

Now that you know how to write compelling emails, it's time to focus on building a list of prospects. Choosing the right prospect, gathering accurate emails, and ensuring you're targeting decision-makers are crucial steps in your cold emailing strategy.

What's the Difference Between Prospects and Leads?

Prospects are individuals or businesses who may benefit from your product or service, but they haven't shown interest yet. **Leads**, on the other hand, have already expressed interest, such as filling out a form or contacting you directly. In cold emailing, you're always targeting prospects, not leads.

This means your message should introduce your offer, generate interest, and start a conversation, not assume they're already ready to buy.

Who Should You Contact?

Choosing the right contact depends on the size and structure of the company, as well as who is involved in decision-making. Whether small or large, always research before reaching out. LinkedIn and company websites are great resources to identify key decision-makers.

It's worth taking the time here, as a lot of companies have complex business structures and sometimes the person you want to talk to is working under a different job title.

Small to Medium Companies

For smaller businesses, the CEO or founder is usually the right person to contact since they are involved in most decisions.

Large Companies

In bigger organizations, the CEO is rarely the decision-maker for the early stages. Look for senior roles such as:

- Head of Sales
- Head of Marketing
- Business Development Manager
- Operations Manager

Using General Emails

If you find a general company email (like info@company.com), don't worry, it might still get forwarded to the right person. A polite request like, "Could you please forward this to the person responsible for [specific area]?" can increase your chances.

If you find yourself with a big chunk of general emails, it's wise to create a separate campaign with different messaging that reflects that this is sent to a general email.

I've also listed some ways of finding hidden emails using two tools at the bottom of this chapter.

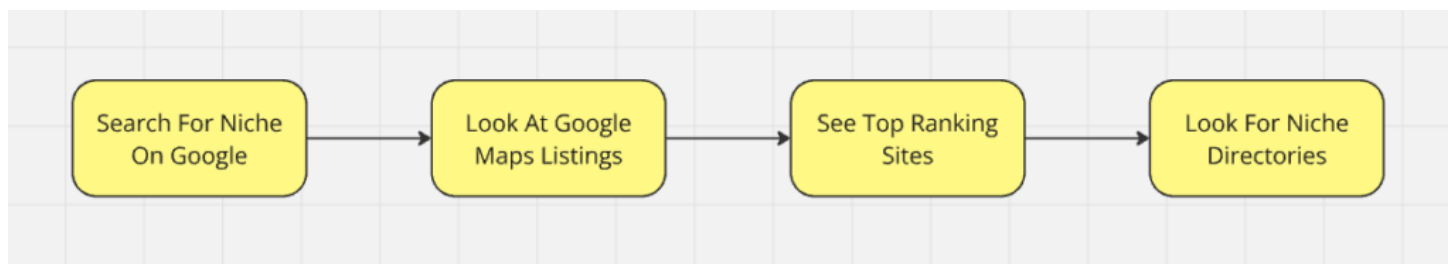
Methods for Finding Prospects

There are various ways to gather prospects, depending on your goals, resources, and budget. Generally speaking, spending more time finding your prospects equals to a higher quality, this is how I get such high open and reply rates.

Down below I've listed the most common ways of finding prospects and build an email list.

Manual Research

Manual research is my favorite way to go. It allows you to find high-quality prospects but takes time and dedication, but the trade off is well worth it in my opinion. I mainly use Google and Bing for this, as they usually provide a wide variety of company websites and niche specific business directories.



This method is "slow" but offers the best quality contacts, perfect for smaller-scale outreach. Using my workflow above, I usually find around 40-80 qualified emails an hour, I can find even more if I'm not picky about quality.

