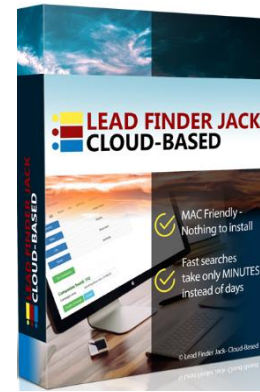


# Lead Finder Jack – Cloud Search Module



**Lead Finder Jack – Cloud** is part of your **Sales Dynamite Jack** package. This training will show how to use the **Search** module.

First, you will need to log in at <https://my.leadfinderjack.com/>.

Fill in your **Email** address and click on **Next**. →

The **Password** field opens up. Fill it in and click on **Next**.



*Note that you can check the checkbox “Remember me” if you want.*

*You can also **Reset password** or simply go **Back to login**.*

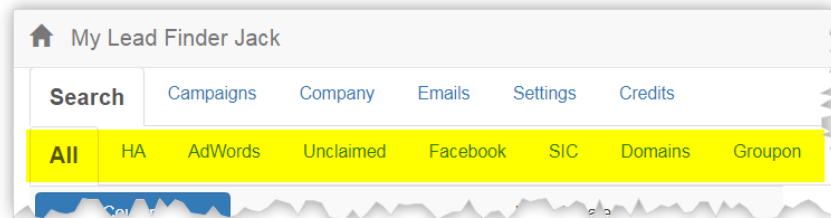
Across the top, you will see the main modules – **Search**, **Campaigns**, **Company**, **Emails**, **Settings**, and **Credits**. *This PDF will cover the **Search** module. Each of the other modules will have its own PDF.*

Click on **Search**.

Actually, you’re already in the **Search** module by default when you first log in. You can see this by the way the word “Search” is black and larger than the names on the other module tabs.

The next row of tabs all relate to the **Search** module. *(The second row of the Campaigns module, etc., will display features related to **that** module. Each module's sub-menu is different.)*

These tabs represent different lead sources. Deciding which one you want to use will depend on what you want to accomplish with your search.



**All** lets you search **all** lead sources.

**HA** lets you search for businesses that pay **Home Adviser** for leads *(only US companies)*.

**AdWords** lets you collect businesses that use Pay Per Click advertising with **Google Adwords**.

**Unclaimed** lets you find businesses that have not claimed their **Google My Business** listing.

**Facebook** lets you search for businesses with a **Facebook** presence.

**SIC** lets you find businesses that we have the **SIC code** for (Standard Industrial Classification System).

**Domains** lets you find businesses that have **recently bought their domains** (new startup companies).

**Groupon** lets you find businesses that are using **Groupon** in their marketing.

**Multi** *(not shown until after your first search)* lets you see all your searches.

So, depending on what services you want to market to these businesses, you have a lot of options.

For example, if you are primarily focused on selling website and hosting services, you may want to target startup companies by doing a **Domains** search.

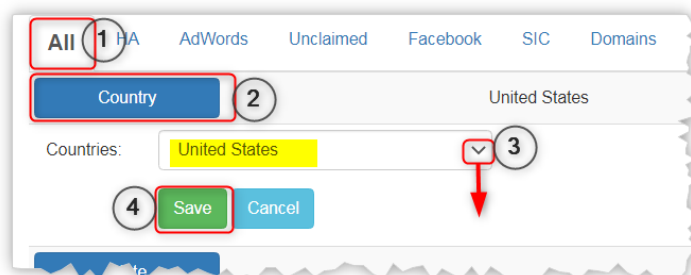
If you are providing GMB services, you could target **Unclaimed** businesses.

**HA (Home Advisor)** leads are great for selling *any* services (to U.S. companies) because these companies already have a marketing budget. They are willing to pay for results. But they are paying Home Advisor for *shared* leads, and you can save them money with your services that generate *exclusive* leads.

Every lead source works pretty much the same. We'll use an "**All**" **leads** search as the example.

When you click the **Country** button, the **Countries** field opens up. Select the country from the dropdown menu and it will fill in in the field.

