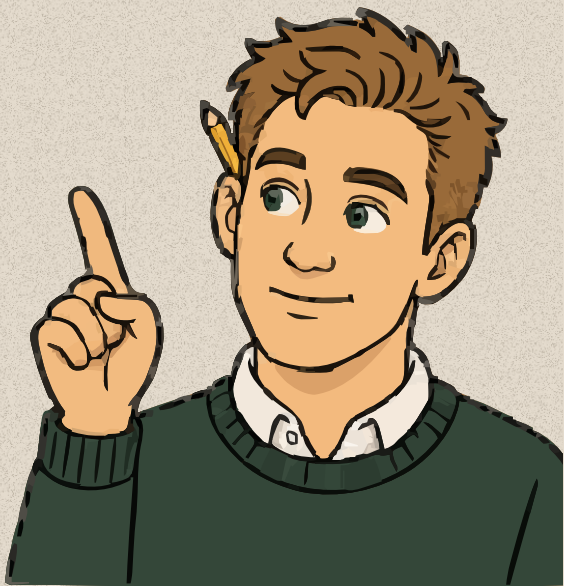


The Monday list by hand

The reel's three jobs, step by step, for any business whose best customers are other businesses.



From the reel:
The Monday list

What's inside

The reel showed a system doing this every week; you can run the same three jobs by hand. The first time takes a few hours: finding about 30, reading twelve websites, writing twelve notes. It works when your best customers are other businesses, in any trade or country, and won't fit if you mostly sell to the public. Your first three names come separately, by DM. The example here: Priya, who runs a small IT support firm.

1 Start from your best customers

2 Find the businesses most like them

3 Find something true to say

4 Write the note: a short template

5 Monday at seven: you approve

6 When one replies

+ Let Claude do the searching and the reading

Start from your best customers



From the reel: two of the three best customer cards. The names are an example.

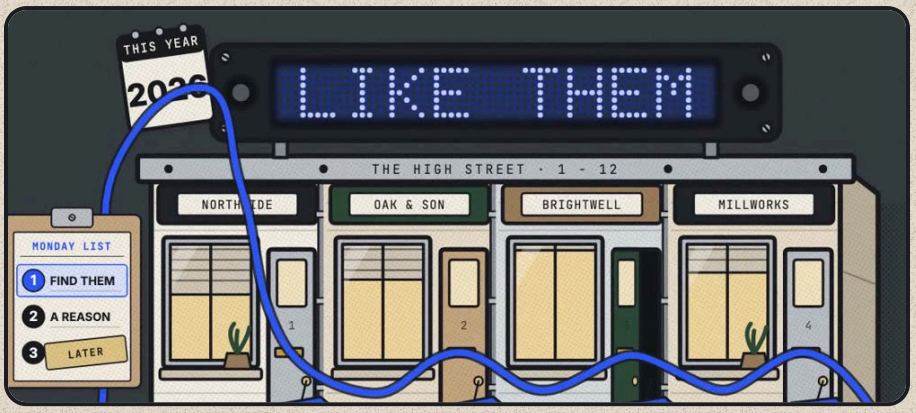
SET IT UP

1. Sort the last 12 months of sales by customer, biggest first.
2. From the top 20, keep three to five who pay on time and are easy to deal with.
3. Write a card for each: kind of business, staff, sites, town, what they buy, how they found you, who signs off.
4. Underline what the cards share. That's your match list.
5. Start a sheet, a row per business you find: name, website, contact, email, ticks, true thing, link, sent, reply.

AN EXAMPLE EXAMPLE

Harbour Cafe (14 staff, two sites), Rowe Dental (18 staff, two sites), Pike Builders (25 staff, office and yard). All share: 10 to 40 staff, one to three sites, no IT person.

Find the businesses most like them



From the reel: the blue line picks out the matches on the street. An example.

SET IT UP

1. Google Maps: `[trade] near [town]`. Cards in different trades? Run it once for each trade.
2. Google, exact words in quotes: `"[trade]" "[town]" "now open"` turns up recent openings.
3. Members and exhibitors: `[trade] association members [area]` and `[trade] show exhibitors`.
4. Tick each against your match list (staff from their Team page); keep the top twelve.

