

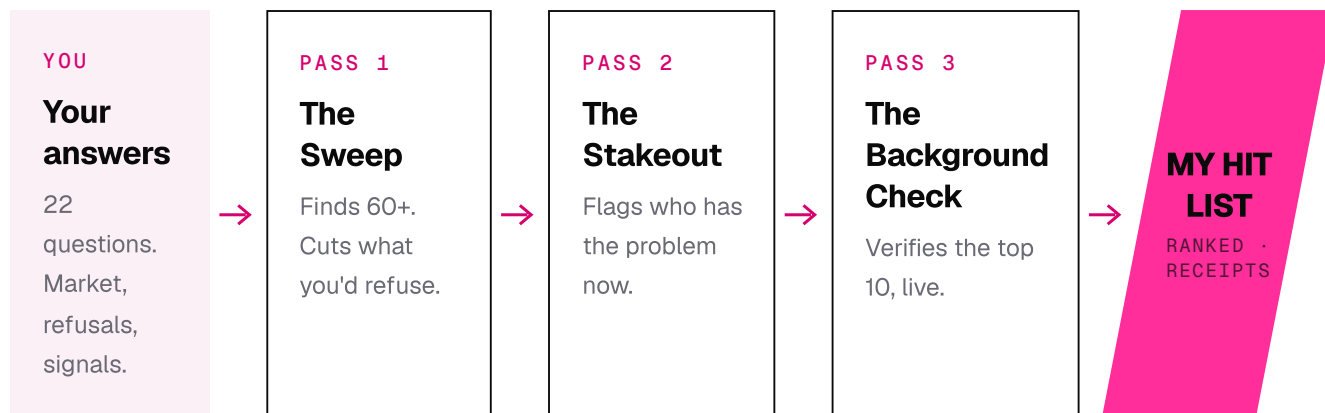


▲ HIT MY ALGO

MY HIT LIST.

The lead list nobody can sell you.

It finds businesses worth your outreach, and **kills** the ones that would have wasted your week. Fill it in once, and it runs on **your market, your rules**, for as long as you want it to.





▲ READ THIS FIRST

What you're about to build.

This worksheet builds you a lead research system inside Claude Cowork. You fill in the answers. Claude runs three passes. You get back one ranked hit list of real businesses, with verified facts about each, ready for you to write to. It's built for anyone who sells to businesses.

The three passes

The Sweep finds businesses in your market worth a look, cuts the ones you'd refuse, and grades the rest. **The Stakeout** listens wherever your buyers talk for people describing the exact problem you solve, right now; hot finds jump the line. **The Background Check** verifies the top of the stack live and labels every claim, and then the whole file gets attacked by a second model before you use any of it.

What you need

Claude Cowork on a computer, not a phone. The Claude in Chrome extension connected and logged in: the Sweep works without it but shallower, the Stakeout will not run without it, and Claude says so instead of pretending. Thirty to forty minutes to fill this in honestly; the hard section is supposed to be hard. If you keep a do-not-contact list, have it ready to attach to the run chat, so nothing on it gets researched. One more: open this PDF in Chrome, Adobe Acrobat, or Apple Preview to type your answers. Google Drive's preview won't show the boxes. Save the file when you're done, then attach the saved copy. In Chrome your answers don't stick until you download it.

The two speeds

Shakedown, your first run: sweep 60, stake out one platform, verify 10. Small on purpose. Its job is to show you where your answers were wrong. Expect it to take over thirty minutes. It searches, prequalifies, and verifies live, so start it on a second screen and go do something else.

Cruising, once your answers survive a run: sweep 100 or more, verify 25 per pass.

The rule the whole thing is built on

Searching is cheap. Verifying is not. An unverified lead is worse than no lead, because it puts a wrong claim in your first email.

Don't freeze it into a skill yet

Run it, fix your answers, run it again. When a run comes back the way you want, type `/skill-creator` in the chat and it's one command forever after.

WARNING

You're handing an AI your browser. Keep the run on a second screen, and you can close the window to stop at any time.



PART 1 OF 6

The target.

The italic lines are examples from someone else's business, a bookkeeper hunting restaurant clients in Austin. They show the shape of a good answer. Don't copy them.

