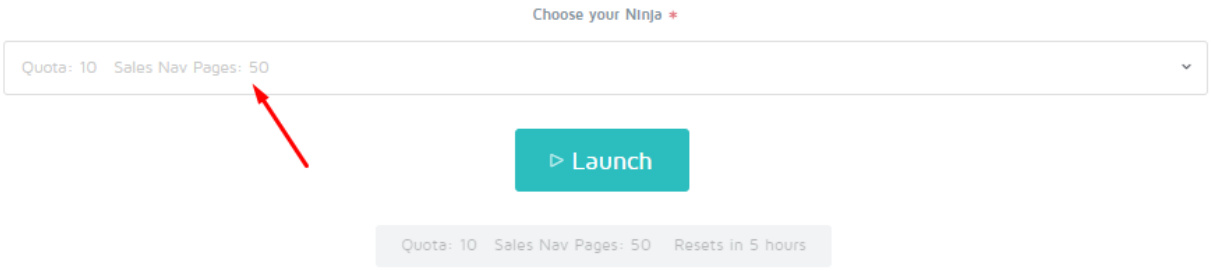
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LeadHype

Leadhype is a solid lead source that gives you A LOT of data for cheap. They also give you personal email addresses of profiles but personally I wouldn't recommend sending to personal email addresses. Only send to business email addresses.

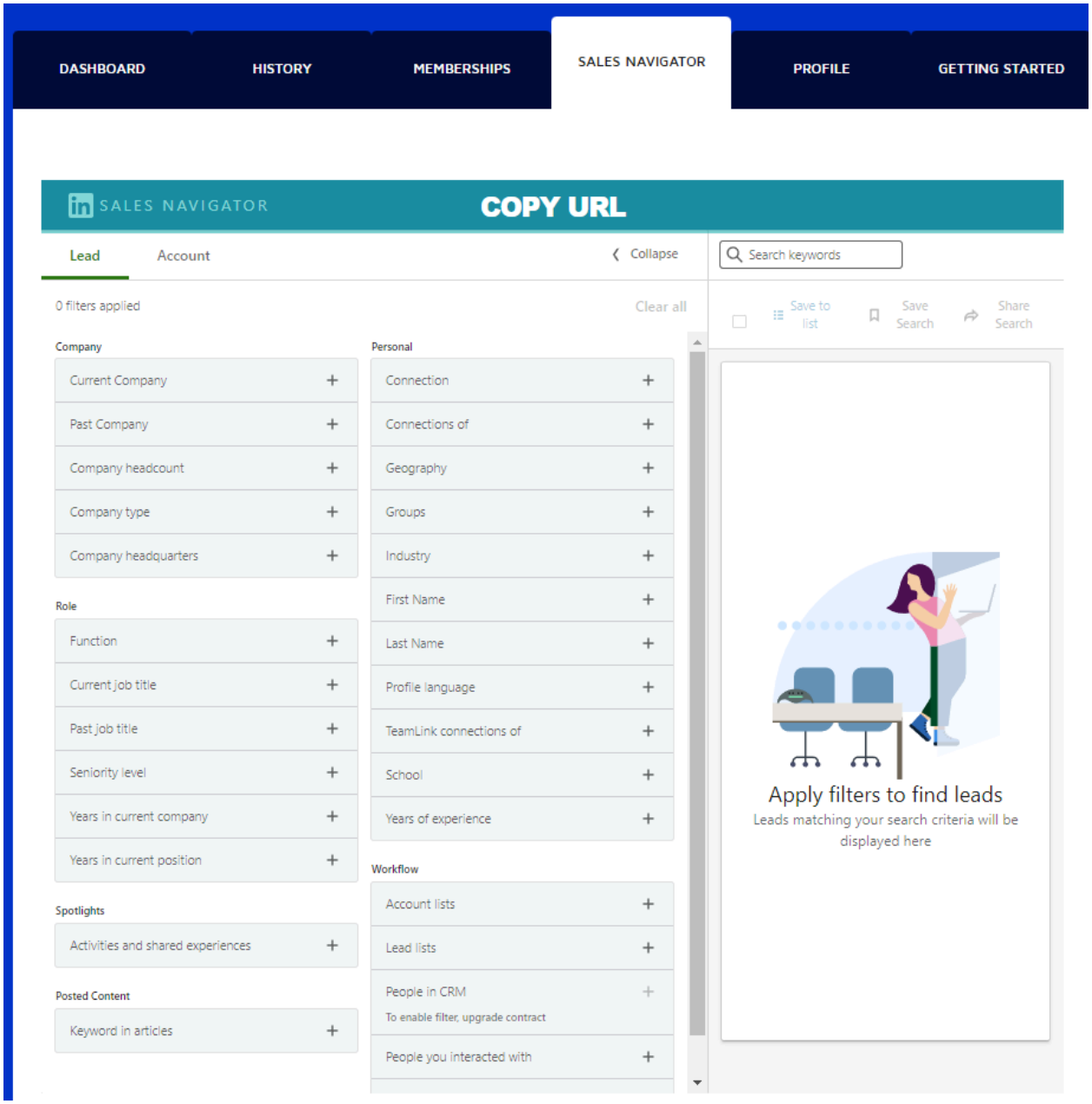
Their built-in feature allows you to scrape data from Sales Navigator so you don't need to buy a separate Sales Nav subscription. You can also use a Sales Navigator search link that you've created, and the tool will scrape the data for you.

When you log in to your account, the first thing you see are the remaining credits for the day. These reset each 24h, however, in the meantime, you can create searches that will be completed once you get your credits for the next day.



To create a search, you want to start with Sales Navigator. Login to your Sales Navigator, or, use the Leadhype feature:

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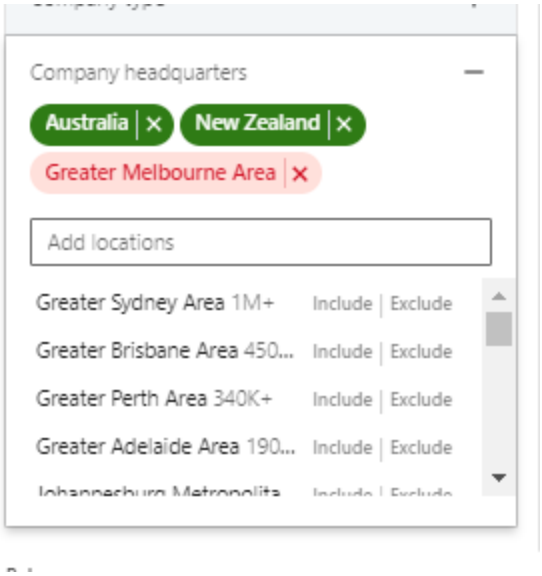


Start by applying the basic filters, and then tweak them until you are happy with your targeting. Sales Navigator has over 30 filters, some of them apply to the company and others to the person.

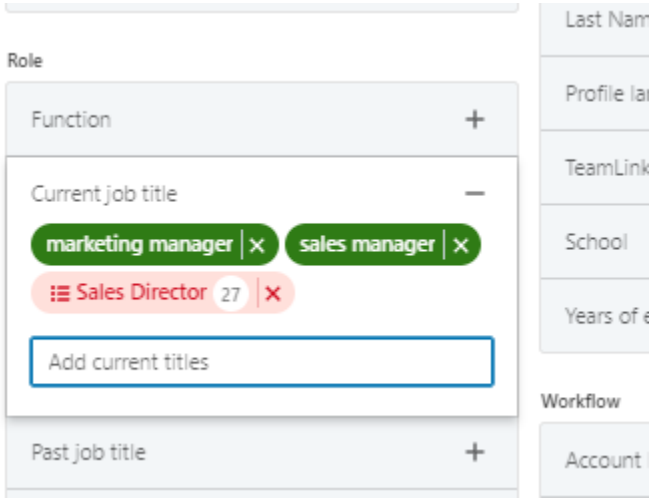
In the Company section, you want to apply filters such as Company headcount, Company headquarters.

In the headquarters filter, you can include and exclude the locations for your search.

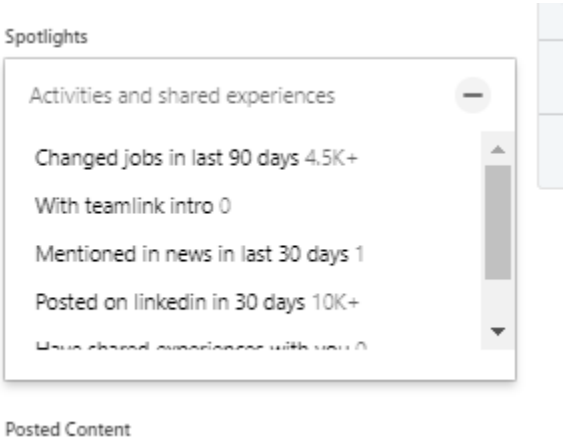
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Role filter allows you to choose position, seniority and department of the contact.
You can use the exclude function for almost every filter on Sales Navigator



Spotlight filter is a neat feature if you are sending personalized messages. you can use some of the insights for creating ice-breakers:



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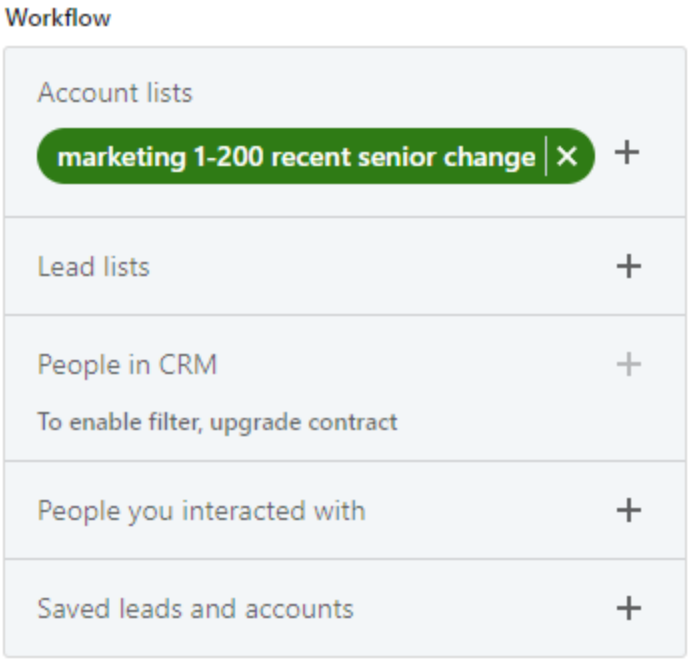
Personal filter helps you focus your targeting on the personal information, such as connections, location, years of experience, etc.



Workflow lets you import the lists from your Sales Navigator and use them in the search. For instance, you can create a thorough Account search and save the results in the list, then import that list into Leadhype using the Workflow filter.

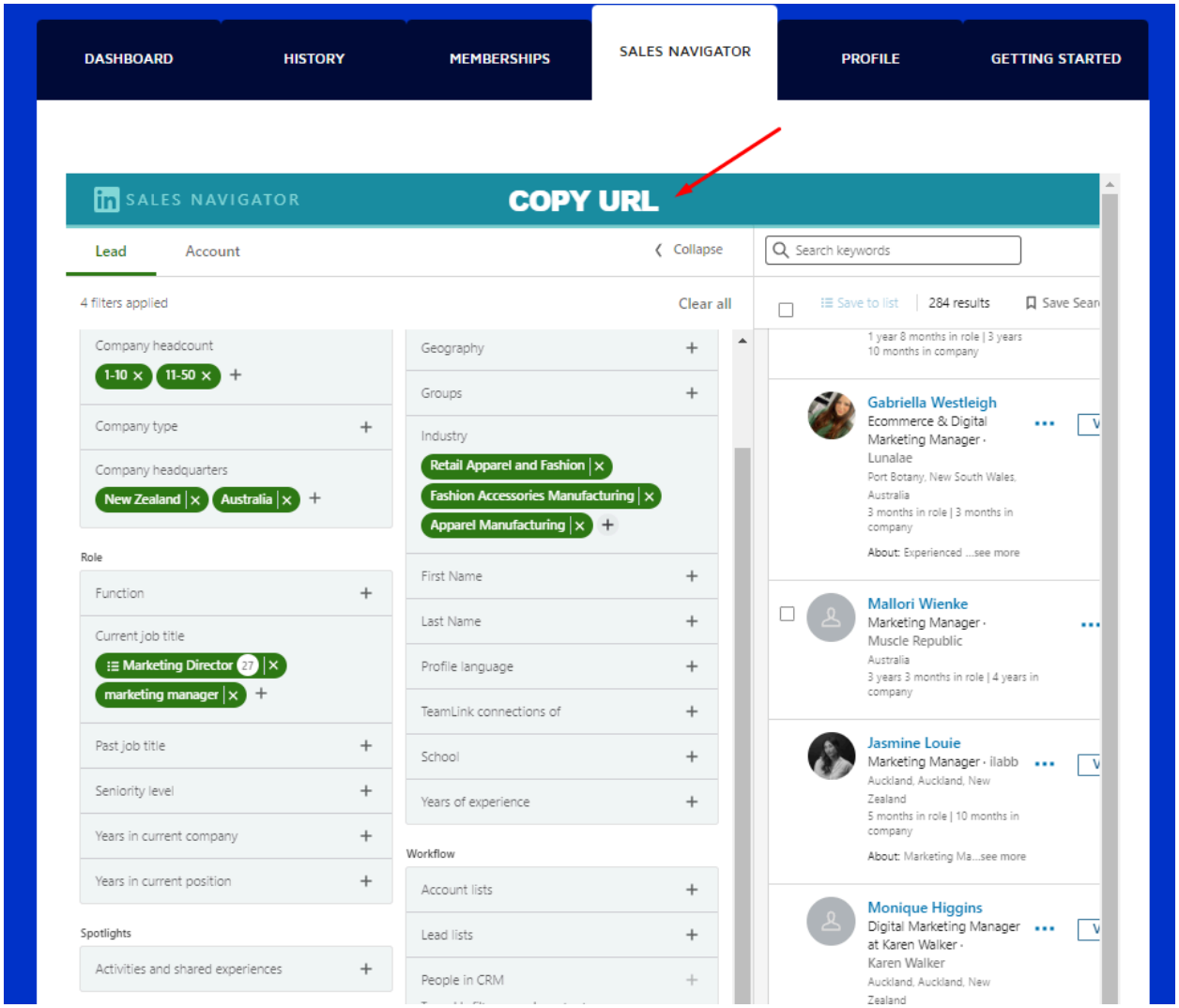
Then, in just a few steps you can create a filter for your ideal prospects by applying some of the job filters and personal filters.