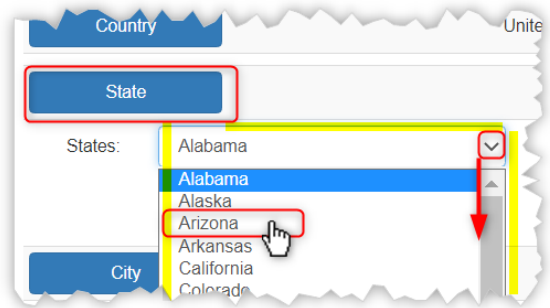
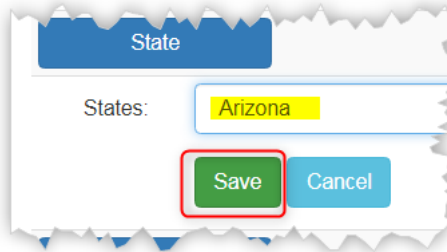
Then click on **Save**.



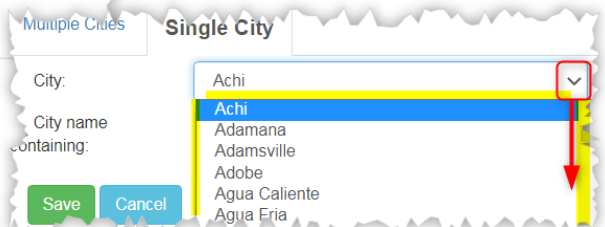
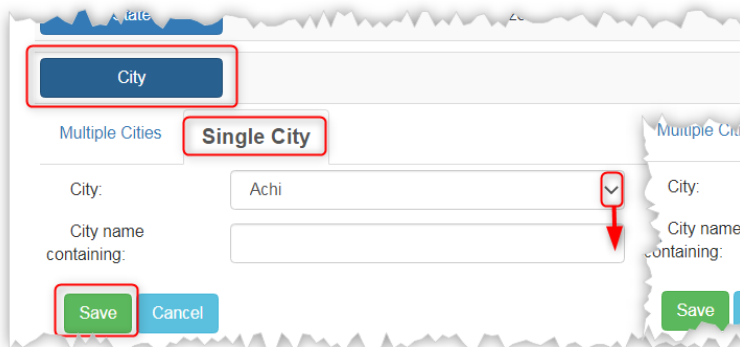
Next, click on the **State** button and select the state you want to target from the dropdown menu. →

After you've selected the state, it fills in in the field.

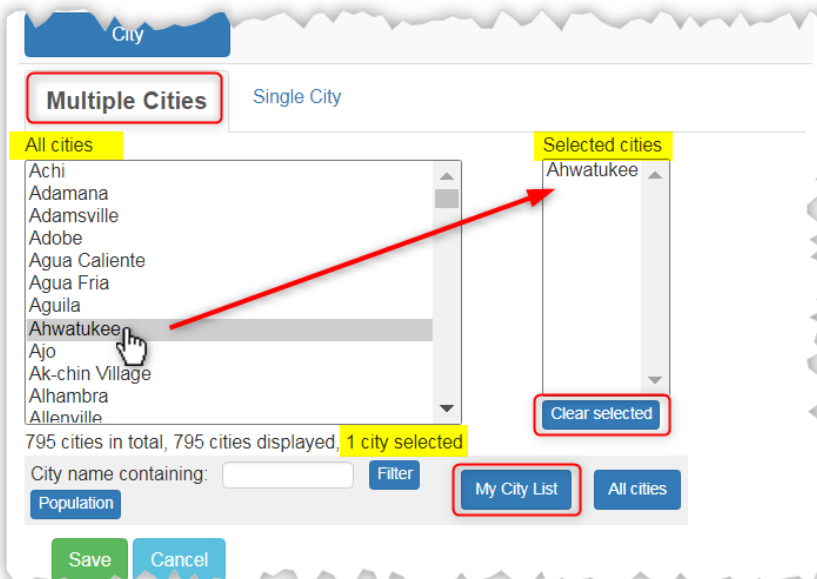
Click on the **Save** button.



When you click on the **City** button, you have a choice to search a **Single City** or **Multiple Cities**. With **Single City**, you can select one city from the dropdown menu, and it will fill in in the field.



With **Multiple Cities** selected, you will see **All cities** listed in the left panel, and when you click each city name to select that city, it shows up in the **Selected cities** panel on the right. To erase all your selections, click on the blue **Clear selected** button.