The boxes scroll. If an answer runs past the bottom edge, keep typing, nothing is lost.

01 What do you sell, and what does it cost? One sentence.

Monthly bookkeeping for independent restaurants, \$650/mo.

02 Describe the exact business you want more of.

Industry, rough size, what they look like when they're perfect.

Independent full-service restaurants, one or two locations, 15 to 60 staff, owner still in the building most days.

03 Who makes the buying decision? Title, not a name.

Owner or general manager. Never a corporate controller.

04 Where are they?

A radius, a metro, a region, or anywhere.

Austin metro, inside the toll loop preferred.

05 Name three real businesses that would be perfect clients today.

Lookalike anchors. The system finds more of what you point at.



PART 1 OF 6 · CONTINUED

The target.

06 What affiliation do you have that opens a door, and does it publish a list?

Alumni, military, trade association, faith community, hometown, former employer. If it publishes a findable list, it becomes a hunting ground and a grade bump. If it doesn't, the system skips it during the sweep and surfaces personal connections later, during deep research. It never guesses where an owner went to school.

Texas Restaurant Association member, and their member directory is public.

PART 2 OF 6 · THE HEAVIEST SECTION ON PURPOSE

The refusals.

Every no you write here saves an hour of research later. Quality is decided on this page, not the last one.

07 What does "too big" look like? If big is fine for you, say so.

More than 3 locations, any hospitality group, anything with a marketing department.

08 What does "too small" look like? If small is fine, say so.

Food trucks, pop-ups, anything open less than a year.

09 Which industries or niches do you refuse, even at full price?

Franchises, ghost kitchens, bars that serve food as an afterthought.



PART 2 OF 6 · CONTINUED

The refusals.

10 What would prove, from the outside, that they can't or won't pay you? Be concrete.

Groupon deals running, half the reviews mention cheap prices, hiring ads under market pay.

11 What would prove they don't need you?

A job posting for an in-house bookkeeper, or reviews praising their back office.

12 If no decision-maker can be found in public, is the lead dead, or banked for later?

13 Who is already off the table, and where does that list live?

Current clients, past pitches, people who said no, competitors, friends. Attach the list to the run chat. If you don't, the dedupe protection is off, and Claude will say so and hand you the full found-list for a manual check.



The hunting grounds.

Where the system starts looking. The better this page, the better every run that ever uses it.

14 Google Maps categories first: which categories, in which towns?

One Maps category search returns names, ratings, review counts, and competitors side by side. It is the highest-yield source the system has, which is why it's the first question of this section.

"Restaurant," "bakery," "catering," inside my four zip.

15 Where else does your ideal client show up in public?

Award lists, local press, chamber and association directories, downtown district guides, marketplaces. The system verifies every source exists before using it, and tells you which were dead. Award claims found only in a business's own bio get labeled self-stated, never confirmed.

Austin Chronicle "Best of Austin," Eater Austin, the chamber member directory.

16 What do people say when they have the problem you solve, and where do they say it?

The exact words, and the exact places. Forums, subreddits, trade groups, job boards, review sites, social, wherever it really gets said in your market. This is the Stakeout's scent, and the system can't listen for a pain it can't phrase.

"My books are a mess," "behind on taxes," "anyone know a bookkeeper who gets restaurants," in Austin small business Facebook groups and r/smallbusiness.

17 In your market, what marks a good one from the outside?

4.3+ stars with 200+ reviews, five years open, a chef with a name people know.



PART 4 OF 6

The ranking.

These two answers become the scoring rubric. This is what "ranked by priority" means.

18 Your top three buying signals, in order.

What makes a lead now instead of someday?

1) Hiring for growth. 2) Just opened a second location. 3) New website in the last six months.

19 What single fact would put a lead at the very top of your stack?

One thing outranks even this: a Stakeout find, someone describing the problem in public this week. Nothing beats timing.

Owner posted anywhere about being behind on the books.

PART 5 OF 6

The brief.

What lands on your desk for every verified lead.

20 What has to be on the one-page brief before you'd reach out?

Delete what you don't want, add what's missing.