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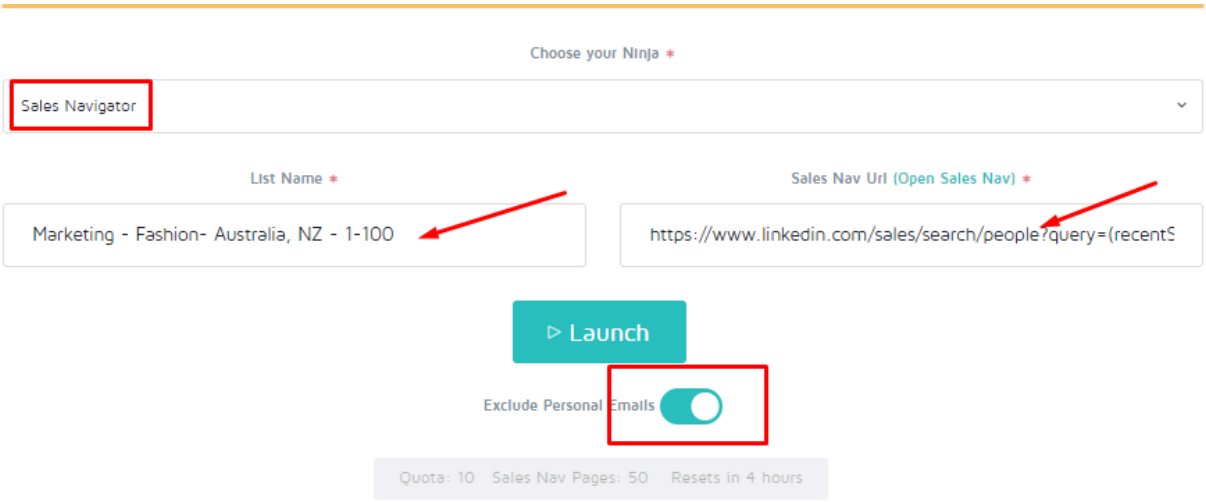
Once you are happy with your filters, you can copy the Sales Navigator URL and use it to build your list.

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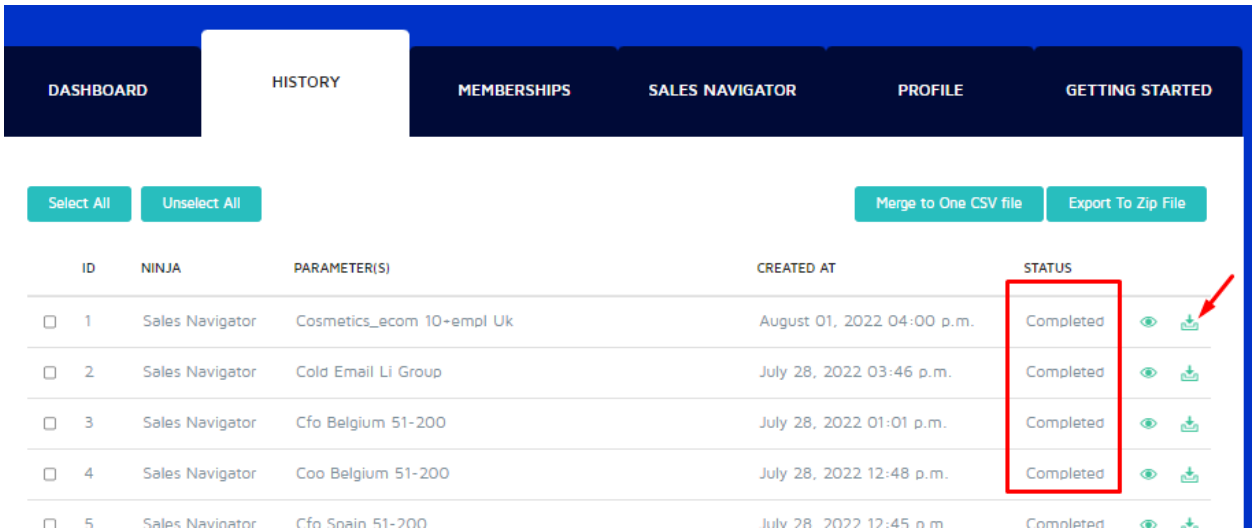
Open the Dashboard, choose Sales Navigator as your tool, and paste your link.
Toggle the switch button to exclude personal emails (only business emails will be provided in this case).

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Click on Launch.

You can access your list from the History tab. It will be marked as pending for half an hour or so. When the process is completed, you can download your CSV list.



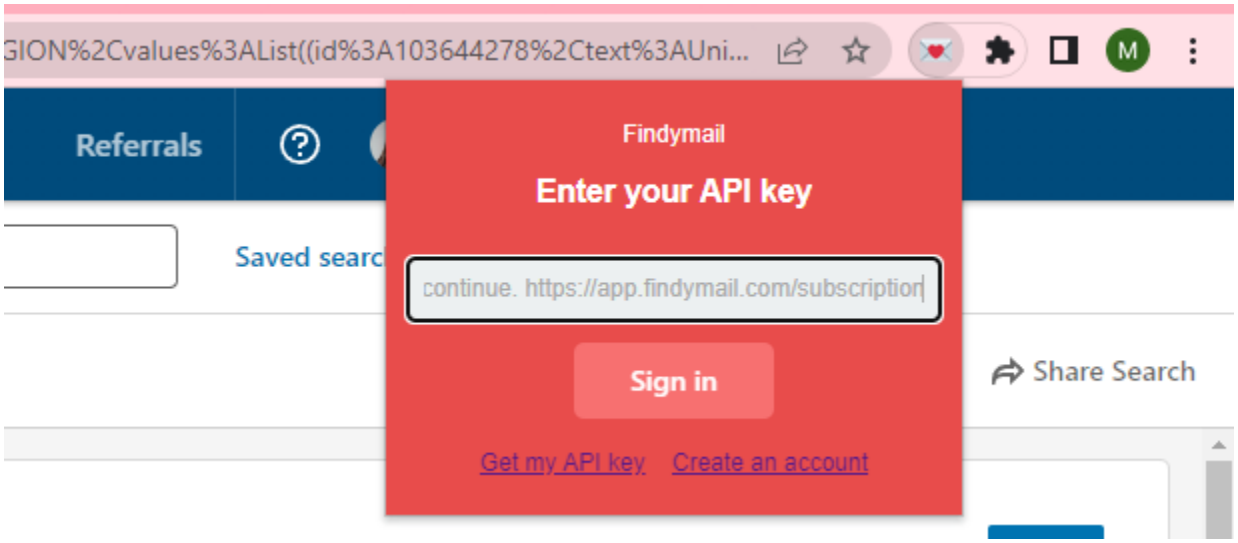
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Findymail

Findymail is an up and coming tool in the B2B data space. Valentin who built it really knows his stuff. And the good thing is they will only give you leads that are already **actually** verified. So any leads you get from Findymail you don't have to run through Bulkemailchecker or Millionverifier before sending.

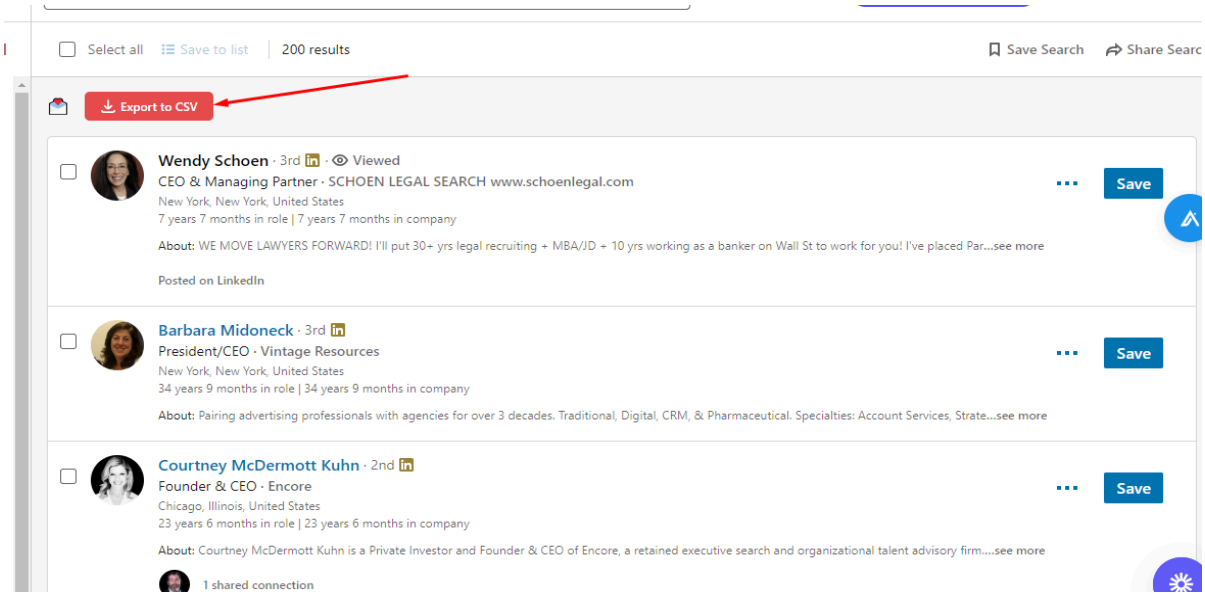
Follow these steps to scrape the leads from Sales Navigator:

1. Install Findymail's Chrome extension
2. Get your Findymail API key (click here)
3. Click on Findymail's extension and enter your API key to login

