

Lead list template

The columns of a ready list, in order. Open `lead-list-template.csv` in Google Sheets or Excel as an empty table. One row per person.

Column	What goes in	Example (fictional)
Company		
Company	The company's name	Northline Logistics
Domain	Website address; remove duplicates by this	northline.example
Industry	The same words as the industry in your ICP	Logistics
Employees	A range or an approximate number	120
Signal	Why now: job posts, a new market, funding, new technology	3 sales job posts
Person		
Full name	The person's name	Anna Lopez
Title	A title that shows they fit the persona	Sales Director
LinkedIn	Profile address	linkedin.com/in/..
Email	Work email	anna@northline.example
Email status	Verification result: valid, invalid, catch-all, unknown (Episode 05)	valid
Phone	Work phone, if any	
Record		
Source	Where this row came from: database, Sales Navigator, trade fair list...	Trade fair exhibitor list
Date	The day the data was collected or checked	2026-10-26

→ The order to fill it in

- ☐ Collect the company list (database, association members, trade fair exhibitors); remove duplicates by domain, take out companies that don't fit your ICP by hand.
- ☐ Write one signal for every company.
- ☐ In Sales Navigator, find one or two people per company who fit the persona and note them.
- ☐ Find the work email and phone with a database or a waterfall; for people without one, the LinkedIn channel remains.
- ☐ Write the source and date on every row; remove anyone who says no, for good.

Name, title and work email are personal data too (GDPR). That's why the source and date columns exist. This template is not legal advice.