Generative

N8N PLAYBOOK · WORKFLOW INCLUDED

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N8N TEMPLATE INSIDE

SIGNAL-BASED OUTBOUND

THE LINKEDIN SIGNAL MACHINE

Turn the people who comment on LinkedIn posts into qualified, personal outreach every morning, with n8n, Apollo, Claude and lemlist.

"How do you keep the AI from sounding generic?"

A COMMENT ON A POST · A SIGNAL

FIRST LINE WRITTEN BY CLAUDE

Your question about AI sounding generic is the exact problem we solve: the message starts from what the person actually said.

Listen first. Then reach out.

GENZTUNISIA.COM

BEFORE YOU START

A comment is not noise. It's a signal.

Someone who comments on a post about your topic is telling you, in public, that they care about the problem you solve. This playbook turns those people into a short, qualified list every morning, and opens the conversation with their own words.

What the workflow does

1. Collects everyone who commented or liked the posts you track.
2. Skips people it already processed.
3. Finds their work email, title and company size.
4. Keeps decision makers in companies that fit you.
5. Has Claude write a first line from their comment, or skip them.
6. Logs every person in a Google Sheet, adds the qualified ones to a lemlist campaign.
7. Emails you a summary before your first coffee.

Who it is for

- Founders and consultants who post on LinkedIn, or whose clients do.
- Small sales teams that want warm outreach instead of bought lists.
- Agencies that run outbound for clients.

What you need

- n8n (cloud or self-hosted)
- Phantombuster, Apollo and lemlist accounts
- An Anthropic API key (Claude)
- A Google Sheet and an SMTP account for the summary

All of these tools have paid plans and credit limits. Check their current pricing before you start.

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01 · HOW THE MACHINE WORKS

Every weekday at 7:00

Ten nodes do the work. Two decisions stay with you: who counts as a good fit, and what your sequence says after the first line.

01 · COLLECT
Phantombuster
Exports commenters and likers of the posts you track.

02 · DEDUPE
Google Sheet
Anyone already in the sheet is skipped, so you never pay twice.

03 · ENRICH
Apollo
Work email, job title, company size and industry.

04 · QUALIFY
ICP check
Title and company size rules you set in one place.

05 · WRITE
Claude
A first line from the person's own comment, or SKIP.

06 · LOG
Google Sheet
Every person, with status and reason, in one tab.

07 · REACH OUT
lemlist
Qualified leads join your campaign with the first line as a variable.

08 · REPORT
Email summary
Signals, qualified, added, and each first line to review.

Statuses in the sheet

Status	Meaning
`rejected`	No work email, title outside your ICP, or company size out of range. The reason column says which.
`skipped`	Qualified, but Claude judged the comment as spam, self-promotion or off topic.
`queued`	Qualified, first line written, sent to the lemlist campaign.

STEP 1 · PHANTOMBUSTER

Collect the people who raised their hand

Phantombuster runs on its own schedule and stores its latest result. The workflow only reads that result at 7:00, so the phantom must finish before then.

1. **Pick the phantom.** In Phantombuster, choose the phantom that exports the commenters and likers of a LinkedIn post (its name in the store is close to "LinkedIn Post Commenters and Likers").
2. **Add the posts to track.** Your own posts, your clients' posts (with their OK), and posts from creators in your niche. Use a Google Sheet of post URLs as input so you can add posts without touching the phantom.
3. **Schedule it.** Once a day, early enough to finish before 7:00 (for example 5:30). Keep the volume modest: one run a day on a handful of posts.
4. **Copy the agent ID.** Open the phantom: the number in the address bar is its ID. You will paste it in the Settings node as `phantomAgentId`.
5. **Copy your API key.** Workspace settings → API keys. In n8n it goes into a Header Auth credential named `X-Phantombuster-Key`.

Column names. The *Normalize engagers* node accepts the usual Phantombuster columns (`profileLink`, `fullName`, `occupation`, `comment`, `postUrl`) and common variants. If your phantom names a column differently, run the workflow once manually, look at the output of *Phantombuster – latest results*, and add the name to that node.

