DOCUMENT #10

The Blueprint System™ – Systems & Automation Series

Deal Flow Automation Setup

Build a machine that finds 50+ deals per week while you sleep

> ## What This System Produces:
>
> **500+ new leads/week → 50 qualified deals → 10 worth pursuing → 1-2 LOIs**
>
> Time investment: 2 hours/week once set up

The 5-Layer Deal Flow Stack

Layer	Purpose	Tools	Cost/Month
1. Discovery	Find businesses	Web scrapers, APIs	$50-100
2. Enrichment	Get contact info	Data providers	$100-300
3. Outreach	Initial contact	Email/SMS tools	$50-200
4. Nurture	Build relationships	CRM/Sequences	$50-100
5. Tracking	Manage pipeline	Deal tracker	$0-50

Layer 1: Automated Business Discovery

Method A: Google Maps Scraper

Tool: Phantombuster or Outscraper

Setup:

1. Input: "[Business Type] in [City]" (e.g., "plumbing in Dallas")
2. Extract: Business name, address, phone, website, reviews
3. Filter: 3+ stars, in business 5+ years
4. Output: CSV with 200-500 businesses/search

```
// Phantombuster search parameters { "search": "HVAC contractors
Dallas TX", "maxResults": 500, "includeWebsite": true,
"includeEmail": true, "minRating": 3.0, "category": "HVAC
Contractor" }
```

Method B: Industry Directory Scrapers

Targets:

- HomeAdvisor Pro directory
- Angie's List business accounts
- BBB accredited businesses
- Industry association member lists
- State contractor license databases

Tool: Import.io or ParseHub

Method C: Business For Sale Aggregator

RSS Feed Aggregation from:

- BizBuySell new listings
- BizQuest daily updates
- LoopNet (for real estate plays)
- Craigslist business section
- Facebook Marketplace

```
// Zapier RSS to Google Sheets workflow Trigger: New RSS item
Filter: Title contains ["selling", "retirement", "for sale"]
Action: Add row to Google Sheet Notification: Email if high-value
keywords found
```

Layer 2: Contact Enrichment Automation

Tool Stack for Finding Decision Makers

Tool	Best For	Cost	Accuracy
Hunter.io	Email patterns	$49/mo	70%
Apollo.io	Direct contacts	$99/mo	85%
Clearbit	Company data	$99/mo	90%
FullContact	Social profiles	$89/mo	75%

Enrichment Workflow:

1. Input: Company name + city
2. Hunter.io: Find email pattern
3. LinkedIn Sales Nav: Find owner name
4. Combine: firstname.lastname@domain.com
5. Verify: NeverBounce (99% accuracy)
6. Enhance: Phone via Lusha/Seamless

Layer 3: Automated Outreach Sequences

Email Automation Setup

Tool: Instantly.ai or Smartlead.ai

7-Touch Sequence:

Day	Channel	Message Type
0	Email	Soft intro
3	Email	Value add
7	Email	Case study
10	SMS	Quick check
14	Email	Social proof

| 21 | Email | Breakup |
| 90 | Email | Quarterly check |

```
// Email #1 Template with Spintax Subject: {Quick
question|Regarding|About} {business_name} Hi {first_name}, I'm a
{local|Dallas-based} business {buyer|investor} looking to
{acquire|purchase} an established {industry} business. {I
noticed|I saw} {business_name} has built a {great|strong|solid}
reputation over the years. {Are you|Would you be} open to a
{confidential|private} conversation about your long-term plans?
{Best|Regards|Thanks}, {your_name}
```

SMS Automation

Tool: SimpleTexting or Salesmsg

```
// SMS Template Hi {first_name}, I sent you an email about
{business_name}. I'm a serious buyer with funding ready. Worth a
quick call? - {your_name}
```

Compliance: Always include opt-out: "Reply STOP to unsubscribe"

Layer 4: Intelligent Lead Nurturing

Behavior-Based Automation

If they open but don't reply:

- → Send case study email in 48 hours
- → Add to "warm" campaign
- → Increase value-focused content

If they click links:

- → Immediate notification to you
- → Send "noticed you checking us out" email
- → Add to hot leads list

If they reply with "not interested":

- → Add to 6-month nurture
- → Send quarterly market updates
- → Birthday/holiday touches only

Layer 5: Pipeline Tracking Automation

Airtable Deal Pipeline Setup

Base Structure:

- **Leads Table:** All scraped businesses
- **Contacts Table:** Enriched owner info
- **Outreach Table:** Email/call history
- **Deals Table:** Active opportunities
- **Tasks Table:** Follow-up reminders

Automations:

- New lead → Create outreach task
- Email opened 3x → Alert for phone call
- No response 30 days → Move to nurture

- Meeting booked → Create deal record

Complete Tech Stack Budget

Category	Tool	Monthly Cost
Scraping	Phantombuster	$69
Enrichment	Apollo.io	$99
Email	Instantly.ai	$97
SMS	SimpleTexting	$45
CRM	Airtable	$24
Verification	NeverBounce	$50
Total	**Full Stack**	**$384/month**

ROI Calculation:

$384/month ÷ 50 qualified leads = $7.68 per lead

One deal pays for 10+ years of automation

30-Day Implementation Plan

Week 1: Foundation

- Day 1-2: Set up Airtable base
- Day 3-4: Configure Phantombuster
- Day 5-7: Create email templates

Week 2: Data Collection

- Scrape 1,000 businesses
- Enrich 200 top prospects
- Verify all emails

Week 3: Launch Outreach

- Start with 50 emails/day
- Monitor open/reply rates
- Adjust templates based on results

Week 4: Scale & Optimize

- Increase to 200 emails/day
- Add SMS follow-ups
- Set up behavioral automations

Advanced Automation Tactics

The "Digital Stalking" Stack

Monitor targets for selling signals:

- **Google Alerts:** "[Business name] + [selling/closing/retirement]"
- **LinkedIn Sales Nav:** Job changes, "retired" status
- **Facebook API:** "Feeling overwhelmed" posts
- **Domain monitoring:** Expiring domains = distressed

The "Warm Introduction" Hack

1. Find mutual LinkedIn connections
2. Auto-message: "I see we both know [mutual connection]"
3. 3x higher response rate

Part of the Complete Blueprint System (Document #10 of 32)