Once you have selected the cities that you want on your list, you can click on **My City List**. This will open a panel that lets you save these selected cities as a list for future use. *(This is optional.)*



Instead of selecting names from the list of all cities, you can also search for a **city name containing** [ ], where you look for only cities with a certain word or group of letters... whatever you enter in that field. If you use this option, you would fill in the field and then click on **Filter**. Here is an example with **City name containing: Desert** filled in.

City

Multiple Cities Single City

All cities

Desert Bell Estates li  
Desert Hills  
Desert Palms Mobile Estates  
Desert Ridge  
Desert Sage Mobile Manor  
Desert Valley Estates  
Desert Villas  
Desert Vista Estates lii  
Desert Wind  
Desert Wind li

Selected cities

Clear selected

795 cities in total, 10 cities displayed, 0 cities selected

City name containing: desert

Filter

Population

My City List All cities

The more popular option is to select cities by population. Click on the **Population** button...

Cities with a population larger than 30

City name containing:

Filter

Population

... and a panel opens up.

Country: United States

State: Arizona

Population larger than: 30,000

Population smaller than:

☐ Include cities with unknown population

OK Cancel Clear

You might want to target only the small towns, and you can do that. You can also check the box to **Include cities with unknown population**.

Or you may want to only market to cities that are larger than a certain size, for example **Population larger than 30,000**.

Fill in the population size and click on **OK**.

Select cities by population

Country: United States

State: Arizona

Population larger than: 30,000

Population smaller than:

☐ Include cities with unknown population

OK Cancel Clear

This brings you back to the **Multiple Cities** panel.

*In our example, there were 795 cities in total (for the entire state) with a population over 30 people.*

*Out of those 795, only the 190 cities with a population of 30,000 or more are displayed in the **All cities** list.*

*The same 190 cities are also shown in the **Selected cities** list.*

Click on **Save**.

Multiple Cities Single City

All cities

Aguila  
Ahwatukee  
Ajo  
Alpine  
Amado  
Andalusia  
Anthem  
Arivaca  
Arlington  
Avondale  
Bagdad  
Benson

Selected cities

Aguila  
Ahwatukee  
Ajo  
Alpine  
Amado  
Andalusia  
Anthem  
Arivaca  
Arlington  
Avondale  
Bagdad  
Benson

Clear selected

795 cities in total, 190 cities displayed, 190 cities selected

Cities with a population larger than 30

City name containing:

Filter

Population

My City List All cities

Save Cancel

So far we have selected the **Country**, the **State**, and the **City** (189 cities), and **Niche** is defaulting to “All niches”.

You could leave it this way, but probably you want to target only **ONE** niche, or maybe two or three related niches, when you are targeting multiple large cities. Otherwise, your list will be much larger than you need.

So, click on the **Niche** button.

The screenshot shows the 'My Lead Finder Jack' search interface. At the top, there are tabs for 'Search', 'Campaigns', 'Company', 'Emails', 'Settings', and 'Credits'. Below these are sub-tabs for 'All', 'HA', 'AdWords', 'Unclaimed', 'Facebook', 'SIC', 'Domains', and 'Groupon'. The main search area has four rows: 'Country' (United States), 'State' (Arizona), 'City' (189 cities), and 'Niche' (All niches). The 'Niche' row is highlighted with a red box.

This opens the section where you can select a **Single Niche**, or **Multiple Niches**. Here is the **Single Niche** panel (opened by default). You can choose the **Niche** from a dropdown menu of *all* the niches, or fill in the **Niche name containing** field and click on **Filter** to narrow down the choices in the dropdown menu.

For example, let's say you want to target lawyers, but you're not sure which kind. You could type “law” or “lawyer” in the **Niche name containing** field. Now when you click on the **Niche** dropdown menu, you will only see lawyer-related niches. You can select the type of lawyer you want to target.

The screenshot shows the 'Single Niche' selection panel. It has two tabs: 'Multiple Niches' and 'Single Niche'. The 'Single Niche' tab is active. There is a 'Niche:' dropdown menu with 'accident lawyer' selected. Below it is a 'Niche name containing:' field. To the right of the dropdown is a 'Filter' button. A red arrow points to the dropdown menu. To the right of the panel, a list of lawyer-related niches is shown: accident lawyer, criminal lawyer, divorce lawyer, employment lawyer, immigration lawyer, lawyer, Personal Injury Lawyer, and real estate lawyer.