Read this before you scrape. Automated collection from LinkedIn goes against LinkedIn's user agreement, and LinkedIn can restrict accounts that use it. Use a low volume, prefer your own posts, and decide whether the risk is acceptable for your account. Page 10 covers the other rules.

STEP 2 · IMPORT AND CONNECT

Import the workflow, connect six accounts

In n8n, go to **Workflows → Import from File** and choose `gz-linkedin-signal-machine.json`. The template contains no credentials: you attach yours node by node.

Node	Credential type in n8n	What to enter
Phantombuster – agent info	Header Auth	Name `X-Phantombuster-Key`, value: your Phantombuster API key
Read logged signals, Log rejected, Log qualified	Google Sheets OAuth2	Sign in with the Google account that owns the sheet
Apollo – enrich	Header Auth	Name `x-api-key`, value: your Apollo API key
Claude – first line	Header Auth	Name `x-api-key`, value: your Anthropic API key
lemlist – add to campaign	Basic Auth	User empty, password: your lemlist API key
Email summary	SMTP	Your mail server, or the SMTP of your email provider

Optional: add an error alert

In the workflow settings, choose an **Error workflow** that emails you when a run fails. One failed run at 7:00 should never go unnoticed.

Why one enrichment call per second

Apollo, Claude and lemlist calls are batched one at a time with a short pause. It keeps you under rate limits and makes a failed item easy to find. Apollo and Claude errors do not stop the run: the person is logged as `rejected` or `skipped` with the reason.

STEP 3 · THE SHEET AND THE SETTINGS NODE

One tab, one settings node

The Google Sheet

Create a tab named `LinkedIn Signals` with these 16 headers in row 1, in this order:

```
date · profileUrl · fullName · firstName · lastName · title · company · companySize · industry ·
email · engagement · comment · postUrl · firstLine · status · reason
```

`profileUrl` is the key: the workflow updates a row instead of adding a duplicate. This tab is also your CRM log: filter on `queued` to see who entered the campaign and why.

The Settings node

Field	Example	What it does
`sheetUrl`	Your sheet URL	Where the log lives
`signalsTab`	LinkedIn Signals	Tab name
`phantomAgentId`	From step 1	Which phantom to read
`lemlistCampaignId`	From step 5	Which campaign receives leads
`icpTitleRegex`	founder|ceo|head of|sales...	Titles you want to talk to
`minEmployees` / `maxEmployees`	5 / 500	Company size range
`maxPerRun`	50	Cap on new people per day (protects credits)
`model`	claude-haiku-4-5	Claude model; a larger one writes richer lines at a higher cost
`offer`	One sentence	What you sell, used by Claude for the bridge
`ownerEmail`, `fromEmail`, `fromName`	you@company.com	Who receives and who sends the summary

STEP 4 · YOUR IDEAL CUSTOMER AND THE FIRST LINE

Two dials that decide quality

Dial 1 · The ICP check

The *ICP check* node rejects a person when there is no work email, when the title does not match `icpTitleRegex`, or when the company size is outside your range. Start broad, read the `reason` column for a week, then tighten.

Selling to founders of small firms
`founder|co-founder|ceo|owner|managing director`
5 to 50 employees

Selling to sales teams
`head of sales|vp sales|sales director|cro|revops`
20 to 500 employees

Dial 2 · The Claude prompt

The *Build Claude request* node holds the rules. The ones that matter most:

- Reference what the person actually wrote, in their own words where possible.
- One or two sentences, 35 words maximum, in the language of the comment.
- No flattery, no "I came across your profile", no invented facts or numbers.
- Return `skip: true` for spam, self-promotion, job seekers or off-topic comments.

Example

Their comment	First line from Claude
"We tried Zapier, it broke at scale. n8n?"	You mentioned Zapier breaking at scale; that is usually where teams move to n8n, and it is most of what we build.
"Great post! Check out my AI course 🚀"	*skip: self-promotion*

Keep a human in the loop for the first two weeks. Read the first lines in the morning summary before the campaign sends. When nine out of ten are good, let it run and spot-check weekly.

