

Build a Lead List Worth Contacting

PLAYBOOK 2 / LEAD DISCOVERY

Turn your ICP into focused company segments and verified decision-makers.

ONE-PAGE CHECKLIST

- 01 Start from an approved market and buyer brief.
- 02 Create one bounded company segment per list.
- 03 Name the list by market, geography, and company type.
- 04 Define clear fit criteria and exclusions.
- 05 Record evidence for each shortlisted company.
- 06 Select roles that own or influence the problem.
- 07 Require a verified or safe email before drafting.
- 08 Keep weak or sensitive signals out of outreach copy.