If you want to target more than one kind of lawyer (or more than one other type of niches), you would click on **Multiple Niches**. You will still have the same list of **All niches**, but this time you can select more than one of them... and each one will show up in the **Selected niches** panel.

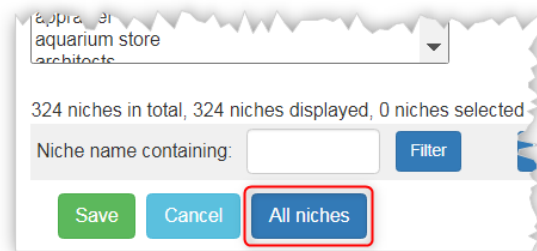
The screenshot shows the 'Multiple Niches' selection panel. It has two tabs: 'Multiple Niches' and 'Single Niche'. The 'Multiple Niches' tab is active. There is a list of 'All niches' on the left and a 'Selected niches' panel on the right. A red arrow points from the 'All niches' list to the 'Selected niches' panel. Below the lists, there is a 'Clear selected' button. At the bottom, there is a 'Niche name containing:' field, a 'Filter' button, and two buttons: 'My Niche List' and 'Ecom'.

Again, let's say you want to target several types of lawyers. You would fill in “lawyer” in the **Niche name containing** field and click on **Filter**, just like we showed above for **Single Niche**.

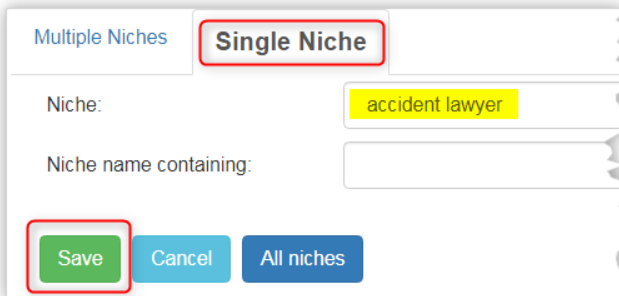
But this time, you can select as many lawyer types from the list as you desire.

In the event that you want to search for all of the niches instead of just one or a few, you can click on the **All niches** button at the bottom. →

But for our example, let's choose just one niche – *accident lawyer*.



A screenshot of a dropdown menu for selecting a niche. The menu is open, showing a list of niches with "accident lawyer" highlighted. Below the list, it says "324 niches in total, 324 niches displayed, 0 niches selected". There is a search bar labeled "Niche name containing:" with a "Filter" button. At the bottom, there are three buttons: "Save" (green), "Cancel" (blue), and "All niches" (blue, highlighted with a red box).