STEP 5 · THE LEMLIST SEQUENCE

The first line opens. The sequence earns the reply.

Each lead arrives with custom variables: `icebreaker` (the first line), `signalComment`, `signalPost`, `jobTitle` and `linkedinUrl`. Create the campaign, copy its ID from the URL into Settings, and use the variables in your steps.

A three-step sequence to start from

Day	Channel	Message
Day 0	Email	{{icebreaker}} We help [who] to [result] with [how]. Worth a 15-minute look at how it would work for {{companyName}}?
Day 2	LinkedIn	Profile visit, then an invitation without a note, or with one short line about the post they commented on.
Day 5	Email	A short follow-up with one useful resource (a template, a case, a playbook) and no new ask.

Settings that protect your domain

- Send from a warmed secondary domain, not your main one.
- Keep daily sends low and the unsubscribe line in every email.
- Stop the sequence as soon as someone replies; lemlist does this by default.
- The workflow adds leads with `deduplicate=true`: someone already in another campaign is not added twice.

STEP 6 · TEST, THEN GO LIVE

Test on one post before you schedule

1. Set `maxPerRun` to 5 and point the lemlist campaign ID at a **paused** test campaign.
2. Run the phantom on one post, then click **Execute workflow** in n8n.
3. Open each node's output: Phantombuster rows, Apollo matches, ICP decisions, Claude's JSON.
4. Check the sheet: five rows with a status and a reason.
5. Check the summary email and read every first line.
6. Run it again: no new rows should appear for the same people.

Go-live checklist

☐ All six credentials attached, no red node.

☐ Settings filled: sheet, phantom ID, campaign ID, offer, emails.

☐ ICP rules match the people you actually sell to.

☐ First lines reviewed on a real sample.

☐ lemlist sequence written, unsubscribe line present, sending limits set.

☐ Error workflow selected in the workflow settings.

☐ `maxPerRun` back to your daily cap, campaign switched to the real one.

☐ Workflow switched to **Active**.

What the morning summary tells you

The subject line gives the day's numbers: new signals, qualified, added to lemlist. The body lists each queued person with their comment and the first line written for them, plus a link to the sheet. Five minutes with your coffee is enough to catch a bad line before the campaign sends.

RULES, RISKS AND TROUBLESHOOTING

Stay welcome in their inbox

- **LinkedIn.** Scraping goes against LinkedIn's terms and can get an account restricted. Keep volumes low and favour posts you or your clients own.
- **Client posts.** Ask your client before you track the people who comment on their posts, and never mention the client in the message without their OK.
- **GDPR and cold email.** In the EU, B2B outreach usually relies on legitimate interest: keep it relevant to the person's role, say where you found them, offer a one-click opt-out and delete people who ask.
- **Data minimisation.** Keep only what you use. Delete rejected rows after 90 days if you do not need them.
- **Honesty.** Never invent a shared connection, a result or a number in the first line. The prompt forbids it; your review catches the rest.

Troubleshooting

Symptom	Fix
Phantombuster node returns 401	Header name must be exactly `X-Phantombuster-Key`.
No engagers found	The phantom has not run yet, or its result file is empty. Check its last run in Phantombuster.
Everyone is `rejected · no work email`	Your Apollo plan or credits do not reveal emails. Check credits, or lower the volume.
Everyone is `rejected · title outside ICP`	Your regex is too narrow. Test it on five real titles from the sheet.
All `skipped · AI output not JSON`	Check the Anthropic key and the model name in Settings.
lemlist returns 404	Wrong campaign ID, or the email contains characters lemlist refuses.
Same people every day	The sheet tab name or the `profileUrl` header does not match Settings.

Generative Z

Want us to build it with you?

Generative Z designs and runs AI and n8n automations for sales and operations teams, with a human check at every key step, and trains your team to own them.

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Listen first. Then reach out.

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