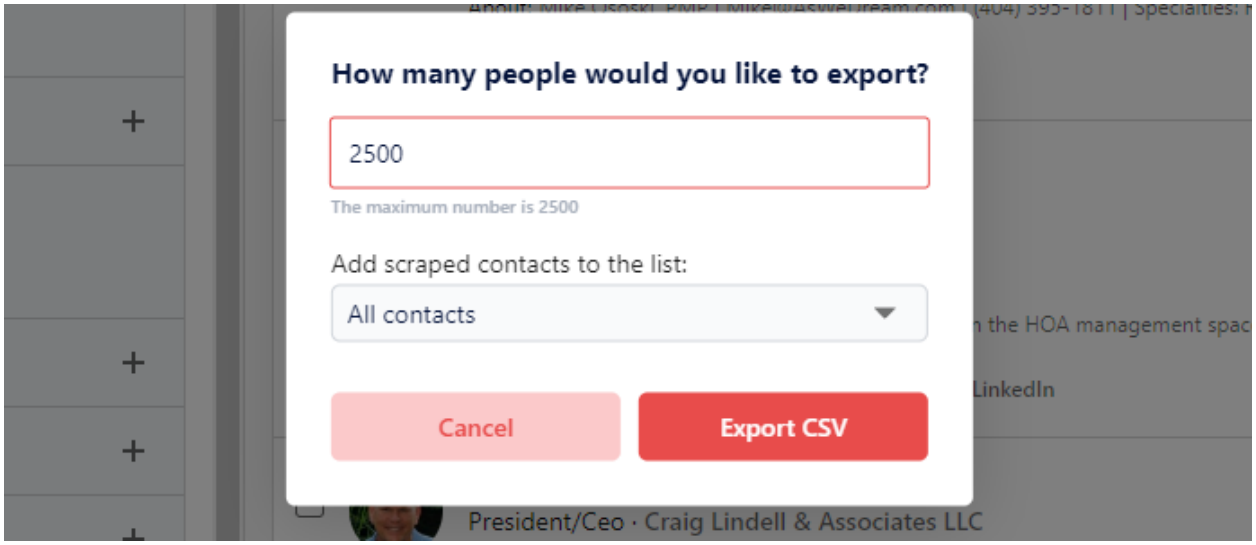


4. Go to Sales Navigator and do a search. When ready, click on the **Export to CSV** button.

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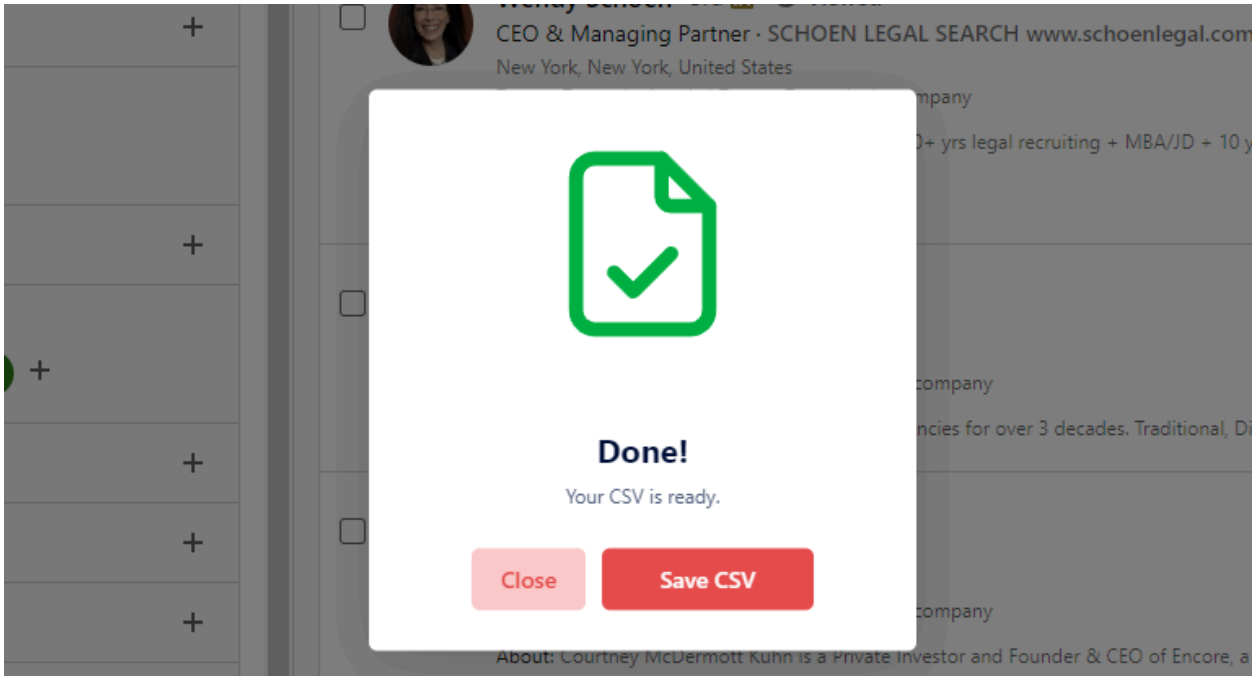


5. Click on "Export CSV" to export your search



6. When ready, you will be prompted to save your CSV

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All emails found by Findymail are already verified so you can go ahead and import them into your Instantly campaign.

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Scrapybird

Scrapybird is a tool that helps you find b2b leads on Twitter. This allows for highly targeted and relevant outreach campaigns.

Some ideas:

- You do international tax consulting? Scrape the followers of Nomad Capitalist.
- Have a biohacking/high-ticket fitness offer? Scrape Ben Greenfield or Dave Asprey followers
- You have a sales coaching offer? Scrape Grant Cardone followers
- Selling a service to accountants? Scrape the followers of AccountingToday
- Selling a service to ecom brands/entrepreneurs? Scrape ShopifyPlus followers

This is also where the Avatar Cheat sheet comes in handy. You will know your target audience on a deep level and know who and what they follow - so you can target them and bring them into your funnel.

Let's get into the step-by-step…

With Scrapybird, you can scrape and extract data from Twitter automatically. It is simple to use and it can be configured in just a few steps.

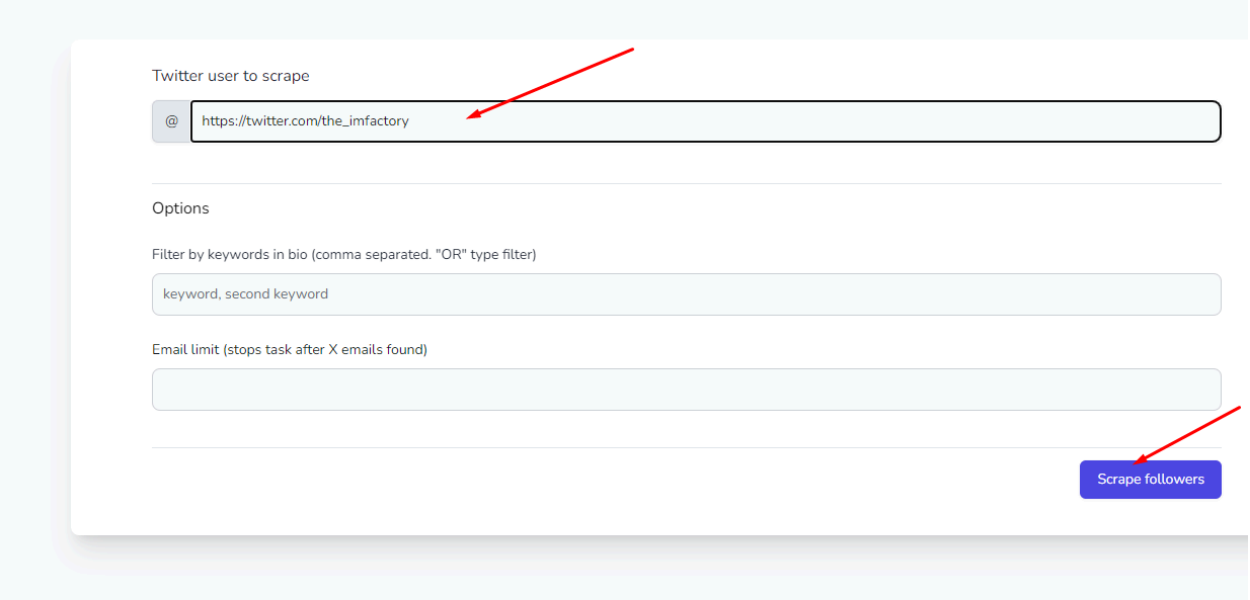
1. Login to Twitter.

2. Search for keywords that are relevant to your niche.You want to look for profiles or offers that are similar to yours or in the same market. So when you reach out to the followers, your email will be highly relevant to that target audience.

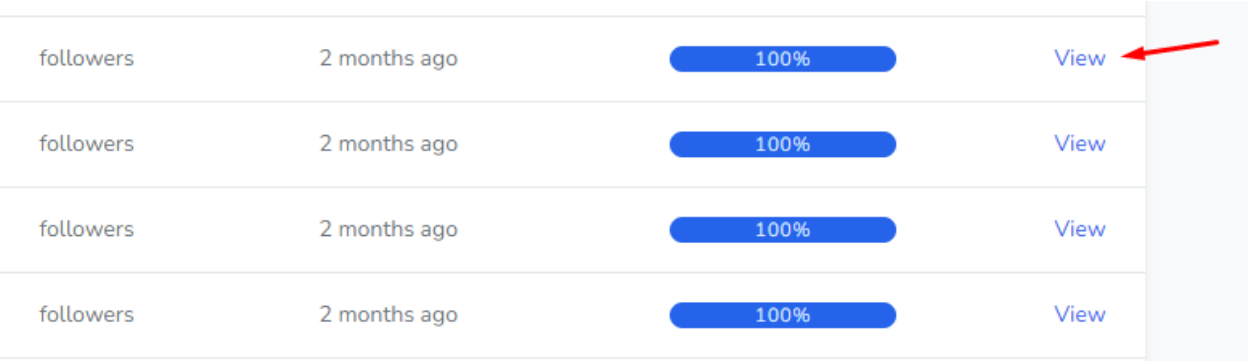
3. Look for a user or an account with high follower count but relevant to your target.

4. Copy their URL and go to Scrape Followers page and click on Scrape followers

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5. Once ready, your list will be available on the Results page and you can download the CSV from there.



6. Verify your leads with one of the online verifiers.

After you're done verifying the leads, you can start uploading your leads to your Instantly campaign.

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Builtwith

Builtwith lets you build lists based on what technologies certain companies are using. It'll show you which sites use shopping carts, analytics, hosting and many more. Filter by location, traffic, vertical and more.

Let's say you developed a Wordpress plugin and want to reach out to Wordpress websites to pitch your idea. Or you build an analytics & tracking tool then scrape the domains and enrich with Apollo or Findymail.

Or let's say you're an ecommerce email marketing agency, then you will want to know all websites/stores that use Klaviyo (a common ecom email marketing software) and reach out to them.

Other ideas:

- Builtwith also allows you to filter by keywords that show up on these websites homepages. Targeting recruiters? Check for the keyword "recruiting".
- Launching a CRM software? Check which websites have Hubspot or other CRMs on their website.
- Think about the target audience you defined earlier? What other technologies are they using? That may be a direct competitor but it can also be complementary software. Launching a new ecommerce CMS? Find all the websites that are using Shopify or Woocommerce already.

Or if you have a cheaper/better alternative for an existing software, you can export all the websites using your competitors inferior product and reach out with a no-brainer offer.

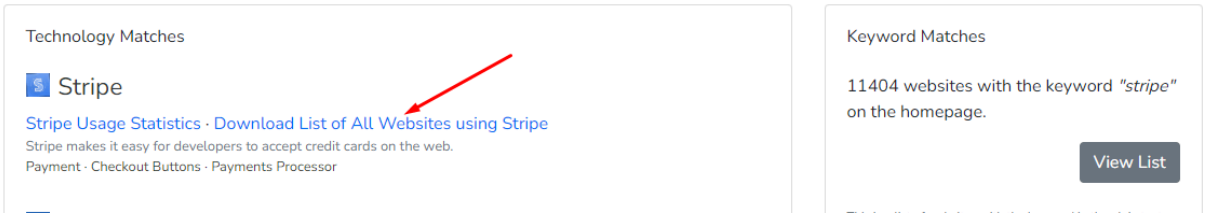
See below for our guide on how to use Builtwith. Like I mentioned earlier, in the beginning of using a tool it's always good to build a couple of lists yourself and understand everything a lead source can do and filter for. Once you know that, then you can proceed to delegating that to someone on your team.

1. Login to https://pro.builtwith.com/
2. In the search field enter the tech, website or keyword that you want to get data for.

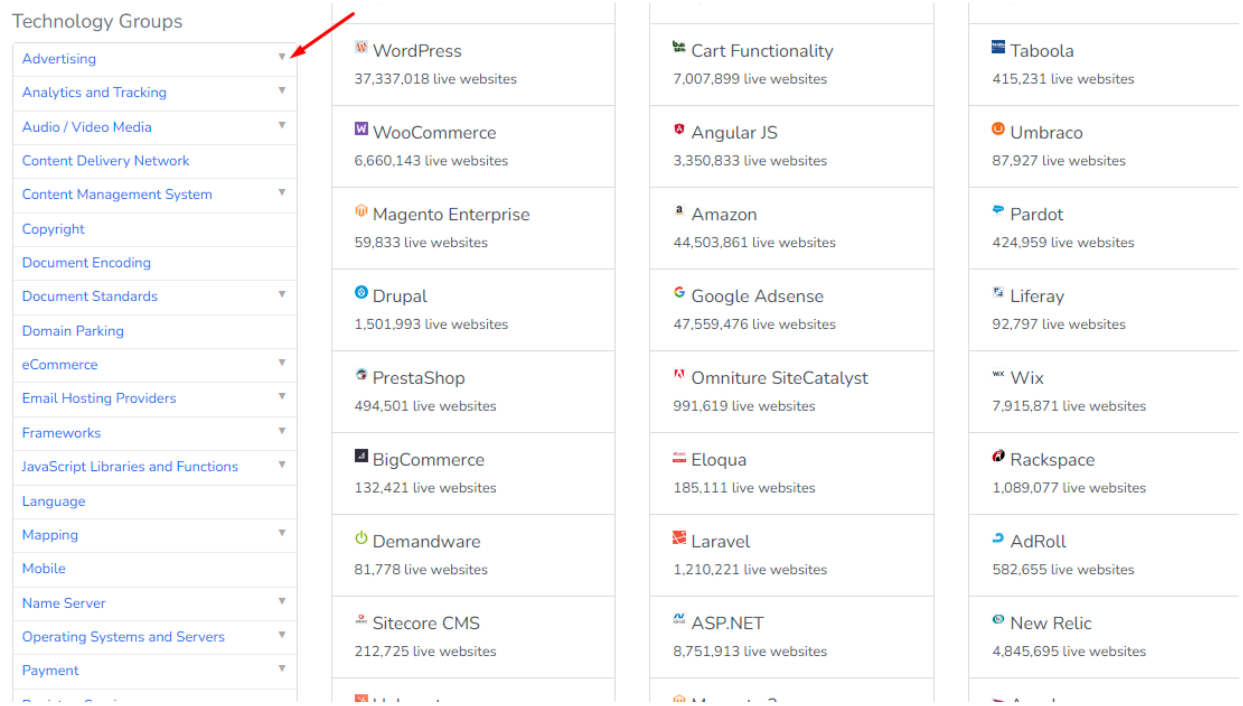


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You will be taken to the results page, and if the data for your search term exists, it will show up here. You can download the list of the websites by clicking on the link:

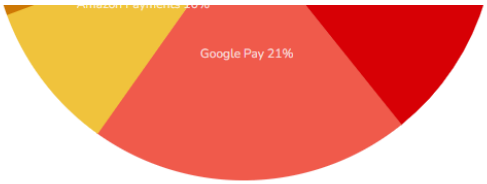


Another way to get the tech info is by browsing technology categories from https://trends.builtwith.com/ and selecting a group or subgroup.