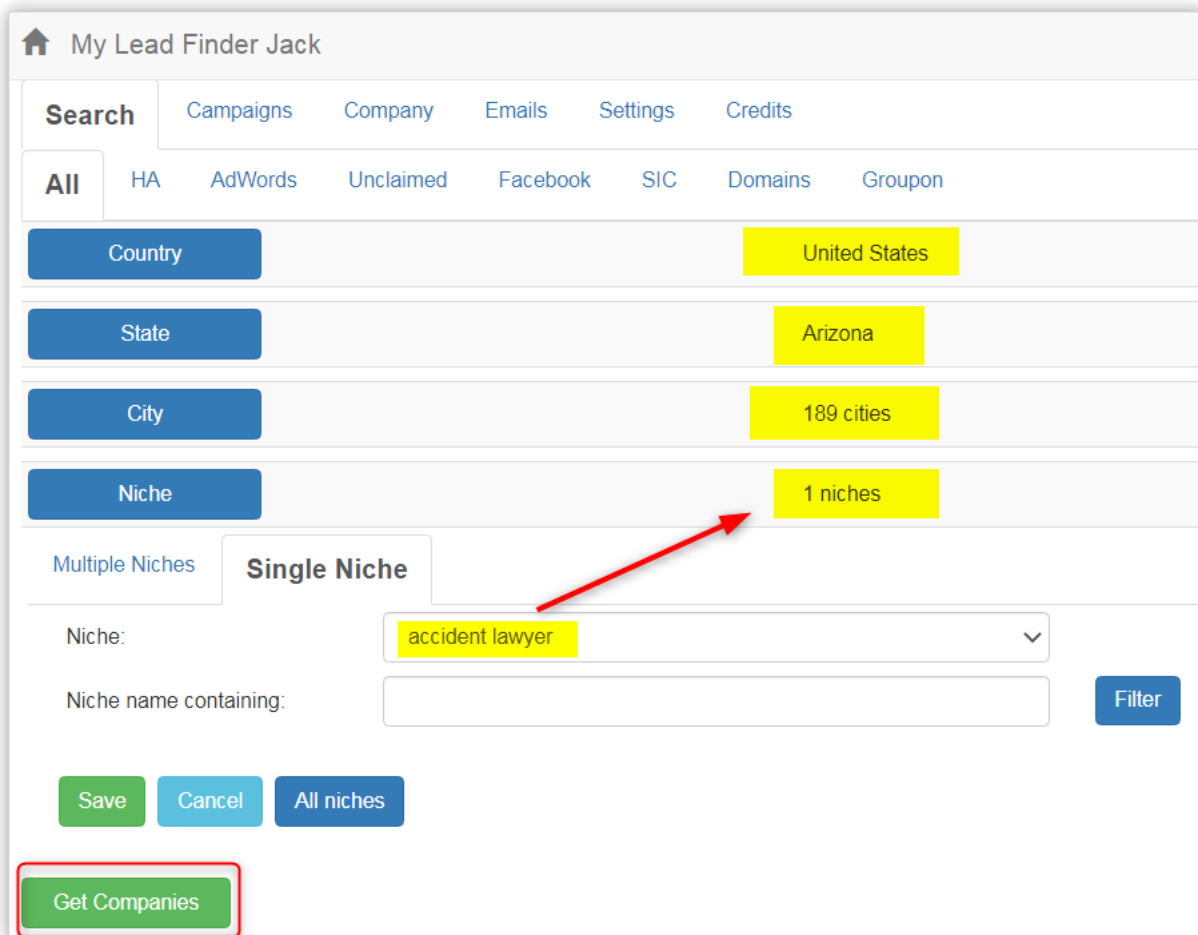


A screenshot of the "Single Niche" selection form. It has two tabs: "Multiple Niches" and "Single Niche" (highlighted with a red box). The "Niche:" field contains "accident lawyer" (highlighted in yellow). The "Niche name containing:" field is empty. At the bottom, there are three buttons: "Save" (green, highlighted with a red box), "Cancel" (blue), and "All niches" (blue).

When you select *accident lawyer* from the dropdown menu, it appears in the **Niche** field.

Click on the **Save** button.

Once all the fields are completed with your selections, you are ready to click on **Get Companies**.



A screenshot of the "My Lead Finder Jack" search interface. The top navigation bar includes "Search", "Campaigns", "Company", "Emails", "Settings", and "Credits". Below this, there are tabs for "All", "HA", "AdWords", "Unclaimed", "Facebook", "SIC", "Domains", and "Groupon". The main search area has four rows of filters: "Country" (United States), "State" (Arizona), "City" (189 cities), and "Niche" (1 niches). A red arrow points from the "1 niches" result to the "Niche" dropdown menu. The dropdown menu is open, showing "accident lawyer" (highlighted in yellow). Below the dropdown, there is a "Niche name containing:" field and a "Filter" button. At the bottom, there are three buttons: "Save" (green), "Cancel" (blue), and "All niches" (blue). At the very bottom, there is a "Get Companies" button (green, highlighted with a red box).

This opens a green panel with more instructions for starting the search:

- 1) Read the information.
- 2) Fill in a name for the search. *The default name is filled in already, showing the type of lead source(s) (All), the State (Arizona), how many cities (189 cities) and how many niches (1 niche).*
- 3) Click on the **Start Multi Search** button.

**Get Companies**

1 read this

Your search will be started in the background.  
You may continue working on other parts of My Lead Finder Jack or you may close the browser.  
You can follow the progress of the search in the MultiSearch tab.

