OUTREACH AUTOMATION

Setup & Usage Manual

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10 personalized cold emails to real hiring managers. Fully automated.

What Is This?

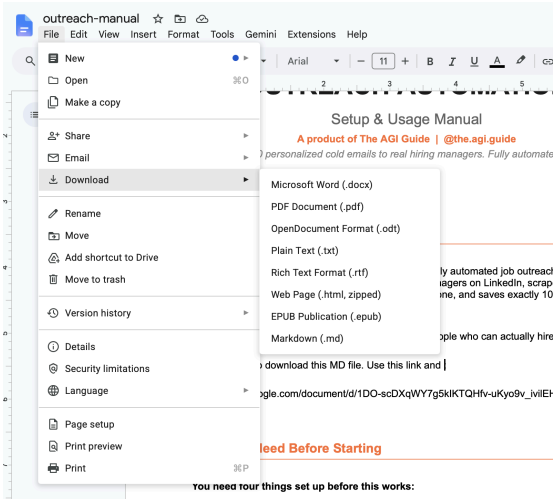
Outreach Automation is a Claude skill file that runs a fully automated job outreach pipeline. You give it your resume and your city. It finds real hiring managers on LinkedIn, scrapes their verified work emails, writes a personalized cold email for each one, and saves exactly 10 drafts straight to your Gmail — ready for you to review and send.

No job boards. No applications. Direct access to the people who can actually hire you.

You will need to download this MD file. Use this link :

https://docs.google.com/document/d/1DO-scDXqWY7g5kIKTQHfv-uKyo9v_ivilEHXoo5paT8/edit?usp=sharing

Make sure to download as an md:



What You Need Before Starting

You need four things set up before this works:

- An Apify account
- Apify connected to Claude as an MCP connector
- Gmail connected to Claude as an MCP connector
- Your resume (PDF or pasted text)

Step 1 — Set Up Apify

Create Your Account

1. Go to apify.com and sign up for a free account

Get Your API Key

2. In Apify, go to Settings → API & Integrations
3. Copy your Personal API token — it looks like apify_api_XXXXX
4. Save it somewhere — you'll need it in the next step

Step 2 — Connect Apify to Claude

There are two ways to connect Apify to Claude. Use whichever fits your setup.

Option A — Claude.ai Integrations (easiest)

5. Go to claude.ai and open Settings
6. Click Integrations in the left sidebar
7. Find Apify in the list and click Connect
8. Paste your Apify API token when prompted
9. Click Save — Apify is now connected

Option B — Claude Code / Cowork (for power users)

10. Install Claude Code by running: npm install -g @anthropic-ai/claude-code
11. Open your terminal and run: claude
12. Type /mcp to open the MCP connector menu
13. Select "Add new connector" and choose Apify
14. Paste your Apify API token
15. Apify is now available as a tool in every Claude Code session

NOTE: Cowork is Anthropic's desktop tool for non-developers. If you're using Cowork, go to Settings → Connectors → Add Connector → Apify and paste your API token there.

Step 3 — Connect Gmail to Claude

16. Go to claude.ai → Settings → Integrations
17. Find Gmail in the list and click Connect
18. A Google authorization screen will open — sign in and allow access
19. Gmail is now connected — Claude can save drafts directly to your inbox

> **NOTE:** Claude only saves drafts. It never sends emails on its own. You always review and send manually.

Step 4 — Load the Skill File

The SKILL.md file is what tells Claude how to run the outreach pipeline. Here's how to load it:

In Claude.ai (Projects)

20. Open Claude.ai and create a new Project
21. Go to Project Settings → Knowledge
22. Click "Add file" and upload the SKILL.md file
23. Now every conversation in this project has the skill loaded automatically
24. Start a new chat inside the project and say "run outreach" to begin

In Claude Code or Cowork

25. Save the SKILL.md file to your local machine
26. In your session, reference the skill file path or paste the contents
27. Say "run outreach" and Claude will follow the pipeline

Step 5 — Run the Pipeline

Once everything is connected, starting the pipeline is one message:

```
"Run outreach"
```

Claude will ask you to confirm:

- Your city or metro area
- Your target job fields (marketing, AI, content, growth, etc.)
- Your resume (paste or upload the PDF)

- Your email signature (name, brand, email, LinkedIn)

Then it runs automatically — web search, LinkedIn scrape, email extraction, email writing, Gmail save. You get a summary table at the end showing all 10 contacts with their emails and confidence levels.

What Happens Under the Hood

Here's exactly what Claude does when you say "run outreach":

28. Searches the web for LinkedIn profiles of hiring managers in your city and field
29. Collects 15+ LinkedIn profile URLs from public search results
30. Feeds those URLs to Apify's LinkedIn Profile Scraper
31. Apify cross-references each profile against public email pattern databases to find their work email
32. Claude filters to the 10 highest-confidence emails (valid > risky > skip)
33. Writes a unique personalized cold email for each person using your resume and their LinkedIn data
34. Saves all 10 as Gmail drafts with the real email addresses pre-filled
35. Delivers a summary table showing every contact, their email, and confidence level

NOTE: Apify does not hack into anything. It infers email addresses from public naming patterns (e.g. firstname.lastname@company.com) and validates whether a live mail server exists at that address. Same method used by Apollo, Hunter.io, and ZoomInfo.

Understanding Email Confidence Levels

Level	What It Means	What To Do
High ✅	Verified deliverable email	Send first — highest chance of delivery
Medium ⚠️	Valid mail server, pattern inferred	Send after high-confidence batch

Running It Daily

This pipeline is designed to run every single day — 10 new contacts, 10 new emails, every morning.

36. Open your Claude project with the skill loaded
37. Say "run outreach"
38. Confirm your targets if anything has changed
39. Wait ~2 minutes for the pipeline to complete
40. Open Gmail drafts — 10 new emails are sitting there
41. Review each one, adjust anything personal, and send

Each daily run targets fresh profiles — Claude never reuses the same LinkedIn URLs or copies previous emails.

Troubleshooting

"Users on the free Apify plan can run the actor through the UI only"

You're on the free plan. Upgrade to $49/mo at apify.com/pricing, then try again.

"This actor requires permissions approval"

Click the approval link Claude gives you, approve it in one click, then reply "done" and Claude continues.

Got fewer than 10 drafts

Tell Claude "I only got X — fill the rest." Claude will run another search batch and top it up to 10.

A Gmail draft didn't save

Claude will print the full email text. Copy it manually into Gmail, paste the email address, and send.