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You can then choose the tech provider on the left side to get all the live websites that use it, or you can filter the search by specific location.



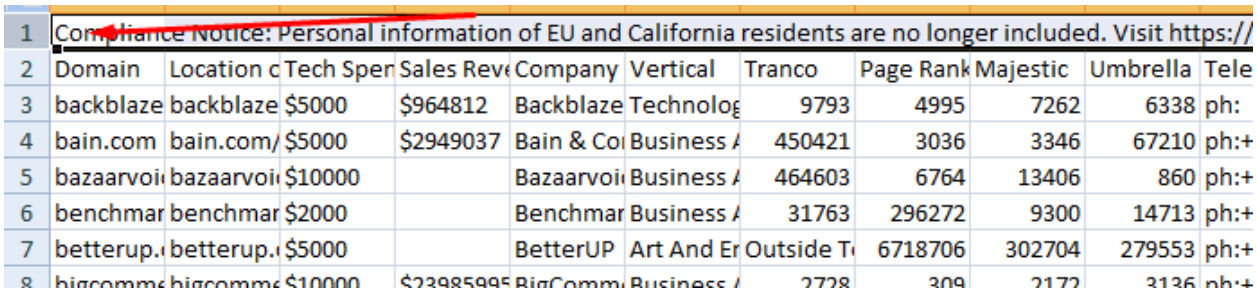
Top In Payments Processor Usage Distribution in the Top 1 Million Sites

Technology	Websites	%
Stripe	28,191	2.82
Google Pay	14,788	1.48
Amazon Payments	6,867	0.69
Klarna	6,808	0.68
Braintree	6,760	0.68
PayPal Form	5,304	0.53



United States	2,074,508
United Kingdom	192,551
Germany	168,387
Australia	103,867
Canada	77,589
Italy	49,167
France	48,275
Sweden	35,380
Netherlands	33,154
.co	30,897
Spain	27,796
Japan	25,440
India	18,158
New Zealand	17,796
Switzerland	14,415

Your data will be in a CSV file and will contain account specific information - domain, company name, social network profiles, sales revenue, etc. Easy way to enrich these is by using Apollo.io to import the domains and company names and search for people inside these companies, as shown above in the Apollo section. Remove the first row and save the file, so you can import the data to Apollo, or any other tool for enrichment.



1	Compliance Notice: Personal information of EU and California residents are no longer included. Visit https://									
2	Domain	Location c	Tech Spen	Sales Reve	Company	Vertical	Tranco	Page Rank	Majestic	Umbrella	Tele
3	backblaze	backblaze	$5000	$964812	Backblaze	Technolog	9793	4995	7262	6338	ph:
4	bain.com	bain.com/	$5000	$2949037	Bain & Co	Business A	450421	3036	3346	67210	ph:+
5	bazaarvoi	bazaarvoi	$10000		Bazaarvoi	Business A	464603	6764	13406	860	ph:+
6	benchmar	benchmar	$2000		Benchmar	Business A	31763	296272	9300	14713	ph:+
7	betterup.(	betterup.(	$5000		BetterUP	Art And Er	Outside T	6718706	302704	279553	ph:+
8	bigcomm	bigcomm	$10000	$23985995	BigComm	Business A	2728	309	2172	3136	ph:+

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Crunchbase

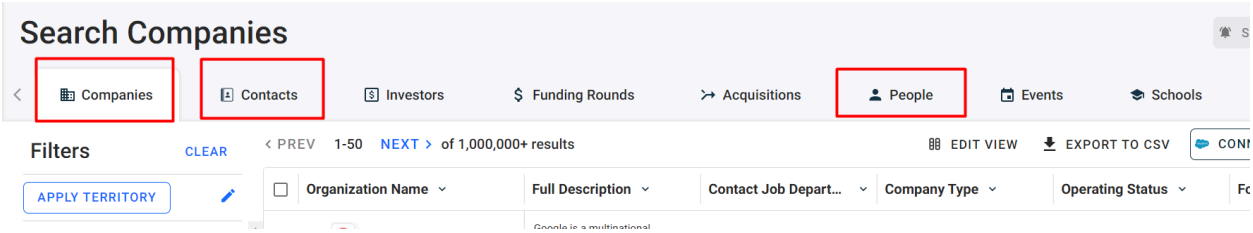
Crunchbase is a good lead source. If you just need specific data sets, there's plenty of freelancers out there that already have access to a Crunchbase subscription. Just tell them what type of filters you want to apply and they'll build the lead list for you and send it over. That way you don't have to pay for a subscription yourself. Just sign up for a trial account and check what type of filtering options they provide to get some targeting ideas!

Last time we used this lead source we booked 83 discovery calls in one month just from Crunchbase leads.

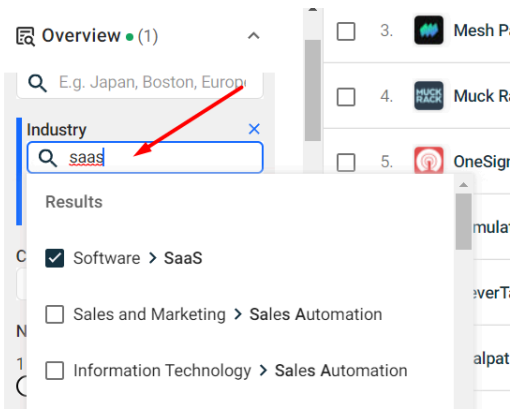
Let's get into the SOP…

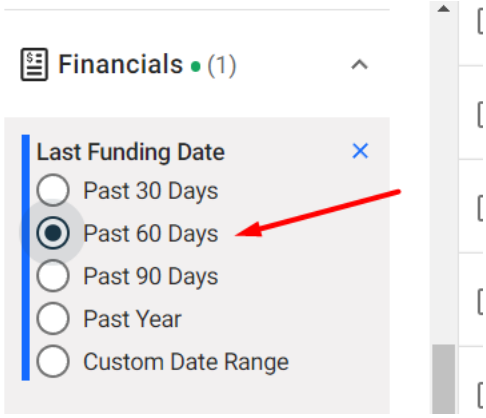
Here is an overview of Lead filters available on Crunchbase to get the creative juices flowing:

Go to the main page and choose the category that you want to research. You can create a search for Companies, Contacts, People, Investors, Funding, Acquisitions, Schools or Events, but the most important ones are Companies, Contact and People.



On your left hand side, you can choose from specific filters to refine your search.
For example, if you are looking for SaaS companies with recent funding, just type SaaS in the industry filter and specify the Last Funding Date



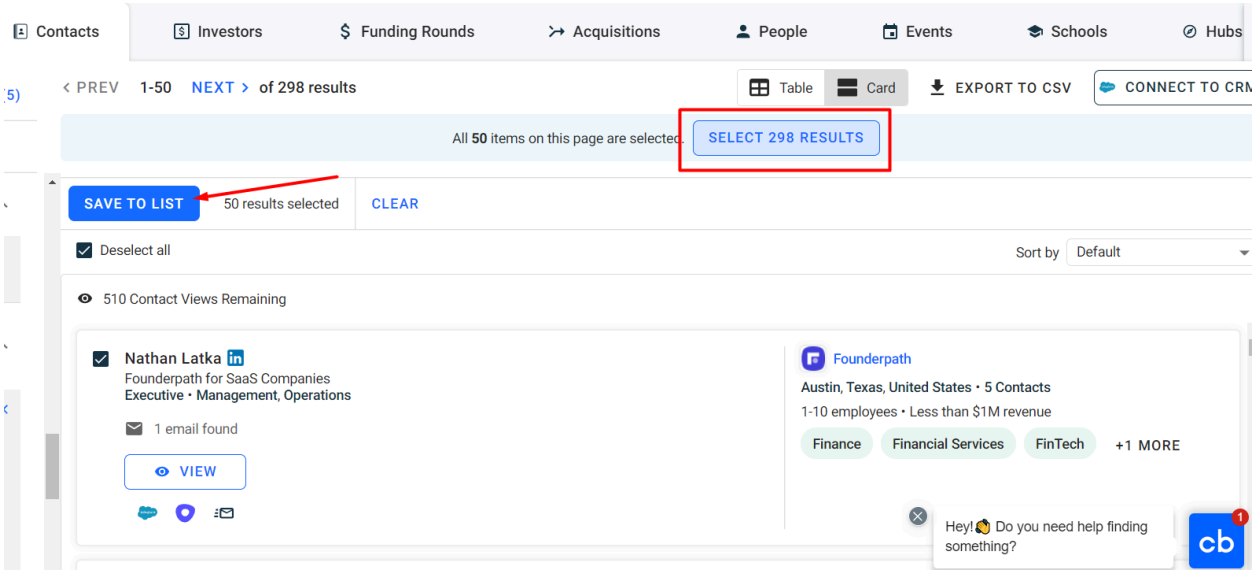


Add multiple filters to get to your target audience. Use Company Headquarters for location, number of employees, etc.

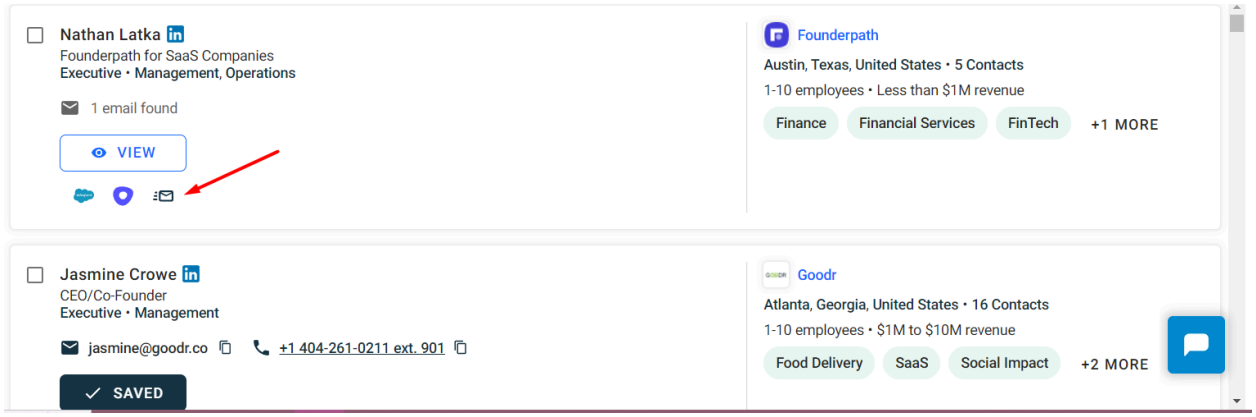
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If you look into Contacts tab, there are similar company filters, but also personal filters that include Job title, Seniority, Location, etc. You can only search the contacts that have email listed on Crunchbase, or you can collect all the leads and then enrich them in some other tool.

To save Contacts to a list, **Select a page**, then click **Select all results**, and then go to **Save to List**:

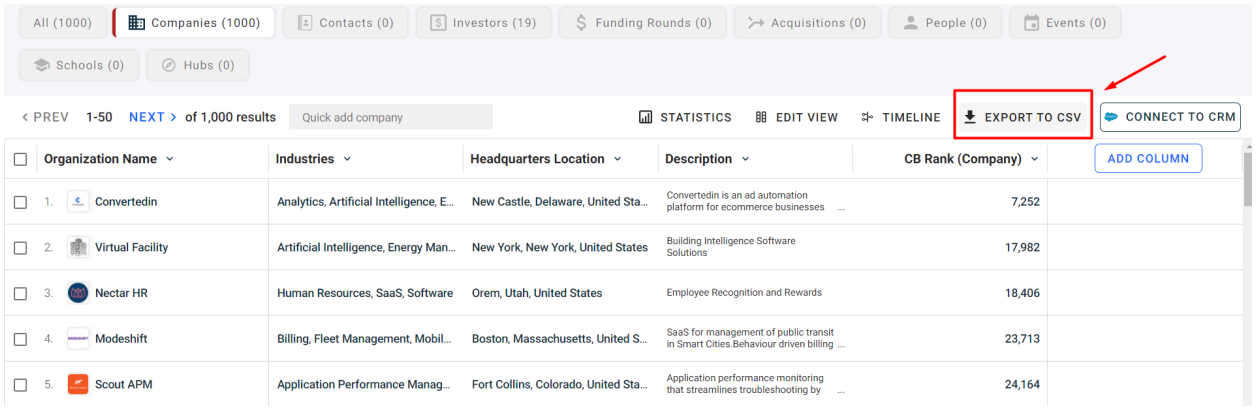


In case you want to find the leads email before saving it to a List, you will have to manually click on each lead to get the email address.



