

Automation & Lead Generation Starter Map

Free English guide · CosynkAI

Use this map to turn an automation idea into a controlled lead workflow. It is an original CosynkAI customer guide based on the automation, pipeline, and research source library.

1. Define the lead

Write the exact person or company you want, the trigger that makes them relevant, and the evidence that qualifies them. “Everyone who might buy” is not a usable filter.

2. Pick one source and one route

Start with one source, one extraction method, and one destination. Capture the source URL, record the date, and keep a small sample for manual review before scaling.

3. Use a simple pipeline

Discover → Extract → Normalize → Filter → Enrich → Review → Route → Measure

At every step, define what happens when a field is missing or a record is duplicated.

4. Add a human quality gate

Before a lead is contacted, check identity, relevance, consent expectations, source freshness, and whether the proposed message is truthful. Automation should reduce repetitive work, not remove responsibility.

5. Measure the workflow

Track records discovered, valid records, duplicates, rejected records, contact attempts, replies, and qualified opportunities. Review cost and failure rate before adding more sources or more steps.

6. Protect people and systems

Respect site terms, privacy obligations, rate limits, opt-outs, and platform rules. Do not collect or use sensitive data just because a scraper can reach it.

Continue with the full playbook

The **AI Automation & Lead Generation Playbook** adds reusable automation patterns, pipeline structures, scraping boundaries, and distribution checklists.

Explore the paid guide: <https://cosynkai.com/ai-automation-lead-generation>

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