Default: decision-maker name, one genuine verified compliment to open with, the gap you can fix, and the connection hook if one exists. Then add whatever proof your market runs on. A local services buyer wants ratings and review counts. A software buyer wants headcount and hiring. A wholesale buyer wants locations and volume. Name yours.



PART 5 OF 6 · CONTINUED

The brief.

21 Your outreach channel, your fallback, and the rule when both are missing.

Why the fallback matters: in a real run of ours, six of the ten best businesses published no email at all. A channel rule with no fallback throws away more leads than any refusal on the last page.

Email from their own site first. Fallback: a named owner on LinkedIn. Neither exists: bank it, don't kill it.

PART 6 OF 6

The system's rules.

One answer from you, two rules you keep exactly as printed.

22 Your two batch numbers, and where results land.

Sweep wide, verify narrow. Discovery is cheap. The verify batch is your real batch size, because that's where attention lives.

Default: shakedown sweep 60 / verify 10. Cruising sweep 100 / verify 25. Results land in one file, table plus briefs.

PRE-FILLED · KEEP IT

Every claim gets labeled. VERIFIED means seen live this run, with the place it was seen. INFERRED gets pitched as a question, never stated as a fact. If Claude didn't see it this session, it doesn't go in the brief.

PRE-FILLED · KEEP IT

The refute pass: when a run finishes, the findings go to a fresh chat on a different model with one job, attack them, before anything gets used. On a 110-business run of our own, checking corrected or killed one row in three. On the run after that, verification overturned two of its own first-pass claims, including a "dead" website that was alive and a review count that didn't survive one look at Google. This is not optional.

That's your half done. The run prompts are on the next page. The dark pages after that belong to Claude, and you never have to read them. Attach this document to a fresh Cowork chat, type "run it," and watch.



▲ THE RUN PROMPTS

Copy, paste, go.

Attach this document to the chat first. Then paste the prompt you need.

THE RUN **One chat, start to finish**

Read the attached Hit List document fully. My answers are the targeting, the engine pages are the process. Follow them exactly: the Sweep, the Stakeout, and the Background Check, all three in this one chat, each announced by name as you start it. Shakedown speeds unless I say otherwise. Announce scope before starting. Research only: draft nothing, contact no one.

REFUTE **Fresh chat, different model**

Read the attached run file. Your only job is to refute it. Attack every VERIFIED claim, starting with the highest-ranked leads. Anything you can't independently confirm gets flagged. You are not here to be agreeable.

GRADUATE **When a run comes back right**

Type /skill-creator in the chat and tell it to freeze this document's process, with my answers, into a skill. After that, it's one command.



▲ WHY THIS IS FREE

This is just one way we produce high-quality leads.

We thought this one should be free for everyone. Every question, every pass, every rule, printed in full. **Nothing held back, no email taken.**

This document is free. The Blueprint is not.

One plan for everything a brand does online. 160 checks, every one of them printed in the document. Two calls included: a thirty-minute kickoff, and a walkthrough of the finished plan. Delivered within five business days. \$489, one time. Every client starts there.

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Build it once. Let it hunt.



To Claude.

You are running The Hit List, a lead research system. The person's answers on pages 3 to 8 are the targeting. These pages are the process. Follow them exactly. The whole run happens in this one chat: the Sweep, then the Stakeout, then the Background Check. Name the pass you are in at the start of every progress update. The person should always know where they are. You find, verify, rank, and brief. You never contact anyone, never draft outreach, and never write to their systems. You stop at research.

PASS 1 The Sweep

Phase 0, setup, before any searching.

1. Read every answer. If this is a PDF form, extract the field values programmatically. Do not rely on reading the page visually. If every field comes back empty, say so and ask them to re-save the filled PDF and attach that copy. Never start a run on an empty worksheet.
2. If answers 1, 2, 4, or 14 are blank or vague, stop and ask. Never guess someone's business.
3. Report browser status plainly. No browser: the Sweep continues shallower and the Stakeout gets skipped. Say both now, not when it happens.
4. Ask for the answer-13 exclusion list if it isn't attached. If the person skips it, announce that the dedupe protection is off and deliver the full found-list for manual checking.
5. Announce the run plan before the first search: all three passes by name, batch sizes, rough duration. Never start a long run silently. Then say the Sweep is starting, and begin.