Your **Saved Lists** are located here https://www.crunchbase.com/lists
To export them, open a list and click **Export To CSV**

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Emails exported from Crunchbase will need to be verified with Bulkemailchecker or MillionVerifier. You can enrich companies list by uploading the list to Apollo, or by using any other third-party app.

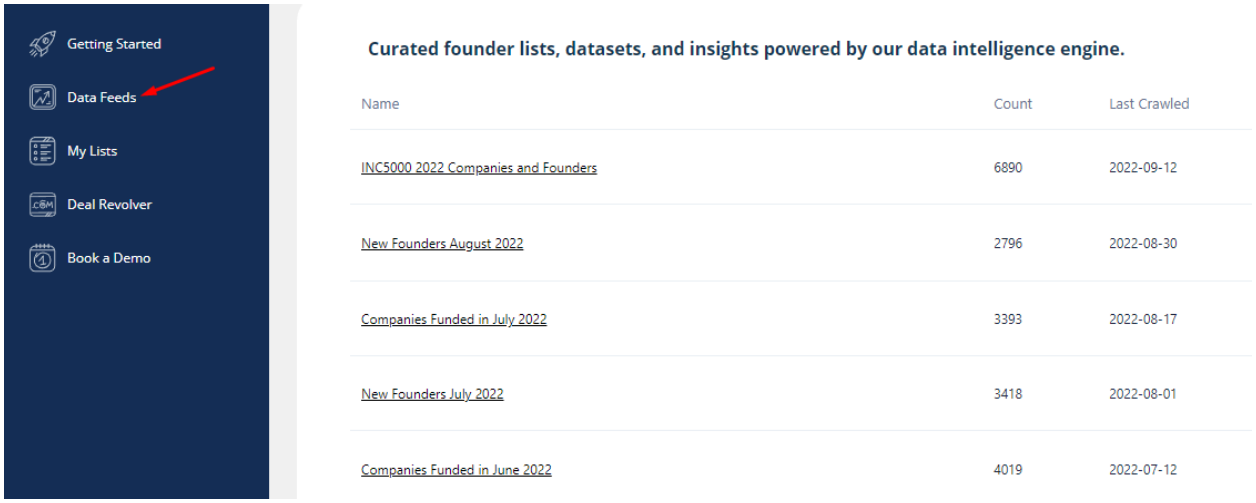
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Launch Gravity

Launch Gravity is an interesting lead source I discovered just recently. They provide signal-based data of recently funded companies in various industries. Always a good idea to pitch a service or product to recently funded companies - because they have money to spend and are looking to reinvest into growth and utility.

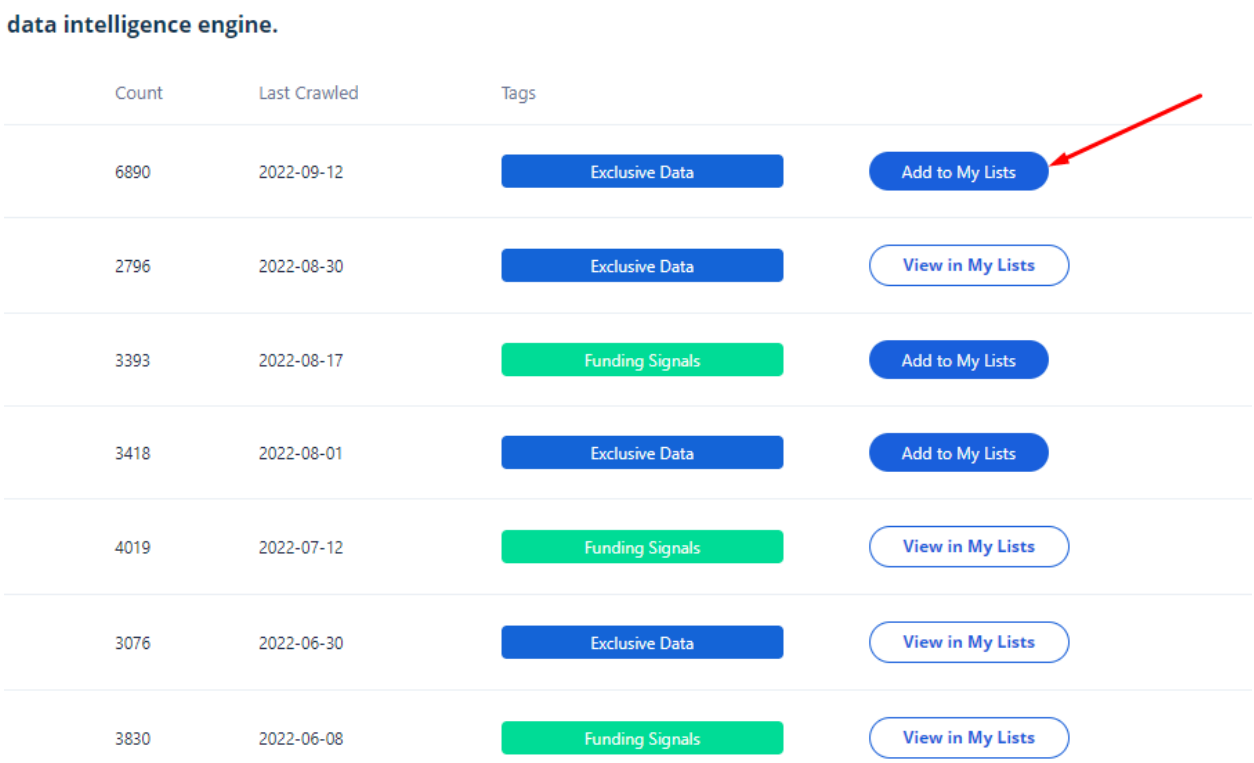
They also provide reports and data about Inc. 5000 (fastest-growing companies), Y combinator batches, Companies founded by former Facebook employees. Having this type of fresh and segmented data also is a great way to do generic personalization/ice-breakers at scale, e.g. “Congrats on getting funding for {{companyName}}!”, “Congrats on your recent ProductHunt launch!”

There are a few different data segments on Launch Gravity which get updated monthly: YCombinator lists, New Founders, Companies funded just recently, etc.
The overview of all the data is on the Data Feeds tab:

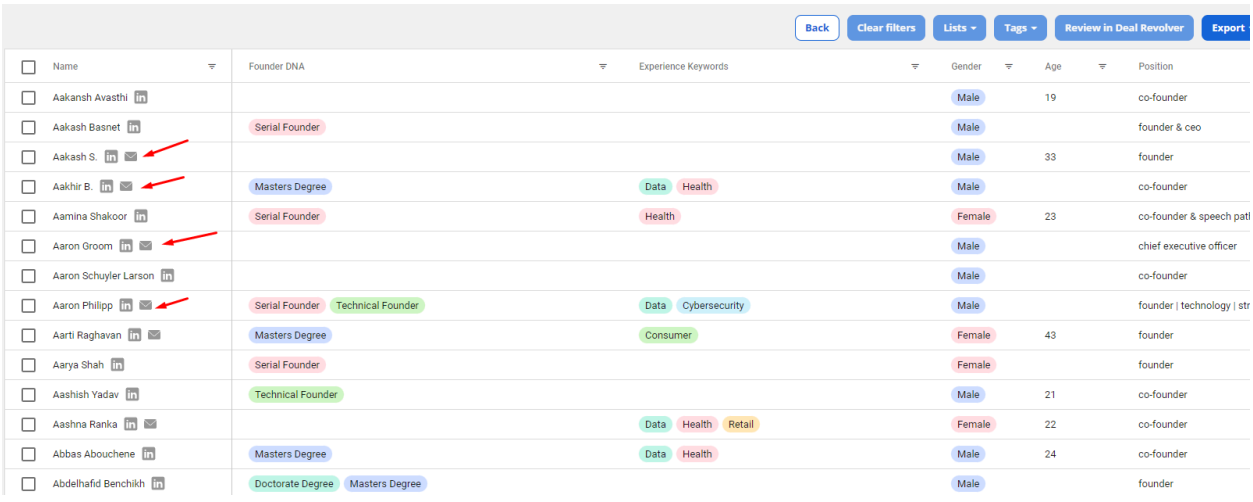


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You can access the lists by clicking on the list name and you can save it to your lists by clicking on Add to my lists.

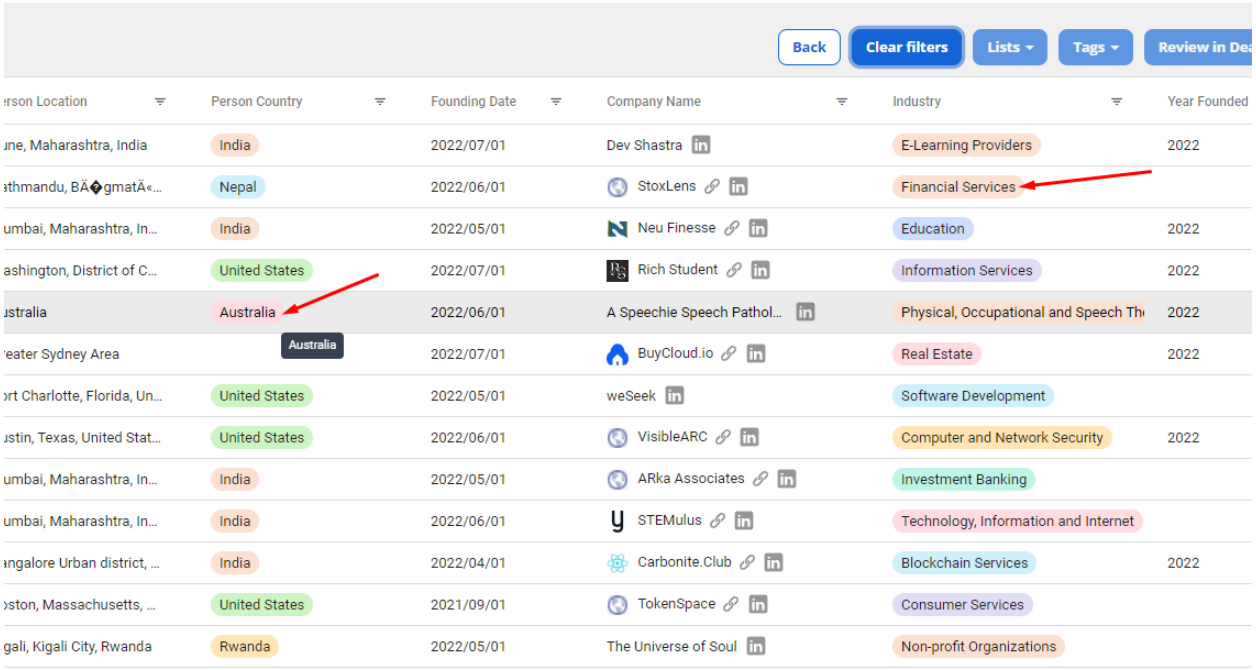


Some of the contacts in the lists already have an email address, which will be visible when you download the CSV file. You can enrich other contacts with no emails by using Apollo.io or similar tools.

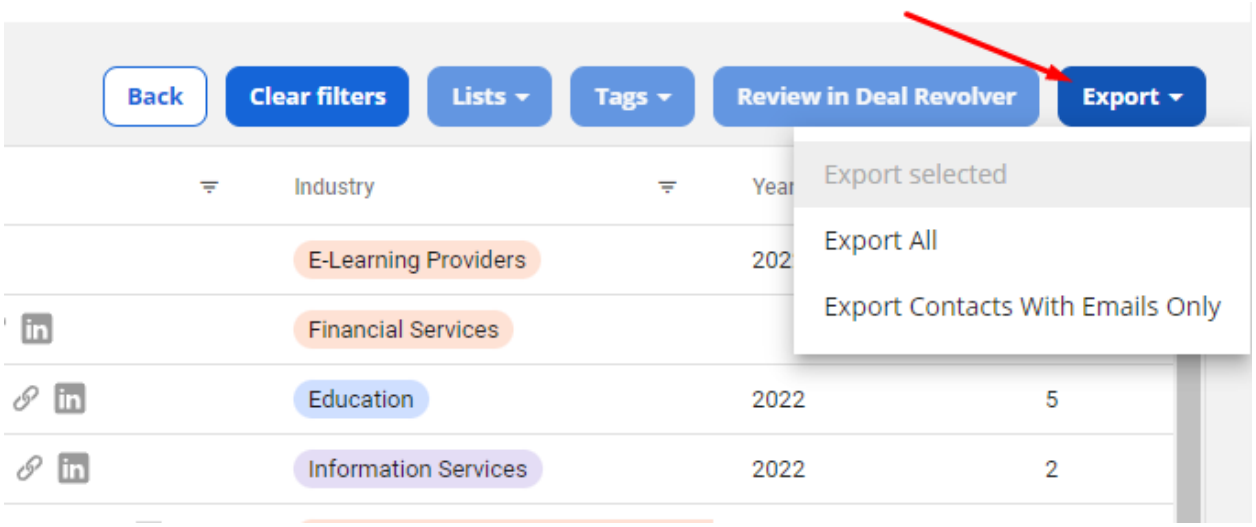


By clicking on coloured filters, you can filter data by Founder DNA, Experience, Gender, Country, Industry, etc.

