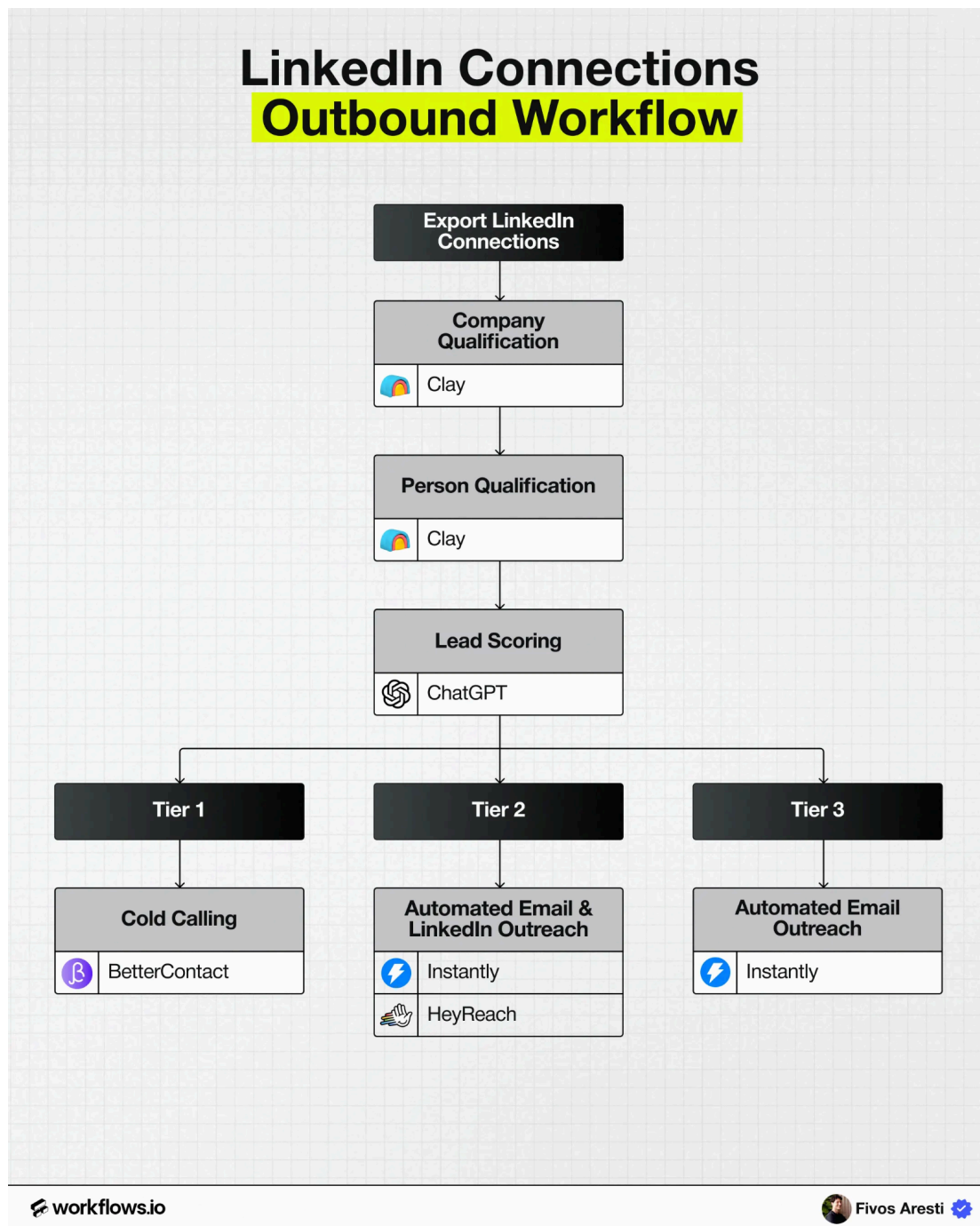# The Founder Connections Playbook

Step-by-step Breakdown

Step 1: Export Founder's LinkedIn Connections

Start by exporting the founder's LinkedIn connections.

How to export LinkedIn connections:

1. Click the **Me** icon at the top of the LinkedIn homepage.
2. Select **Settings & Privacy**.
3. Open the **Data Privacy** section from the left sidebar.
4. Under How LinkedIn uses your data, click **Get a copy of your data**.
5. Select **Download larger data archive**, which includes connections.
6. Click **Request archive**.
7. Download the file from the link sent to your primary email address.

After export:

- Extract the connections CSV file.
- Upload the CSV into **Clay**.
- Use this list as the warm starting point for outbound.

Step 2: Qualify companies

Review the companies behind each connection.

- Enrich companies in Clay with industry, size, funding, and location.
- Add tech stack data where relevant.
- Keep only companies that match your ICP.

This step ensures outbound effort is focused on the right accounts.

Step 3: Qualify contacts

Next, qualify the individuals within those companies.

- Enrich role, seniority, and department.
- Identify decision-makers and buying roles.
- Filter out unrelated roles

Only relevant contacts move forward.

Step 4: Score leads using AI

Use 'Use AI' in Clay to prioritize the list.

- Review company fit, role relevance, and context together.
- Assign a priority tier:
  - **Tier 1:** Strong fit, high priority
  - **Tier 2:** Good fit, medium priority
  - **Tier 3:** Lower priority
- Add a short reason for each score.
- Exclude non-fit leads automatically.

This creates a clear order of operations for outreach.

Step 5: Route leads into tiered outreach

- **Tier 1: High Priority**
  - Assign leads to AEs for manual outreach
  - Calls using **BetterContact** for phone numbers
- **Tier 2: Medium Priority**
  - Enroll leads in automated email and LinkedIn outreach
  - Emails via **Instantly** and LinkedIn DMs via **HeyReach**
- **Tier 3: Low Priority**
  - Enroll leads in automated email-only nurture
  - Emails via **Instantly**