AN EXAMPLE EXAMPLE

Priya ran `cafe near [town]`, `dentist near [town]` and `builder near [town]`: 34 found, twelve with all three ticks.

Find something true to say



From the reel: Brightwell's news page, the true thing circled. An example.

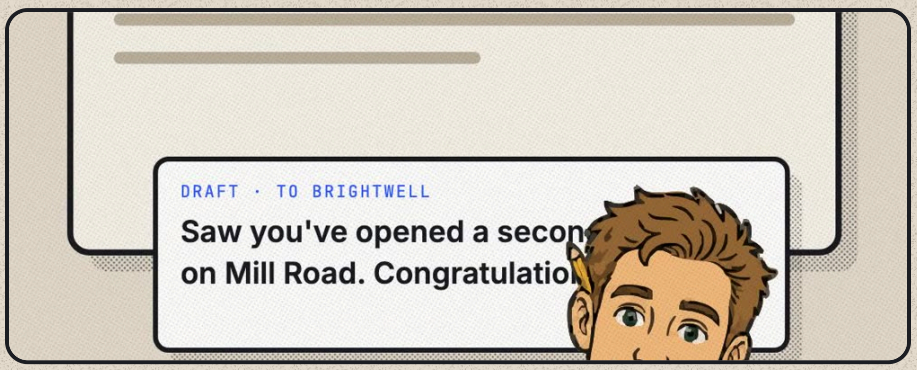
SET IT UP

1. Read their website's News page, then Careers (open jobs can mean new staff), then Locations, then last month's social posts.
2. Search `"[their name]" after:[date three months ago]` to see only pages updated since then.
3. Copy the fact and its link into your sheet. If the line could go to any business on the street, keep looking.

AN EXAMPLE EXAMPLE

Brightwell's News page, 3 Nov: 'Now open: our second branch on Mill Road.' For Priya, that's a second set of tills, Wi-Fi and laptops to set up. Doesn't count: 'love your website', 'leaders in your field'.

Write the note: a short template



From the reel: the note to Brightwell, drafted from its news page (the end is behind our presenter). An example.

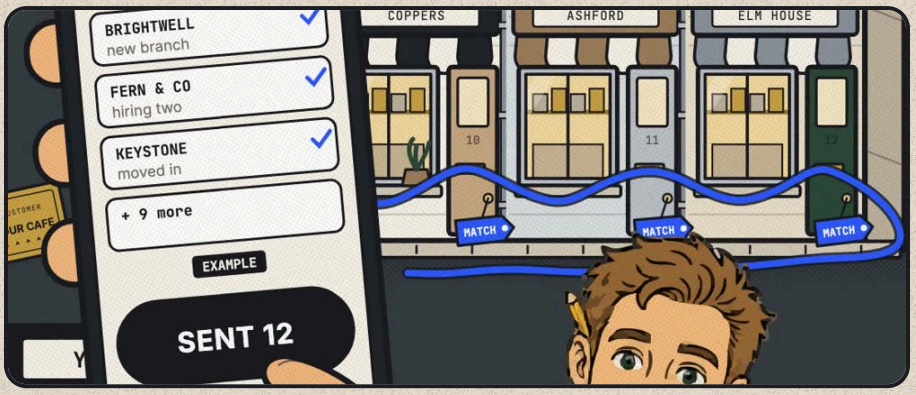
SET IT UP

1. Find the person: their Team page, LinkedIn's People tab, or ring and ask who handles [what you sell].
2. Subject: `Your [true thing]`. Open with it: `Saw you've opened a second branch on Mill Road.`
3. Then: `A second site means [what you fix] twice. We look after [kind of business] like yours.`
4. Ask once: `Worth a 10-minute call next week?` Sign with your name, phone and business address, and end with one line: `Not for you? Reply no and I won't write again.`

AN EXAMPLE EXAMPLE

'Hi Sam, saw you've opened a second branch on Mill Road. That's a second set of tills and Wi-Fi to keep running. We look after IT for cafés in town. Worth a 10-minute call? Priya'

Monday at seven: you approve



From the reel: each note ticked one by one, then sent. An example.