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Export the data by clicking on the Export button:



The lead lists from Launch Gravity will need to be verified before importing them into your campaign.

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Custom Scraping

- Scrape AngelList
    - Good lead source. More focused on SaaS and B2B SaaS. Last time we got some data from there we hired a freelancer to scrape specific filtering options. We sent him the URL with search filters and he sent us back the list of domains. And then we enrich the domains with Apollo to find the email addresses of decision-makers for each domain.
- Scrape the YCombinator directory
    - If you find a list of domains anywhere on the internet then it has potential to be scraped. Doing this type of custom scraping also allows for an easy layer of personalization such as “Saw you on YC and thought I’d reach out…”
- Scrape Clutch.co. This is a directory for B2B companies. Have a service or product you can pitch to agencies? Clutch is a good lead source. Find a freelancer who can scrape specific searches for you. I haven’t tried this tool myself: https://apify.com/epcsht/clutchco-scraper but I’m sure you can find somebody on Upwork or Fiverr to run this for you or run a scrape for you.
- Scrape G2.com or Trustpilot. Review sites are also a good way to find targeted leads.

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Niche-Specific Databases & Directories

Niche-Specific Databases are one of the best sources for leads if you find a database exactly made for your niche.

It just takes a quick Google search “NICHE lead database” to see if there are any out there.

If you can find one - it’s usually a goldmine because 99% of your competitors are just using mainstream databases like Apollo. Which is fine but if you want to make the big money you will have to do things nobody else is doing.

But like with any good thing, it won’t last for a long time because these databases are usually smaller. Because they’re more limited we recommend a more personalized approach instead of sending 1K generic emails a day to a database of 5K.

Some examples

You want to target SaaS:
https://getlatka.com/saas-companies

You want to target startups and get insights to funding:
https://www.crunchbase.com/

Ecommerce Leads:
https://storeleads.app/

Selling a service or software to MMA gyms? There’s a directory for that too. You can find directories for pretty much any niche out there.
https://www.tapology.com/gyms/state/nv

You can also find directories of ethnicities (i.e. People of Color or Asian business owners) or different sexual orientations (LGBTQ+). If you are in that demographic yourself you can create some highly resonating messaging. Or if you’re a female entrepreneur reaching out to other fellow female entrepreneurs with your offer, can be a good move. Shoutout to Michael from DFYmeetings for coming up with this great idea.

Scrape the domain names and later enrich them to get the email addresses.

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Lead Validation

Fugayzi, fugazi. It's a whazy. It's a woozie. It's fairy dust. It doesn't exist. It's never landed. It is no matter. It's not on the elemental chart…

You know that quote?

Same goes with leads. Some of them don’t really exist.

After you’ve exported leads from any database, even if they tell you it’s verified you should use a Lead Validation tool to double check those leads.

You’d be surprised to see how many leads don’t actually exist.

And if you send emails to addresses that don’t exist, you will hurt your deliverability and eventually burn your domains.

This is why we clean our lead lists and ensure those email addresses are actually there.

PS: This is very important - don’t skip.

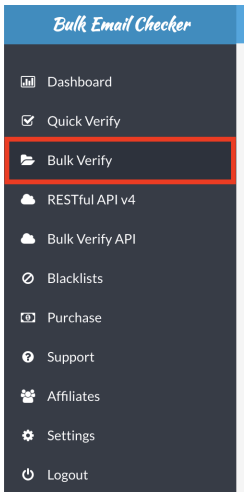
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Bulkemail Checker

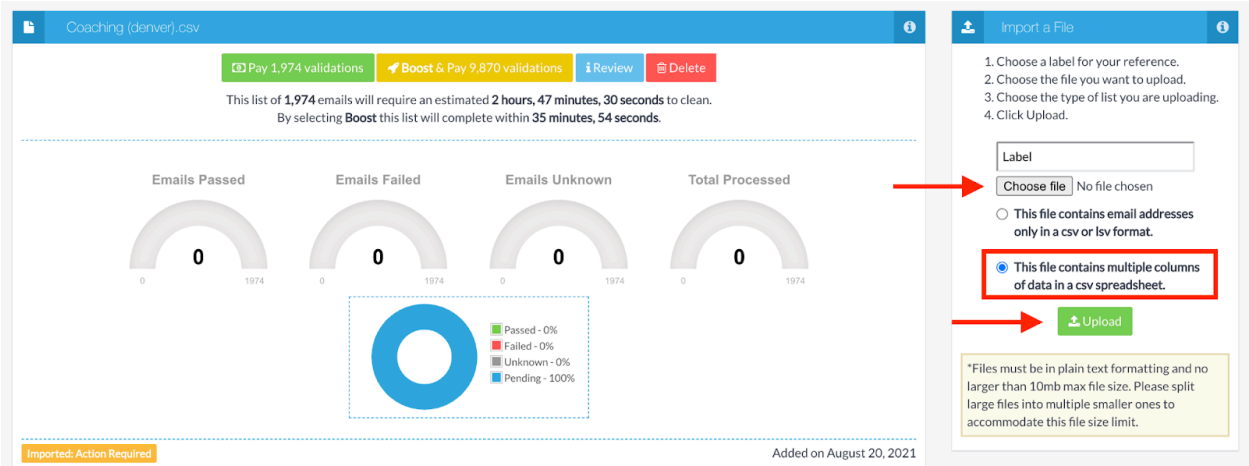
https://bulkemailchecker.com

+ Cheap
- Slow

To get started, login to your account and go to Login to your account and go to Bulk Verify page.

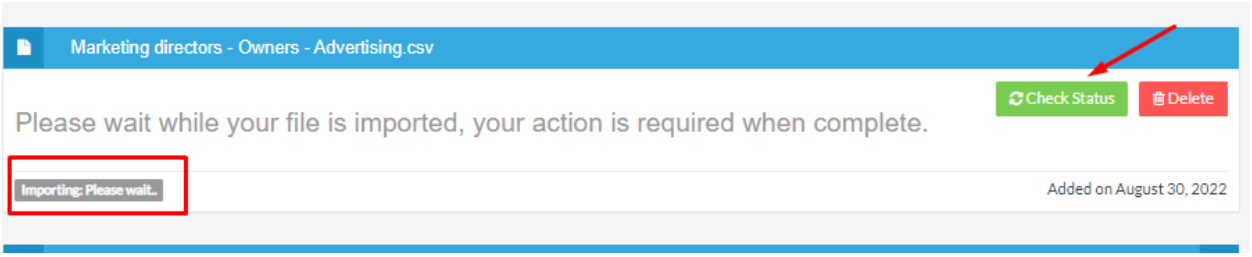


On the left-hand side select *Bulk Verify*.

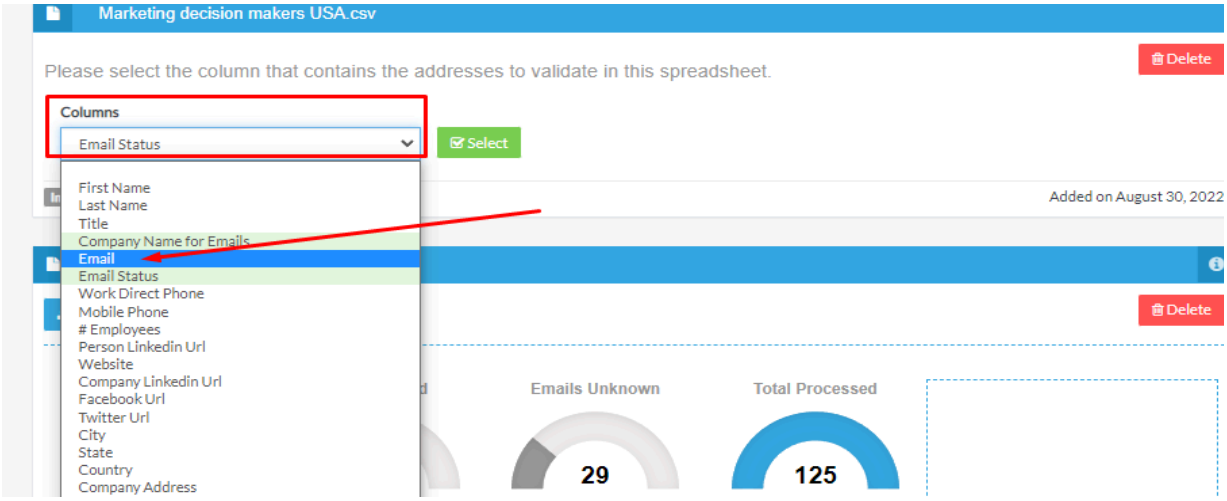


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On the right-hand side select *This file contains multiple columns of data in a csv spreadsheet*. Select the file with your leads and click *Upload*.

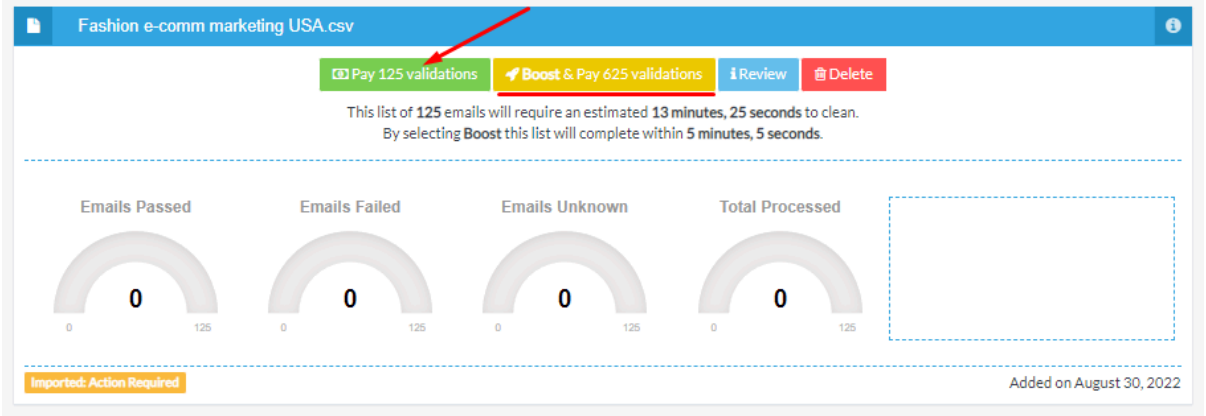


Wait 2-3 minutes for the next window to appear and click the green button *Check Status*.



Select the column with the email address. Depending on your lead source, your email addresses might be located in a column with a different name. Click the green button *Select*.

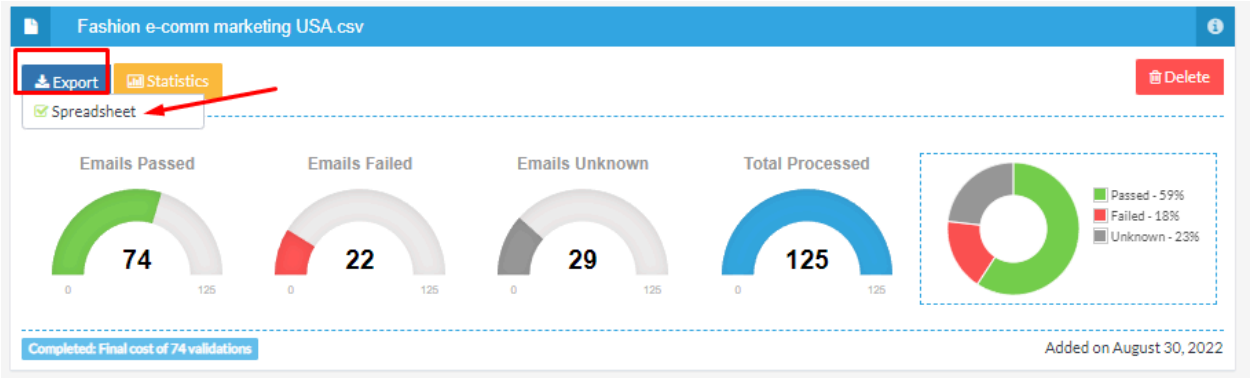
Wait 5 minutes until the next window appears to start the validation process. Click on Check status to move to the next step.



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Click the green button to start the validation process. We recommend the slower validation method since it is significantly cheaper.

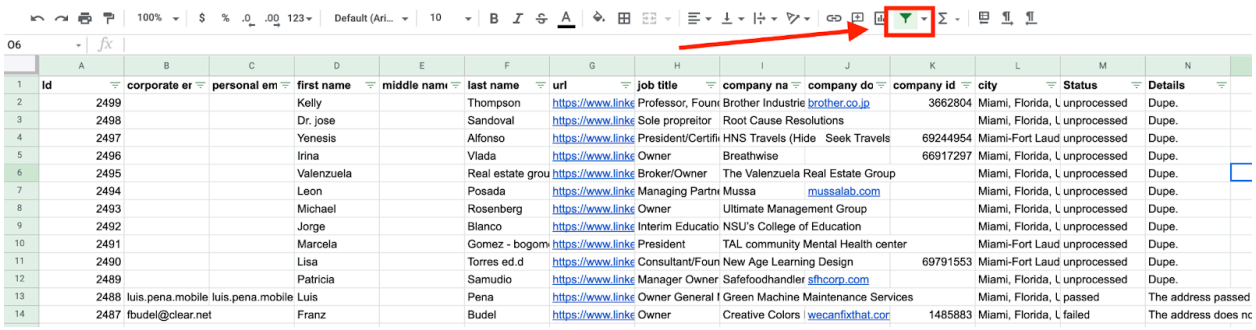
Once the lead list has finished validating and you can export the lead list.