Please enter a name for the search for easy reference:

2 All => Arizona 189 cities 1 niches

3

**Start Multi Search** Cancel Multi Search

Now your search is running in the background. (See above for what you can do while it runs.)

You are brought to this “**Multi**” screen where you can see the progress. The **Status** is “In progress”.

My Lead Finder Jack									
Search	Campaigns	Company	Emails	Settings	Credits	Support			
Multi	All	HA	AdWords	Unclaimed	Facebook	SIC	Domains	Groupon	
Currently active: All => Arizona 189 cities 1 niches									
Country: United States									
City:									
Found: 0									
Credits remaining today: 10,000 Credits remaining this month: 30,000									
Filter									
Name	Status	Country	Progress	State	Type	Found	Start		
All => Arizona 189 cities 1 niches	In progress	United States		Arizona	All	0	October 4, 19:17	Action	

The **City** names fill in one by one, as well as the number of companies **Found** in that city.

**Progress** shows “C179/188” (it means Cities: 179 out of the 188 total cities have been searched so far).

Currently active: All => Arizona 189 cities 1 niches									
Country: United States									
City: McNary									
Found: 43									
Credits remaining today: 9,756 Credits remaining this month: 29,756									
Filter									
Origin: All									
State: Arizona									
Niche: accident lawyer									
Progress: C179/188 N0/1 T179/188									


When it is finished, you’ll see “Finished” in the **Status**. You will also see how many credits are left for future searches.

Multi	All	HA	AdWords	Unclaimed	Facebook	SIC	Domains	Groupon	
Credits remaining today: 9,756 Credits remaining this month: 29,756									
Filter									
Name	Status	Country	Progress	State	Type	Found	Start		
All => Arizona 189 cities 1 niches	Finished	United States	143 244	Arizona	All	244	October		

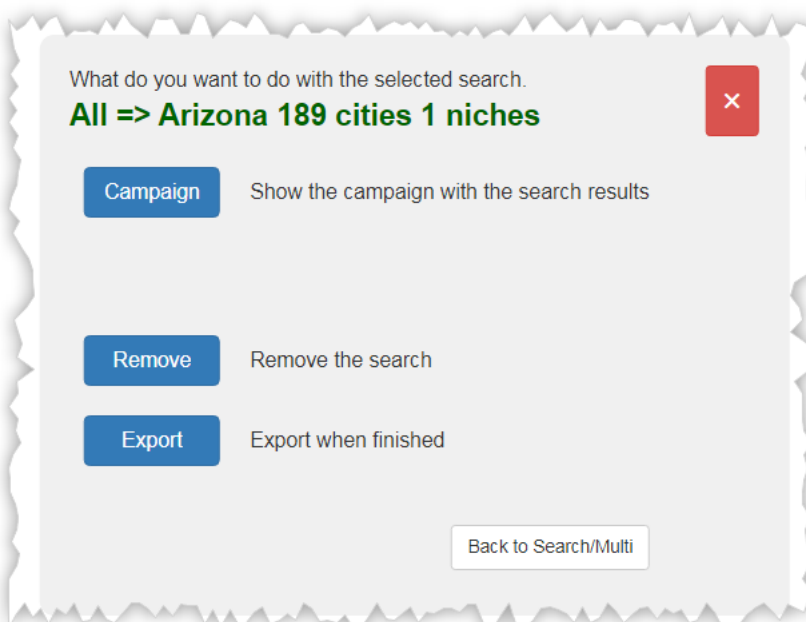
Once your search has finished, you are ready to go to the next step – Campaigns – which is covered in a separate PDF tutorial.

But first, let's talk about the **Multi** screen that we're looking at. Remember how this sub menu tab was not there before? From now on, you can click on the **Multi** tab any time you want to see all of your searches.

You can also click on **Action...**

Type	Found	Start	
All	244	October 4, 19:17	

... and a panel opens where you can do certain things with this selected search:



If you don't need to click any of those action buttons, you can either click the red "X" to close the panel, or click **Back to Search/Multi**.

Either way, you'll be back to the **Multi** screen with your list of searches.

This concludes the **Lead Finder Jack – Cloud: Search Module** PDF. The other modules will be covered in separate PDFs.

For additional support with any technical issues, please contact [Support@JackHopman.com](mailto:Support@JackHopman.com).