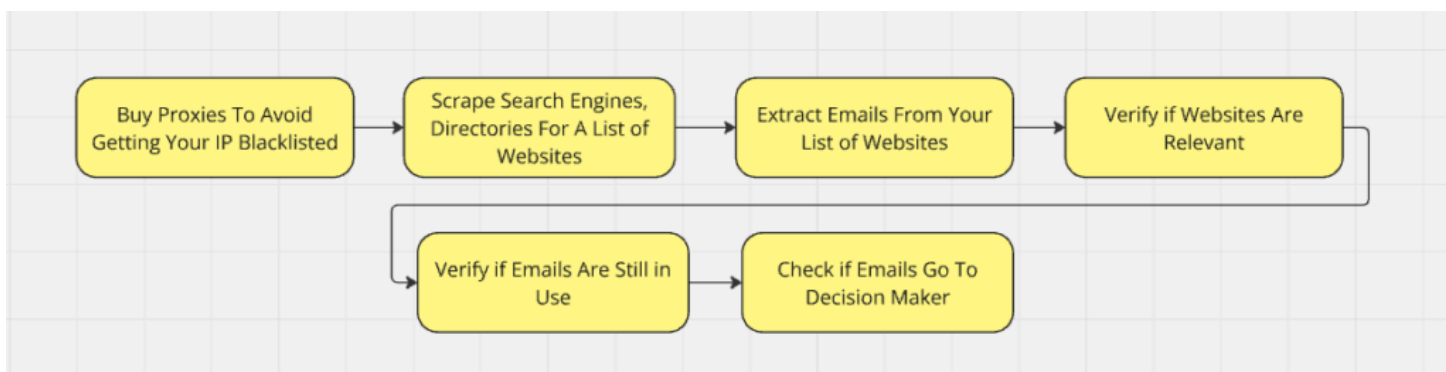
I **highly recommend** going this route first, as it will ensure you have the highest chance of getting clients with your email campaigns. Open up a Google Sheets document and paste in all the emails you find, save it as a .csv file so we can use it inside of Woodpecker.

Buying Lists

Purchasing email lists from third-party providers is fast but often comes with risks. These lists may be outdated, and legal issues, such as GDPR or CAN-SPAM compliance, are a concern. Only use this as a supplementary method and ensure the lists are compliant with regulations.

Scraping

Web scraping is a more technical approach to gather large numbers of emails from websites or directories. While efficient, scraping usually requires a lot technical knowledge to make it worth while.



As you can see the workflow involves several steps and most of the time you will still have to do manual work to verify everything.

If you still want to try it you can checkout [Octoparse](#) or [Scrapebox](#).

Dedicated Tools

Tools like Woodpecker streamline prospecting by providing access to prospect databases, filtering by industry, job title, and location. These tools are time-saving and won't require you do as much as when you do the scraping yourself, but the emails may still contain outdated or irrelevant information.

	Name	Email		Company	Job	Country
<input type="checkbox"/>	A Andy Pray	****@praytelloagency.com	Find email & add	Praytell	Owner	United States
<input type="checkbox"/>	D Don Surdaval	****@storis.com	Find email & add	Storis, Inc.	Owner	United States
<input type="checkbox"/>	M Maryam Vakili	****@startengine.com	Find email & add	Startengine	Owner	United States
<input type="checkbox"/>	J Joanna Vargas	****@joannavargas.com	Find email & add	Joanna Vargas Skin Care	Owner	United States
<input type="checkbox"/>	J Julia Dubno	****@balletacademyeast.com	Find email & add	Ballet Academy East	Owner	United States
<input type="checkbox"/>	T Thomas Berton	****@manhattanbysail.com	Find email & add	Manhattan By Sail	Owner	United States
<input type="checkbox"/>	H Howard Morgan	****@arconline.it	Find email & add	Arca Fondi Sgr	Owner	United States
<input type="checkbox"/>	E Eric Dieter	****@movementstrategy.com	Find email & add	Movement Strategy	Owner	United States
<input type="checkbox"/>	J Jennifer Bayly	****@orangerie.ae	Find email & add	Mci Middle East Llc	Owner	United States
<input type="checkbox"/>	B Brad Bernstein	****@lawsb.com	Find email & add	Law Offices Of Spar & Berns	Owner	United States
<input type="checkbox"/>	M Michael Hoernecke	****@bbhsolutions.com	Find email & add	Bbh Solutions, Inc.	Owner	United States

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They operate on a credit-based system, so you'll pay for each email address you access.