Make sure to format and clean it before sending emails.

You do that by only keeping the rows that say "*The address passed all tests"* in the Details column (the last column all the way to the right). Remove any rows that don't say *The address passed all tests,* such as *Dupe., The address does not have a valid dns., None., Is a Catchall mx server config., Greylisting is active on this server.* Etc.

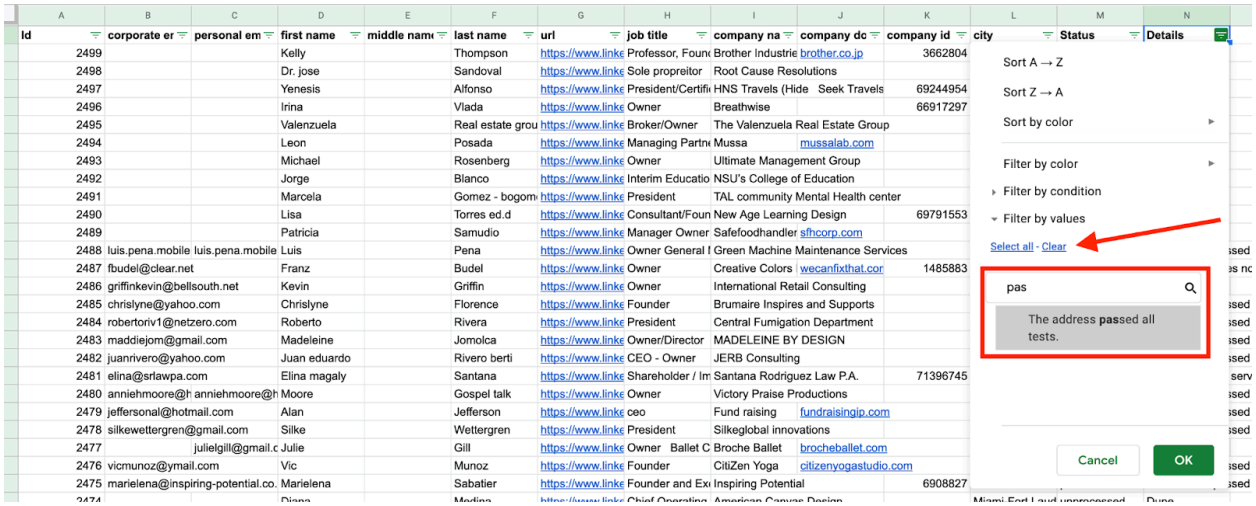
The following step-by-step instructions show you how to do this fast and accurately.



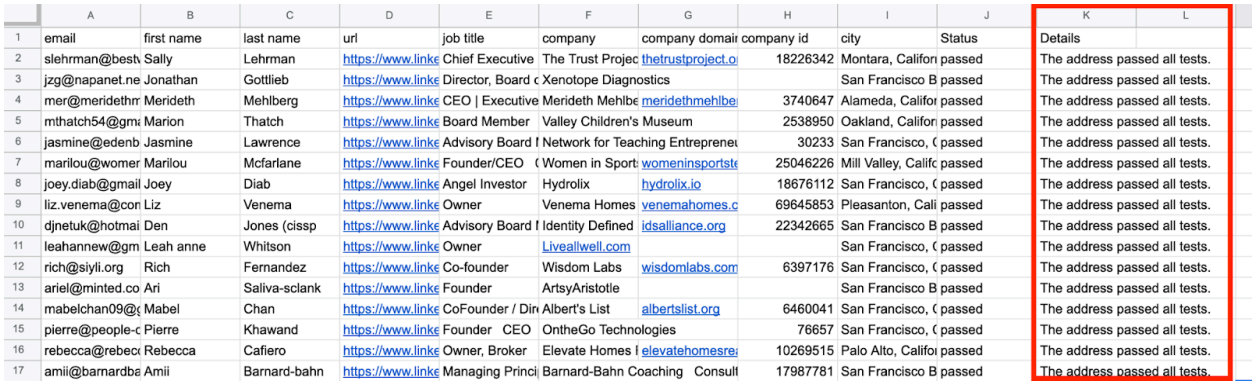
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Id	corporate er	personal em	first name	middle name	last name	url	job title	company na	company do	company id	city	Status	Details
2	2499			Kelly		Thompson	https://www.linke	Professor, Foun	Brother Industrie	brother.co.jp	3662804	Miami, Florida, L	unprocessed	Dupe.
3	2498			Dr. jose		Sandoval	https://www.linke	Sole propreitor	Root Cause Resolutions			Miami, Florida, L	unprocessed	Dupe.
4	2497			Yenesis		Alfonso	https://www.linke	President/Certifi	HNS Travels (Hide	Seek Travels	69244954	Miami-Fort Laud	unprocessed	Dupe.
5	2496			Irina		Vlada	https://www.linke	Owner	Breathwise		66917297	Miami, Florida, L	unprocessed	Dupe.
6	2495			Valenzuela		Real estate grou	https://www.linke	Broker/Owner	The Valenzuela	Real Estate Group		Miami, Florida, L	unprocessed	Dupe.
7	2494			Leon		Posada	https://www.linke	Managing Partn	Mussa	mussalab.com		Miami, Florida, L	unprocessed	Dupe.
8	2493			Michael		Rosenberg	https://www.linke	Owner	Ultimate Management Group			Miami, Florida, L	unprocessed	Dupe.
9	2492			Jorge		Blanco	https://www.linke	Interim Educatio	NSU's College of Education			Miami, Florida, L	unprocessed	Dupe.
10	2491			Marcela		Gomez - bogom	https://www.linke	President	TAL community Mental Health center			Miami-Fort Laud	unprocessed	Dupe.
11	2490			Lisa		Torres ed.d	https://www.linke	Consultant/Foun	New Age Learning Design		69791553	Miami-Fort Laud	unprocessed	Dupe.
12	2489			Patricia		Samudio	https://www.linke	Manager Owner	Safefoodhandler	sfhcorp.com		Miami, Florida, L	unprocessed	Dupe.
13	2488	luis.pena.mobile	luis.pena.mobile	Luis		Pena	https://www.linke	Owner General I	Green Machine Maintenance Services			Miami, Florida, L	passed	The address passed
14	2487	fbudel@clear.net		Franz		Budel	https://www.linke	Owner	Creative Colors	wecanfixthat.cor	1485883	Miami, Florida, L	failed	The address does nc

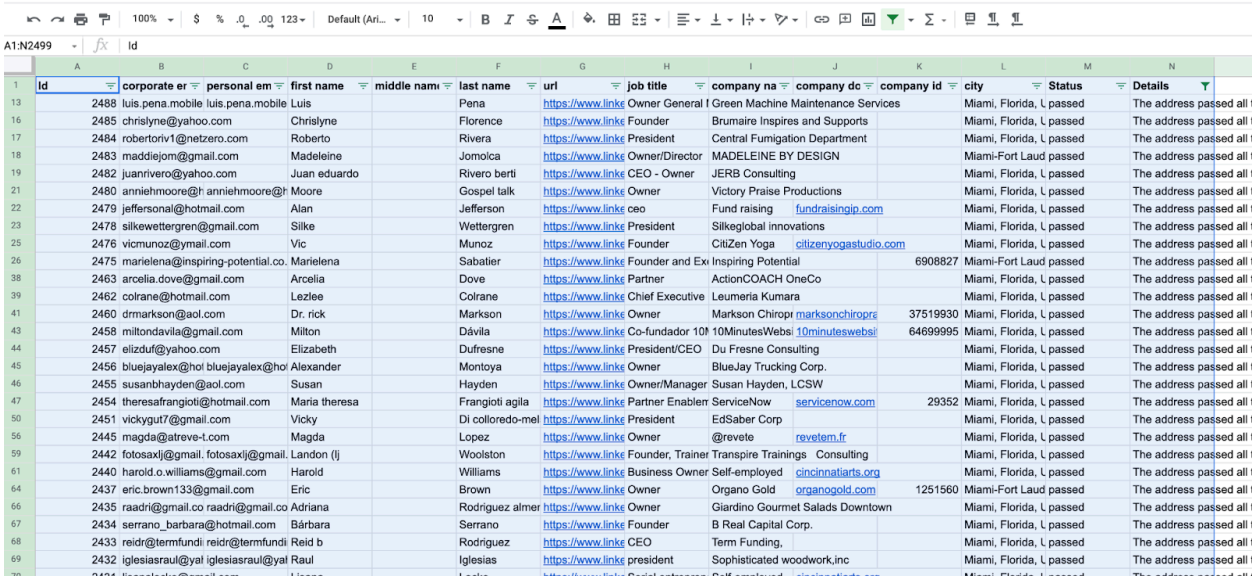
Upload the .csv to your GDrive as a Google Sheet. Apply filters on the entire sheet.

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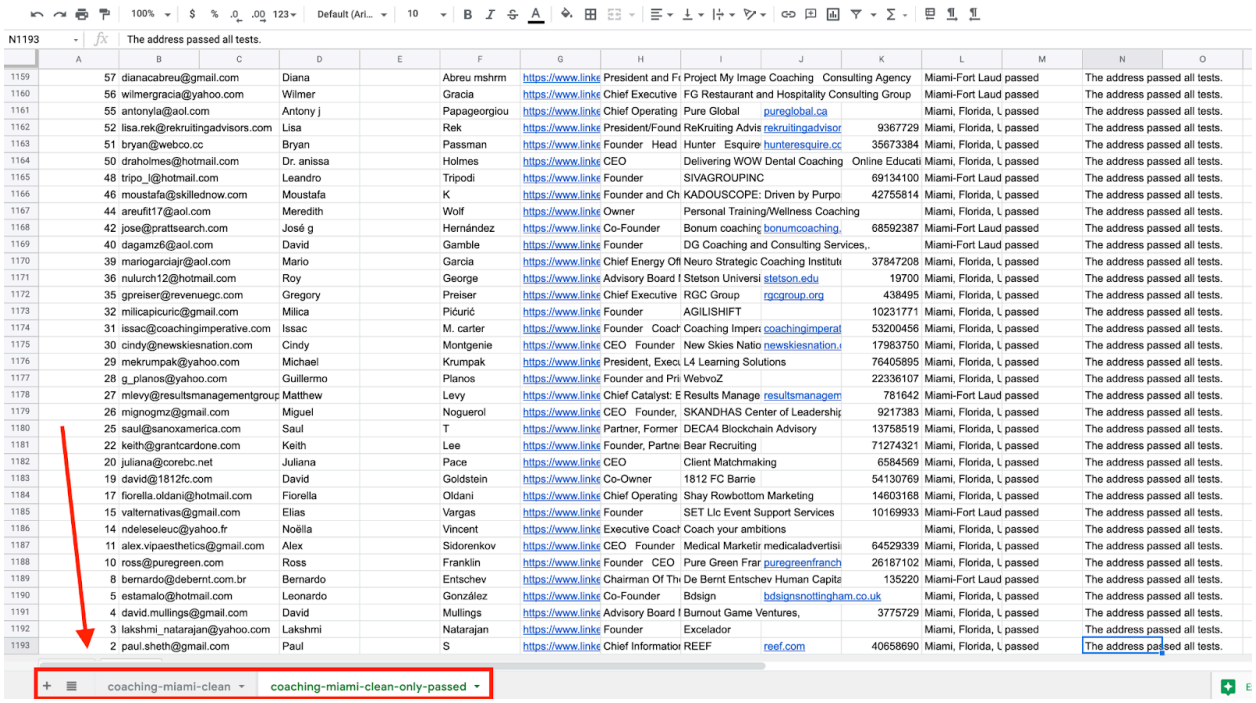
Once the filter is applied to the entire sheet go to the column *Details.* Click on the filter symbol inside of that column header. Click *Clear* and type in the search box *passed* so you can find all email addresses that have passed the validation stage. Click on the result and press *OK.*





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Select all, copy and paste into a new sheet inside the same spreadsheet. Add *-only-passed* at the end of the new sheet name where you pasted in the results.



Delete the original tab/sheet so you only have the [NAME]-*only-passed* sheet left in the spreadsheet.