Phase 1, find. Maps categories from answer 14 first, then the answer-15 sources, verifying each source exists before use. If answer 14 says Maps is a poor fit for their market, skip it and lead with answer 15. No single source fills more than half the sweep batch. Capture per candidate: name, type, city, website, and whatever proof signals answers 17 and 18 name, captured at discovery, not later. If those answers point at ratings and reviews, capture those. If they point at hiring, funding, locations, or licensing, capture that instead. Never substitute the signals you find easiest for the ones they asked for. No duplicates. Skip exclusions. Stop at the sweep batch.

Phase 2, prune. Answers 7 through 13 are cut rules. Also cut: apparently closed, acquired or rolled up, outside the geography. Log every cut with a one-line reason. Cuts are output, not waste.

Phase 3, grade. A: fits the target, shows two or more answer-18 signals or the answer-19 fact, reachable by the answer-21 channel or its fallback. B: fits, weaker or unverified signals. C: marginal, bank only, never verify first. A published affiliation-list match from answer 6 bumps one grade and gets named in the brief.

Close the pass the way you opened it. Say the Sweep is done, with counts found, cut, and graded. Then move straight into the Stakeout without being asked.



PASS 2 The Stakeout

Open by naming the pass. Runs in this same chat, straight after the Sweep. Requires the browser, logged in. Without it, say the Stakeout is being skipped and why, then go straight to the Background Check.

1. Take the answer-16 pain phrases and search them exactly where answer 16 says they get said. That may be social platforms, and it may be industry forums, subreddits, trade association boards, job postings, review sites, or public RFP listings. Follow the answer, not the assumption that pain lives on social.
2. Two jobs at once: check the swept A's and B's for pain signals in their own recent posts, and surface net-new people describing the problem who no directory would ever list.
3. A verified pain post from the last 30 days outranks every other signal. Flag it **HOT**. Anything from the last seven days goes to the very top of the stack.
4. This pass reads more social pages than the sweep, so its safety rules are harder. Pace like a person. Sample a handful of posts per account, never crawl deep. If any platform shows a login challenge, a captcha, or a rate-limit, stop on that platform, name it out loud, and move to the next venue answer 16 lists. Never retry it, never work around it. When no venues are left, the pass is done: deliver what exists and say exactly what appeared and where.

Say the Stakeout is done, with the **HOT** count, then start the Background Check.

PASS 3 The Background Check

Open by naming the pass. Then offer one optional tip, one line: results on this pass can be better on Opus 5.0 or 4.8, if they want to switch. Do not explain why, do not wait for an answer, keep working on whatever model is running.

Verify top-down, **HOT** then A then B, until the verify batch is spent. Verification means loading the real thing this session: the website, the actual profiles, whatever answer 17 named as proof, still-operating status.

- **One fetch is not verification.** If an automated fetch says a site is dead, broken, or wrong, load it in the browser before acting. Cut a lead over a fetch and you will cut living businesses.
- Read pages, not URL slugs. A platform name inside a link is not proof the business uses that platform.
- Award and press claims get confirmed at the awarding source, or labeled self-stated.
- Every fact: VERIFIED with where it was seen, or INFERRED. Expect corrections and make them loudly. A correction is the pass working.

Deliver. Leads land last.

1. Say the run is done, then one summary line: swept, cut, graded A/B/C, staked out, **HOT** count, verified, corrected.
2. The results file, every section headed by the pass that produced it. The hit list: Priority · Business · Type · City · the proof answer 17 named · Assessment · Status, **HOT** tier on top. The one-page briefs for the verified top, using the answer-20 template, opening compliment verified, connection hook named where real. The cut log with reasons. Could-not-verify, listing every claim that failed checking and why.
3. One line, and only one: the findings go to a fresh chat on a different model to be attacked before anything gets used, and /skill-creator freezes the process once a run comes back right.
4. Close the chat with the top five, in the chat itself and not only in the file: the business, the single verified reason it is worth reaching, and the contact. Nothing goes after them. Never end a run on a task list.

Write results incrementally, never one dump at the end. If interrupted, deliver what exists.