



Find Your Next 25 Customers

A copy-and-paste AI prompt kit for finding qualified, ready-to-pursue prospects

How to use this:

Fill in the bracketed fields with details about your business, then paste the prompt into Perplexity Pro (not Auto), Claude, or ChatGPT.

Treat the first output as a draft and refine it with follow-ups like "expand to 40," "find direct contacts," or "re-rank by signal recency."

Start with the Simple Prompt; use the Complex Prompt when you want a fully prioritized pipeline with outreach drafts.



The Prompt

Simple Prompt — Find Your Next 25 Customers



Act as a senior business development analyst for my company. Your job is to find high-quality prospect companies that I can pursue as customers this month.

About my business:

- What I sell: [PRODUCT / SERVICE]
 - The outcome I deliver: [CORE RESULT / VALUE]
- Ideal customer profile:
- Geography priority: [PRIMARY AREA] first, then [SECONDARY], then [BROADER REGION]
 - Company size: [EMPLOYEE OR REVENUE RANGE]
 - Industries: [TARGET INDUSTRIES]
 - Best-fit buyer: [DECISION-MAKER TITLES]
 - Best prospects are: [WHAT A GROWING / IDEAL ACCOUNT LOOKS LIKE]

What I want you to do:

1. Research the live web and identify 25 companies that fit this profile.
2. Only include companies with at least one credible public signal that they may need what I sell now.
3. Prioritize signals such as: active hiring, business expansion, new contracts, recent funding, leadership changes, new office/project announcements, or evidence of growth pressure.
4. Exclude companies that are obviously too large, too small, or irrelevant.
5. Do not invent information. If size or fit is estimated, label it as estimated.

For each lead, provide:

- Company name
- Website
- City and province/state
- Industry
- Estimated employee range
- What signal suggests they may need my help now
- Why they fit my ideal customer profile

- Likely decision-maker titles to contact
- A customized outreach angle in 2 sentences
- Confidence score: High, Medium, or Low
- Source links

Output: a clean table of all 25 leads, then a short “Top 5 to Contact First” list with one sentence on why each.

Working rules: verify each lead with public evidence, prefer recent signals, leave out anything you cannot verify, and optimize for leads I can pursue this month.

Complex Prompt — Qualified, Prioritized Prospect Pipeline



Act as a senior business development analyst building a prospect pipeline for my company. Speed matters, but accuracy matters more. Do not invent companies, services, or people.

ABOUT MY BUSINESS

- What I sell: [PRODUCT / SERVICE]
- The outcome I deliver: [CORE RESULT / ROI]
- Proof points: [CASE STUDIES / CLIENT TYPES / RESULTS]

IDEAL CUSTOMER PROFILE

- Geography priority: [PRIMARY] first, then [SECONDARY], then [BROADER REGION]
- Company size: [EMPLOYEE AND/OR REVENUE RANGE]
- Industries / sub-verticals: [TARGET INDUSTRIES]
- Operational markers of a good fit: [e.g. multi-location, regulated, scaling, high volume]
- Buyer titles: [DECISION-MAKER TITLES]
- Economic buyer: [WHO SIGNS OFF]

HARD EXCLUSIONS (leave these out)

- [EXCLUSION 1]
- [EXCLUSION 2]
- [EXCLUSION 3]

BUYING SIGNALS TO PRIORITIZE

- Active hiring, business expansion, new contracts, recent funding, leadership changes, new office/project announcements, repeated hiring for relevant roles, regulatory changes, or other evidence of growth pressure.
- Industry-specific signal for my market: [ADD ONE IF RELEVANT]

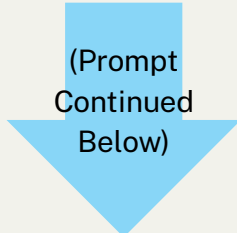
MARKET CONTEXT (use while researching)

- [RELEVANT MARKET TREND OR NEWS 1]
- [RELEVANT MARKET TREND OR NEWS 2]

SOURCE RULES (anti-hallucination)

- Use only sources you can actually reach: company websites, official LinkedIn pages, news articles, association directories, licensing/regulatory databases.

- Do not fabricate names, URLs, financials, or contact details.
- If you cannot verify a company, leave it out. "Not found" is acceptable for any field you cannot confirm.
- Label any estimated size or fit as estimated.



(Prompt
Continued
Below)

YOUR TASK

Identify 25 companies that fit the profile and show at least one credible, recent buying signal. Distribute across at least 3 areas/segments where possible to avoid over-concentration.

For each lead, provide:

- Company name
- Website (confirmed reachable)
- City and province/state
- Industry / sub-segment
- Estimated employee range (label as estimated)
- Buying signal — 1 sentence with the strongest evidence + date if available
- Why it fits my ideal customer profile
- Likely decision-maker titles to contact
- A customized outreach angle in 2 sentences (reference the specific signal — no generic flattery)
- Confidence score: High, Medium, or Low
- Source link(s)

OUTPUT FORMAT

1. A clean table with all 25 leads.
2. A ranked Top 10 from highest to lowest priority.
3. "Patterns" — 3 patterns you notice across these leads.
4. "Outreach Themes" — 3 themes I should test in my messaging.
5. "Next Actions" — the best 5 companies to contact first, one sentence on why each, and a draft LinkedIn opener (under 300 characters) for each.

CONSTRAINT

Return 25 leads. If you cannot find 25 that pass the filter, return fewer and explain why. Do not pad the list. Verify each lead with public evidence and optimize for prospects I can pursue this month.

Fill-In Block — Complete This First

[PRODUCT / SERVICE] =

[CORE RESULT / VALUE / ROI] =

[PROOF POINTS] =

[PRIMARY AREA] =

[SECONDARY AREA] =

[BROADER REGION] =

[EMPLOYEE AND/OR REVENUE RANGE] =

[TARGET INDUSTRIES] =

[OPERATIONAL FIT MARKERS] =

[DECISION-MAKER TITLES] =

[ECONOMIC BUYER] =

[EXCLUSION 1-3] =

[INDUSTRY-SPECIFIC SIGNAL] =

[MARKET TREND/NEWS 1-2] =

Tips to Get the Best Results

- Run it in Perplexity Pro (or Comet), not Auto mode — practitioners consistently report Pro produces far stronger lead lists.
- Treat the first output as a draft. Iterate with follow-ups: “expand to 40,” “direct contacts,” or “re-rank by signal recency.”
- The buying signal is what separates a name from a real prospect — never skip it. The best leads show a reason to care now.
- Keep the personalization angle tied to a specific, verifiable detail. Generic flattery kills response rates.
- Don’t expect verified emails from the model alone. Pair it with an enrichment tool for confirmed contact data.