GUIDEILY · SAMPLE PACK · ANONYMIZED SHOWCASE

20 decision-makers, every fact sourced

Illustrative order SHOW01 · researched 2026-10-29 · public web sources only · guideily.com

1 · The brief (illustrative client)

This is a showcase. The "client" is a made-up example, an outbound agency selling field-service software to contractors. The research is real: 20 real, currently listed decision-makers, each proven by a public source. **This public version is anonymized.** Names, company names, domains, emails and source URLs appear only in the paid file. Bracketed text in the first lines, like [year], stands in for the real cited detail.

Titles: Owner, President, CEO (most senior person only). Avoid: project managers, estimators, HR.
Industry: independent commercial mechanical / HVAC / plumbing contractors.
Size: 10–250 employees.

Geography: Great Lakes: Michigan, Ohio, Indiana.
Exclude: PE/national roll-ups, manufacturer reps, residential-only shops.
Cap: 1 contact per company. Catch-all emails: excluded.

2 · How it was built

- **Sourced** 29 candidate companies from public team/about pages, press, chambers and state records, then cut 8 that failed the scope (listed on page 2).
- **Checked the person:** name and title confirmed on the company's own site or an official/press source. Every row links the page that proves it.
- **Checked the company:** industry, location and (where published) headcount.
- **First lines** (a Lead Pack feature, included here as a preview): one true, specific sentence per lead with its source URL. No flattery, nothing invented.

3 · QA results, unvarnished

20/20
owner/president-level at a MI/OH/IN mechanical contractor

10
fully verified rows
10 partial (mostly: headcount not published)

13/20
match on every scope point, including headcount
7 have no published headcount

19/20
first lines specific & cited

Emails, honestly: 2 are published on the company's own site, 1 is a pattern guess (flagged), and the rest are blank. This showcase used public web data only: no paid contact database and no email-verification service. **Headcount gap:** in a paid sample, the 7 rows without a published headcount would be confirmed through a contact database or replaced before shipping, since our bar is a 90%+ match. In a paid $149 sample, every email goes through a verification service and only *valid* addresses ship. By state: IN 5, MI 7, OH 8. By seniority: Owner 10, C-level 10.

4 · Preview (5 of 20, anonymized)

Role	Company type	Region	Employees	Check	First line (anonymized)
President	HVAC & plumbing contractor (commercial/industrial)	Southern Ohio, OH	201-500	VERIFIED	*Read the [trade magazine] profile on your move to president in [year], from a [small] start to roughly [N] people.*
President & Chairman	Mechanical, refrigeration & electrical contractor	Central Indiana, IN	51-200	VERIFIED	*Saw [Company] became [employee-owned] and then added an [electrical contractor] last year.*
President	Commercial mechanical service (HVAC/plumbing/controls)	Northwest Ohio, OH	51-200	VERIFIED	*Saw your [repair guarantee] on maintenance contracts. That's an unusual way to line up incentives with customers.*
Owner & President	Commercial HVAC/plumbing/refrigeration contractor	Southeast Michigan, MI	51-200	VERIFIED	*Congrats on [Company] being named [top commercial contractor] in [a trade publication's awards].*
President	HVAC, plumbing & electrical contractor	Southern Indiana, IN	51-200	VERIFIED	*Saw [Company] has earned [a major OEM's top dealer award] [five years] running.*

5 · What we dropped and why

Being strict about scope is the product. These looked right at first and were cut:

- **2 contractors in Indiana and Michigan**: about 300 and 270+ employees, over the 250 cap
- **2 large Michigan contractors**: 400+ and 560+ employees, over the cap
- **1 West Michigan contractor**: the last publicly named president had left; no current top executive confirmed
- **1 Michigan contractor**: couldn't confirm the current president (the name we found belonged to a sister company)
- **1 Indiana firm**: manufacturer's rep, not a contractor
- **1 Ohio contractor**: owned by a national MEP group, so not an independent decision-maker

6 · What's in the file

A clean CSV (opens in Excel and Google Sheets) with 26 columns per lead: name, title, seniority, company, domain, industry, size, city/state, email + status, LinkedIn, fit note, signal, first line + source, plus a **verification status** and the **source URL** for the person and for the headcount. 20 rows plus 1 flagged spare. The public CSV on guideily.com has the same structure, with every identifying field replaced by "(in paid file)".

7 · From sample to pack

SAMPLE · $149
20 leads on your ICP in 48 hours. Verified emails. If fewer than 16 of the 20 fit the scope, you get a full refund.

LEAD PACK · $497 ($348 AFTER SAMPLE CREDIT)
100 leads on the same ICP, each with a personalized, cited first line, emails verified within 7 days of delivery, and free replacement for any bounce within 14 days.

OUTBOUND PACK · $899 ($750 AFTER CREDIT)
We build the list, write a 3–4 step sequence you approve, run the sends and follow-ups, and hand you the interested replies.

WHAT WE NEVER DO
Invent people, titles, emails or facts. Promise meetings or revenue. Use fake testimonials.