Finding "Hidden" Emails

There's actually a way to find what I call "hidden" emails. These are emails that are not displayed on the companies website.

I mainly use these two tools:

Hunter.io

Hunter is a well-known tool with a variety of features, but for this purpose, we'll focus on its "Finder" function. It's incredibly straightforward: just enter the domain name in the search bar. Before you run the search, you'll see a list of domains along with the number of email addresses Hunter has in its database for each one. Select the domain you want, and you'll see the available email addresses.

The screenshot shows the Hunter.io Domain Search interface. At the top, there are two tabs: "Find email by company" (selected) and "Find email by name". Below the tabs is a "Domain Search" section with a search bar containing "company.com". To the right of the search bar is a "Filters" dropdown and a search icon. Below the search bar is a list of domains with their respective result counts:

Domain	Results
Company.com	4,468 results
Company	3 results
Company	28 results
Company	26 results
Company	no results

Hunter also provides a list of sources where these emails were found. Sometimes, you'll even get job titles, like "CEO," next to the email address. This can be incredibly useful in identifying decision-makers.

Find email by company

Find email by name

Domain Search ⓘ

Upload a list of domains to search

company.sitecompany.site 3 resultsFilters

TypeDepartmentShow only results with

3 results for your searchExportFind by name

abuse@company.site

94%20+ sources

Save as leadAdd to a campaign

hello@company.siteSupport

81%10 sources

Save as leadAdd to a campaign

www.ade-de-farmer@company.site

75%1 source

Save as leadAdd to a campaign

Follow Company for updates

Get notified when Company opens new jobs, raises funds, and more.

Follow this company

Company

Company

Company is a handmade products provider that offers unique, customized items at affordable prices.

Accept all: YES ⓘ

Industry: Advertising Services

Headcount: 1-10

Address: Alajuela, Costa Rica

Type: Self Owned

Prospero.io

Prospero works similarly to Hunter but lacks job titles, so you may need to do extra research to identify the decision-maker. One advantage of Prospero is that its free account offers more credits than Hunter. By combining the two tools, you can get around 100 credits per month.



Domain Search



Upload a list



Saved leads

company.com

Find emails



Company
Catch-all: Yes

Industry: Newspaper Publishing

Employee: 1-10

All



4718 emails found

smartkids@company.com Professional

+ Add to list

Verify

pwarden@company.com Professional

P Warden + Add to list

Verify

billy@company.com Professional

Billy + Add to list

Verify

daniel.zhouy@company.com Professional

Daniel Zhouy + Add to list

Verify

zhou.ying@company.com Professional

Zhou Ying + Add to list

Verify

Adding Your Prospects To Woodpecker

Next step is to add all your prospects into your Woodpecker campaign. Each campaign has its own set of prospects and they are not shared between campaigns unless specified.

Scroll down to "Prospects" under your follow up emails, here you'll be presented with 5 options:

1. From File
2. From Database
3. From Integrations
4. Manually
5. From Lead Finder

Easiest to do is to choose "From File" and import a .CSV file with all the contacts. Just make sure to match your data with the fields in Woodpecker, so you're not using the first name as an email or vice versa.

Match your data with the fields in Woodpecker

Don't forget to preview a few contacts to make sure you linked the fields correctly.

73 prospects identified

[< previous](#) | [next >](#)

Your data	Woodpecker field
<input type="text" value="martin.f.bernard@orange.fr"/>	<input type="text" value="Email (required)"/> ✓
<input type="text" value="Martin"/>	<input type="text" value="First name"/> ✓

☐ Ignore column headings ("First name", etc.) when importing

Import

Cancel

When you've imported all contacts you're ready to launch your campaign. Press "Run" and your campaign will slowly start sending out emails to all the prospects you added.