This makes sure that you're only sending to valid emails and keeping your spam score low. Once you've done that you are ready to proceed and start sending in Instantly :)

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Millionverifier

[Millionverifier]

Cons:

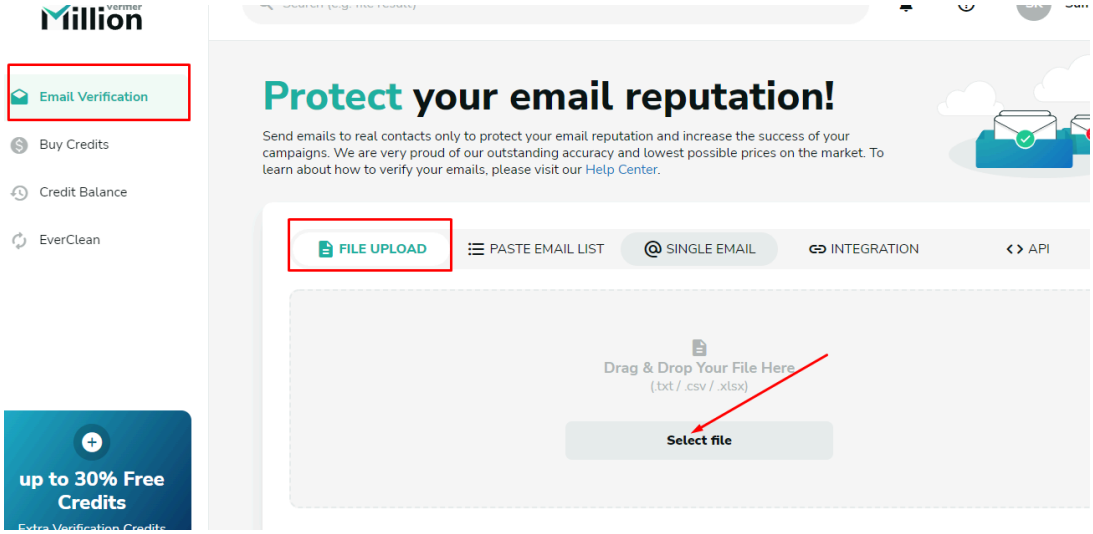
- More expensive at lower packages than bulkemailchecker

Pros:

- Same price as bulkemailchecker for the 100k+ credits packages
- MUCH faster

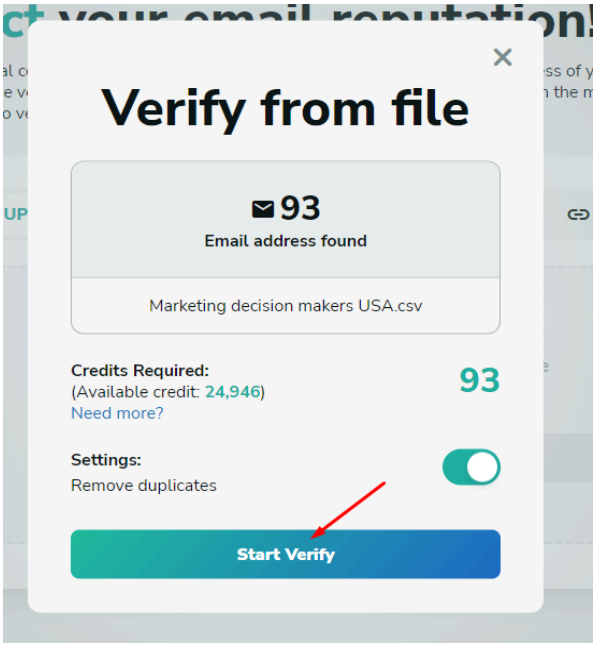
Step-by-step:

Log in to your MillionVerifier account.
Go to https://app.millionverifier.com/email_verify#file-upload
Click & upload or drag & drop your file congaing your contacts:

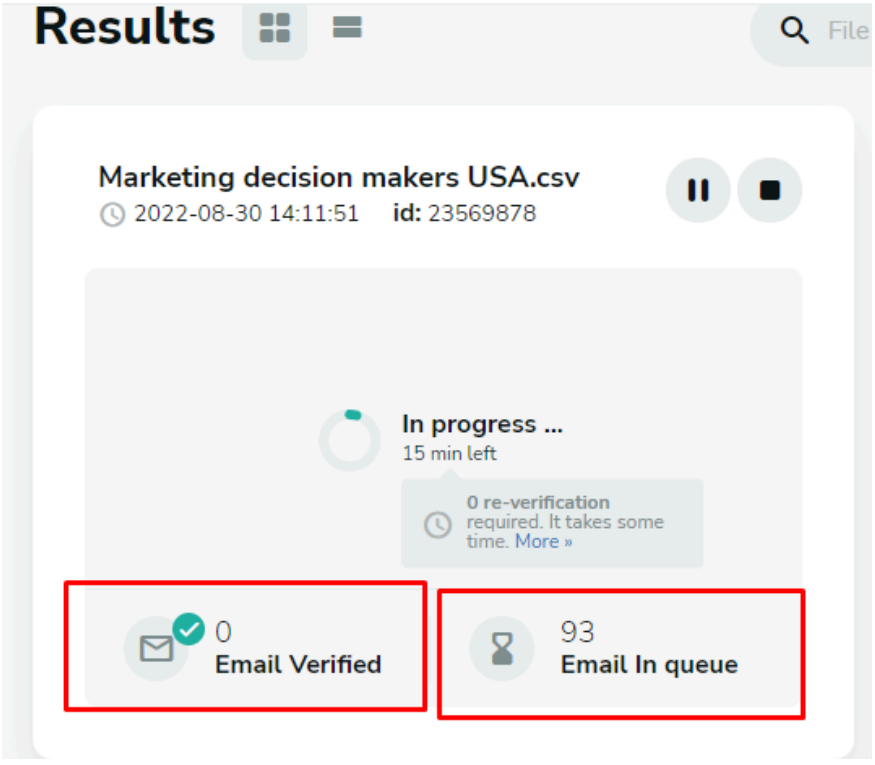


Click on **Start Verify**:

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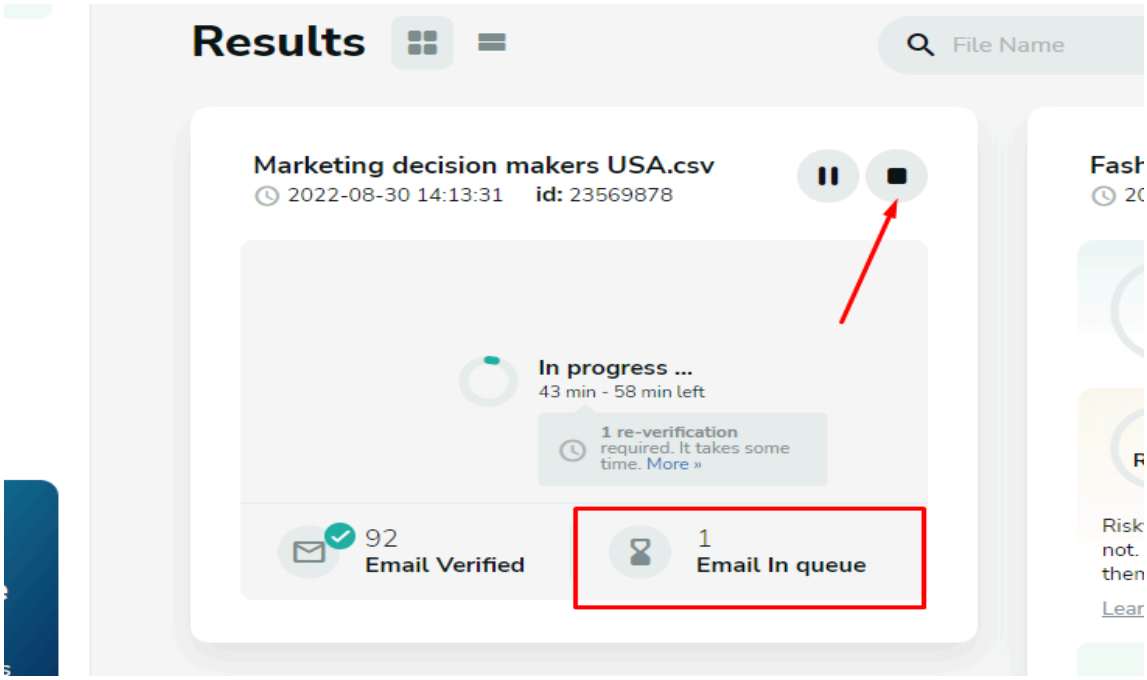


Track the number of emails in the queue, when it gets down to just a few, it is safe to finish the search and download the list.



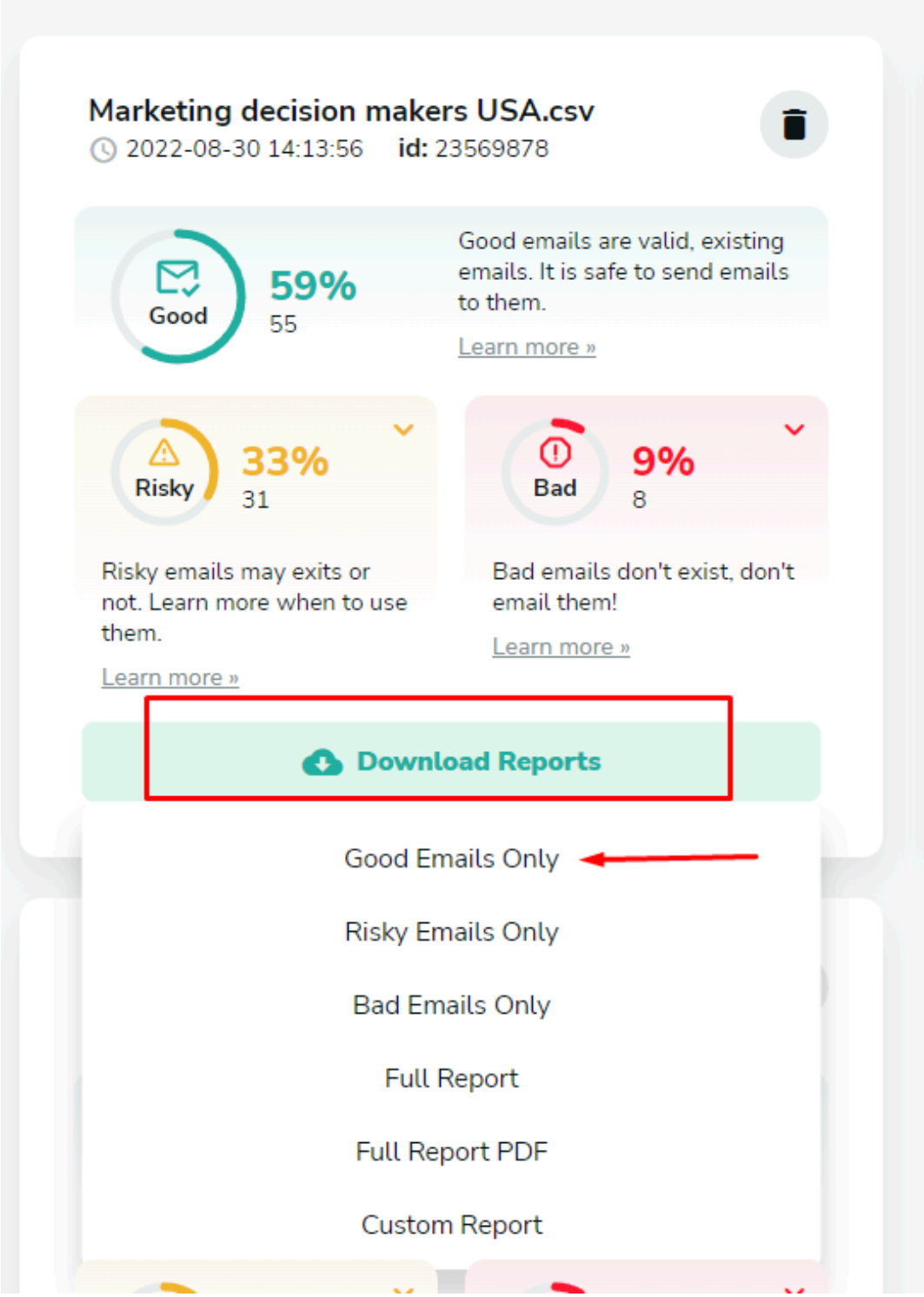
Click on the **stop button** to finish the search in case you don't want to wait for the last email to get verified which can take a lot of time.

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MillionVerifier will offer you to download the email addresses with different statuses, but the safest is to download the list with only **Good Emails** which you can go ahead and upload to Instantly.

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Hiring Lead Miners

Although valuable - lead mining can easily be outsourced after you know how it works.

Once you've figured out a lead database that works for you, getting more leads means usually just clicking buttons.

You can easily find ~$5/h VAs to do this for you so you can focus on higher leverage activities that are harder to outsource like Copywriting or coming up with targeting ideas.

Also, like I mentioned before, if you don't want to pay for expensive subscriptions you can hire people that have access to those lead databases. For example, Builtwith costs $495/month which isn't cheap and maybe you only need 5-10 specific lead lists from there so you can find somebody who already has access and pay them just for the data one time. Which sometimes will be cheaper than getting the subscription yourself.

Next Steps

Want to get more positive replies with cold email? More scale, better deliverability, for only $97/month? **Click here to try it out for free.**

Bonus: I recorded a video about this document and lead mining on our YouTube channel: https://youtu.be/3j7CK8ARlsw

And that's it :)

Don't forget why you started.

& step-by-step you get ahead.

Let's rock and roll.

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