How to Build Amazing Lead Lists: Resource Kit

Apollo's Search Filters

- [ ] [Apollo Search Filters](#): what you need to know
- [ ] [Technologies Filters](#)
- [ ] List of [Industry filter options](#)
- [ ] [How to search by Standard Industrial Classification (SIC) codes](#)

Refining your search

- [ ] Searching by job title? Get more specific results by [using Boolean Operators](#)
- [ ] [How to identify and avoid calling high-risk numbers](#)
- [ ] [Use the "Email Status" Filter](#) to search for only safe-to-send emails
  - [ ] [How Apollo verifies emails](#)
  - [ ] Are your emails not getting through to Verified email addresses? You may need to [check your email deliverability](#).
- [ ] [Filter by Phone/Status Confidence](#) (This filter is only applicable to Saved contacts)

Buying intent

- [ ] [Overview of Apollo's Buying Intent](#)
- [ ] [List of available buying intent topics in Apollo](#)
- [ ] [How to use buying intent in Apollo](#)

How to search efficiently

- [ ] [Create and subscribe to saved searches](#)

Personas & Signals

You can build Personas in Apollo to help you search faster and quickly target contacts that meet your [ideal customer profile](#).

- [ ] [How to Create a Persona](#)
- [ ] You can access your personas from the [filter in your People search](#) or from the [personas settings page](#). There, you can enable or disable specific personas. Reordering will also change the order in which they appear in search page filters.
- [ ] [Use Recommendations](#) on Company pages
- [ ] [Set up and use Signals](#) to prospect based on demographic and behavioral filters

Lead Scoring

- [ ] Learn all about [Lead Scoring in Apollo](#) and how you can use [scoring to prospect](#)
- [ ] [How to define lead scores in Apollo](#)

Learn more about prospecting

- [ ] Get an in-depth walkthrough in this webinar recording: [5 Ways to Find Better Leads and Automate Prospecting](#).
- [ ] Prefer reading? Explore [How to up-level your prospecting in Apollo](#), which showcases helpful filters like **years in current role** and **headcount growth**.
- [ ] Connected your CRM? Learn how to use the [Apollo Data Health Center](#) to identify who from your target market is missing from your CRM.

🍑 Watch the full 7-part course, [How to Find Leads and Book Meetings with Apollo](#), for a comprehensive guide to setting up and using Apollo to build your pipeline.

Basic buying intent outreach email template

Subject line:
{{first_name}}, Couple thoughts about {{!intent topic}}

Body copy:
Hi {{first_name}},

I've been researching {{company}}, and I'm wondering if y'all have ever considered [intent topic].

I noticed [X specific thing] and [Y specific thing] that I think could benefit you.

Is this on your radar at all?

How to get help & training on Apollo

- When logged into Apollo, click on the black circle with the question mark on the bottom right of the screen. From there you can find resources, submit a support ticket, or chat with our support team.

- Find your answers in the [Apollo Knowledge Base](#)

- Submit a support request [here](#).

- Learn from our training library in [Apollo Academy](#).

🍎 Need basic Apollo training? Join one of our [daily live webinars](#). (Must have an Apollo account and log in to access.)