

SESSION 03 • DELIVERED

Your recruiting desk, in one place.

*One conversation that knows your criteria, your cadence,
and your voice.*

For Tim Cole, Vistage Chair • Denver & Colorado Springs

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Built for Tim Cole by Local Nerds

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Part 1 • What this is

You are building one place where your recruiting work lives. Not another tool to learn. A single conversation that knows your criteria, your cadence, and your voice, and that you can open from your laptop, your phone, or the pickup line.

It replaces the scattered version: a Custom GPT here, a prompt file there, a spreadsheet somewhere else. Same system, one door.

By the end of today you will have set it up yourself, run a real prospect through it, and drafted a real email in your own words. Nothing gets sent without you. Nothing happens on your computer that you did not do.

What it does

- Takes a name, a company, or an article and tells you whether the person clears your six criteria
- Finds the public signal and writes the Intrigue Hook in your format
- Keeps your pipeline current as a spreadsheet you own
- Drafts the right cadence step, in your voice, on the right day
- Tells you what to do today and what to ignore

What it does not do

- Send anything. Ever. You send from Outlook.
- Touch your contacts, your calendar, or your Vistage portal
- Decide who belongs in your group. That is yours.

Part 2 • Setup, ten minutes

You need a ChatGPT account on a paid plan and a browser. Nothing to install.

Step 1 • Create the Project

1. Open **chatgpt.com** and sign in.
2. In the left sidebar, find **Projects** and click the **+**.
3. Name it: **Tim's Recruiting Desk**
4. Click **Create**.

A Project is a folder for one job. Everything inside it shares the same files and the same instructions, so you never re-explain yourself. New chat, same brain.

Step 2 • Load the instructions

1. Inside the Project, click **Instructions** (or the pencil icon near the project name).
2. Open the file **Tim-Recruiting-Desk-Instructions.txt** from your session downloads.
3. Select all of it, copy, and paste it into the Instructions box.
4. Save.

That file is the guardrails. Your six criteria, your hook formula, your eight-step cadence, and the boundaries it is not allowed to cross. It is plain English on purpose. Read it. Change anything that is not how you actually work, and tell me what you changed.

Step 3 • Load the pipeline

1. In the Project, click **Add files**.
2. Upload **Tim-Pipeline.csv**.
3. Upload your current tracking spreadsheet too, if you have one going.

The CSV is your existing prospects with one new column added, **Next Action Date**. That column is what turns a list into a system. It is the difference between “I should follow up with Brad sometime” and “Brad, Outreach 4, Thursday.”

Step 4 • Prove it works

Start a new chat inside the Project and paste:

Read the pipeline file. Tell me how many prospects are in it, what cadence step each one is on, and who is overdue for a next action as of today. Do not change anything.

If it comes back with your real names and real steps, you are set up.

Part 3 • The five prompts you will actually use

These are the whole system. Copy them, change the bracketed parts, use them. There is no sixth prompt you are missing.

1 • Research a name

Use when: someone gives you a name, or you spot a company worth a look.

Research [NAME] at [COMPANY] in the Denver area. Run my six-point filter and mark anything you cannot verify as Unknown. Find the most recent public signal about them and write the Intrigue Hook. Give me the verdict, the six points, the signal with its source, the hook, and the CSV row.

What you get back: a qualified or not-qualified verdict, the evidence behind it, and a row you paste into your sheet.

What to check: the signal. If it is more than a year old or you cannot find it yourself in thirty seconds, the hook is not usable. Say so and ask for a different angle.

2 • Mine an article

Use when: you read something in the Denver Business Journal or a trade publication and there are names in it.

Here is an article. Pull every named executive who might clear my six criteria. For each one give me the verdict, the signal from this article, and the hook. Skip anyone who obviously fails a criterion and tell me why you skipped them.

[PASTE THE ARTICLE, OR THE LINK]

This is the highest-leverage prompt in the set. One article can produce three prospects with hooks already written, in about two minutes.

What to check: the skips. Sometimes the reason it skipped someone is wrong, and that person is your best lead in the piece.

3 • Draft the next step

Use when: it is time to actually reach out.

[NAME] is on cadence step [N]. Draft step [N+1] in my voice using my cadence wording. Suggest two meeting windows on two different weekdays, five to nine days out. Give me the draft ready to copy, then tell me what you assumed.

What you get back: the email, ready to paste into Outlook.

What to check: the blank. Step 2 and step 5 both contain “intrigued by your _____ and business leadership.” Make sure what landed in that blank is the hook, and that the hook still sounds like something you would actually say out loud on a call.

4 • Run the day

Use when: you sit down to do recruiting work.

Look at my pipeline. Tell me who is overdue, who is due today, and who is due in the next three days. Order them by how close they are to a conversation. Then tell me the one thing I should do first and what I can ignore today.

What you get back: a short list instead of a spreadsheet.

What to check: nothing. This one is safe. Use it every time.

5 • Update after you act

Use when: you sent something, had a call, or got a reply.

I just [sent Outreach 2 to NAME / had a call with NAME / got a reply from NAME]. Here is what happened: [ONE OR TWO SENTENCES]. Update their row: advance the cadence

step, set Last Contact to today, set the next action and its date, and append to Notes without overwriting what is there. Give me the changed row only.

This is the step that keeps the whole thing honest. Thirty seconds after each touch. If you skip this one, in three weeks the pipeline is fiction.

Part 4 • The weekly rhythm

Fifteen minutes on Friday, or whenever you close the week.

Review my pipeline for the week. Tell me: how many prospects moved a step, how many are stalled and for how long, which hooks got replies and which got silence, and what pattern you see in the difference. Recommend one change to test next week. Keep it to one page.

Two things come out of this. You learn which hooks work, which tunes the system. And you see stalls before they become a dead pipeline.

When a prospect has been silent through step 8, mark them Passed and move on. The system will keep suggesting them otherwise, and a stale name at the top of your list costs you more than it looks like it does.

Part 5 • Where this can go wrong

It invents a signal. The single failure mode that matters. If a hook references something you cannot verify in thirty seconds, do not send it. The instructions tell it to write “NO HOOK: no public signal found” instead of guessing, but check anyway. A CEO who gets a hook about something that did not happen is a CEO you never get back.

It gets chatty and stops producing rows. Say: “Give me the row, no commentary.” It will.

It drifts from your voice. Paste the cadence wording back in and say “match this exactly.” If it drifts twice on the same thing, tell me and I will tighten the instructions.

It forgets the pipeline. Long chats lose the thread. Start a new chat inside the Project. The files and instructions carry over, and the drift does not.

You stop updating it. Not a software problem. The five-second update after each touch is the whole system. Everything else is convenience.

Part 6 • What is yours now

THING	WHERE IT LIVES	WHO OWNS IT
Tim’s Recruiting Desk Project	Your ChatGPT account	You
The instructions file	Your Project, and your downloads	You
The pipeline CSV	Your Project, and your computer	You
Your cadence wording	Encoded in the instructions	You, unchanged
The six-point filter	Encoded in the instructions	You, unchanged

Nothing here depends on Local Nerds staying in the loop. If we stopped working together tomorrow, the Project keeps running exactly as it does today. That is deliberate.

Part 7 • This week

1. Run prompt 4 every morning you do recruiting work. Three days minimum.
2. Run prompt 1 on three new names.
3. Run prompt 2 on one article you were going to read anyway.
4. Draft one real cadence step with prompt 3 and send it.
5. Note anything that came out wrong, in its own words, and send it to me.

That last one matters most. The instructions file is version 1.0. Every correction you send makes the next version fit you better.