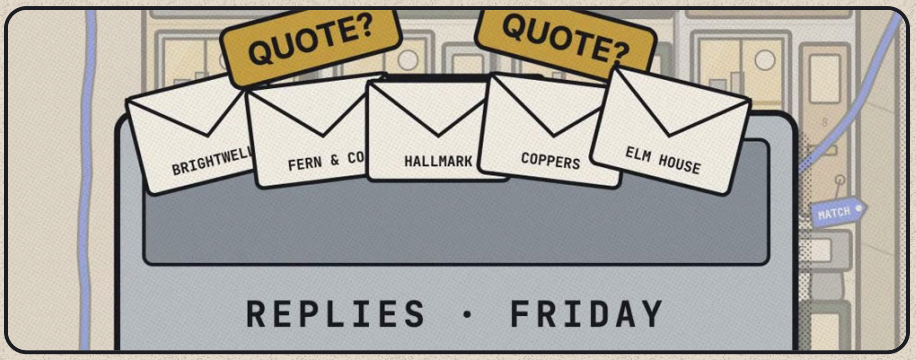
SET IT UP

1. Friday: draft all twelve and fill in your sheet.
2. Monday by 7:00: check each name, click each link, read each note aloud once.
3. Send one at a time from your own email, only the ones you'd sign. Rules on writing to businesses differ by country (the US and UK both want a way to opt out and who you are): check yours.
4. A week later, one follow-up to anyone quiet: `Just checking this reached you. Happy to leave it if the timing's wrong.` Then stop.

AN EXAMPLE EXAMPLE

Monday 7:00: Priya's twelve, Brightwell (new branch) among them, checked and sent by 7:20.

When one replies



From the reel: Friday's replies, two asking for a quote. An example.

SET IT UP

1. Wants a quote: answer the same day and offer two times: `10 minutes Tuesday at 11 or Wednesday at 3?`
2. Not now: ask when to come back, and note the date.
3. Wrong person: ask who handles it, and say who sent you.
4. No, or stop: thank them and never write again.

AN EXAMPLE EXAMPLE

Sam at Brightwell: 'Can you quote for setting up Mill Road?'
Priya replied by 10:40 with two times.

> **Then grow the list:** each good new customer becomes a best customer card.

Let Claude do the searching and the reading

Claude, the assistant made by Anthropic, can search the web and read websites for you, and every answer comes with links so you can check its sources. It works in the Claude desktop app or at claude.ai, free accounts included (with usage limits). If you see Web search under the + button at the bottom left of the chat, tick it. Then type these one at a time, filling in the brackets.

HOW

1. `Here are my best customers: [paste your cards]. Search the web for 30 businesses in [town or area] most like them. For each, give the name, website, why it matches and the link where you found it. Leave out [your current customers].`
2. `Score each one against what my best customers have in common and keep the best twelve. Show me the scores.`
3. `Open each of the twelve websites and find one thing that happened in the last three months: a new branch, new hires, a move, a new product, an award. Give me the link. If you can't find one, say so. Don't guess.`
4. `Write a note to each, using this template: [paste the template]. Under 90 words, plain English, no flattery.`
5. Click every link yourself before you send a thing. Claude can get a fact wrong, and the note goes out under your name.

Where this comes from

– The reel 'The Monday list', script v3 (approved 9 Nov 2026): the three jobs, twelve notes by seven, the approve step, two quotes by Friday (an example).

– The pictures are stills from the reel's filed video (43 s), at 20.5, 23.9, 29.6, 30.9, 36.7 and 39.3 seconds. The street, its businesses and the phone are drawn for the reel.

– Google Search Help, 'Refine Google searches' (exact words in quotes, after: for pages updated since a date), support.google.com/websearch/answer/2466433, read 15 Nov 2026.

– Claude Help Center, 'Enable and use web search' (the + button and Web search, citations in every answer, free accounts with usage limits), support.claude.com, read 15 Nov 2026.

– Our suggestions, not measured findings: the 12-month window, the top 20, three to five best customers, about 30 found, under 90 words, one follow-up. They're starting points; change them to suit your trade.

– Your first three names: researched by hand by our team, from the best customer you send us in the DM.

– Examples: Priya and her IT support firm, Harbour Cafe, Rowe Dental, Pike Builders, Brightwell, Fern & Co, Keystone, Mill Road, Sam, and every note, reply, time and count in the example cards. They come from the reel's drawn street, not real businesses.

Made by @automindly. Follow us for the next one.

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