



Lead Research Agent

Automatically finds and qualifies new leads from Google Maps and LinkedIn. Results saved directly to Notion.

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1 AT A GLANCE

AREA	Sales
TRIGGER	Manually or on a schedule, e.g. weekly
RESULT	Prioritised lead list in your Notion database
INTEGRATIONS (EXAMPLES)	Google Maps LinkedIn Notion AI model

2 HOW THE WORKFLOW RUNS



1

Define your audience

You define who you are looking for: industry, region, company size and other criteria. These settings drive every search.



2

Find companies

The agent collects publicly available company data from Google Maps and LinkedIn, such as name, category, location and website.



3

Clean the data

Missing details such as the website or general contact channels are added, duplicates and unsuitable entries are removed.



4

Qualify leads

An AI model scores every lead against your criteria, assigns a priority and notes briefly why the lead is a fit.



5

Save to Notion

Qualified leads land in your Notion database, neatly structured and ready for outreach.

Only publicly available business data is used, respecting the platforms' terms of use and data protection law.

IDEAL FOR

- ✓ B2B companies and agencies that regularly look for new clients
- ✓ Founders who want a steady lead pipeline without a sales team
- ✓ Teams that research leads manually in spreadsheets today

WHAT YOU NEED

- ✓ A clear description of your ideal customers
- ✓ A Notion workspace with a lead database (set up if needed)
- ✓ Access to an AI model, e.g. via OpenAI or Anthropic

CUSTOMISABLE

- ✓ Search criteria, regions and search frequency
- ✓ Scoring rules and priority levels
- ✓ Fields and views in the Notion database

PRIVACY & SECURITY

- ✓ Only publicly available business data, no private profiles
- ✓ Google and LinkedIn terms of use are respected
- ✓ Data stays in your own Notion workspace

YOUR CONTROL You decide which leads to contact. The agent only researches and scores.

This describes the typical process. Every workflow is adapted to your tools, processes and requirements during the project; details and pricing are agreed individually.

Interested in this workflow?

In a free intro call we look at how the workflow can be adapted to your tools.

[Book an intro call](#)