▸ THE BUILD GUIDE

The Creator Engine

Find the right creators, predict their winning video from their own data, and hand them a script they just film. The full 6-step machine — built with off-the-shelf tools, run by an AI agent.

▸ HOW TO USE THIS GUIDE

Six **OP cards**, one per step of the build. Each card carries an **objective**, the **play** (why it works), a **copy-paste prompt** you drop straight into your AI agent, the **execute** steps, and a **field note**. The **loadout** on the last page is your full toolkit with rough pricing — and reader discounts on the tools I partner with. Bring your own agent: **Claude, Gumloop, Codex**, whatever you run.

THE STACK

Modash · Apify · Airtable · Unipile · Composio · Claude · Gumloop

OP 1 / 6

Find the creators

01

OBJECTIVE

Pull every creator in your niche who can actually sell.

Stop guessing which influencers to DM. Query a database of 380M creators and filter to the exact audience, size, and engagement you want — only the ones with a real, buying audience come back.

LOADOUT Modash

▸ HERO PROMPT — paste into your agent

```
Find Instagram creators in the [YOUR NICHE] space.
Audience: mostly [COUNTRY], ages [18-34]. Size: 10k–200k followers.
Engagement rate above 3%. Must have a public email.
Return name, handle, followers, avg views, and email.
```

EXECUTE

01 **Sign up at modash.io and grab your API key.**
Free 14-day trial, no card — enough to build your first list.

02 **Run a Discovery search, or paste the prompt into Modash AI search.**
Filter by niche, audience country, size, and engagement.

03 **Keep only creators with a public email.**
That's your outreach channel for OP 4.

04 **Export the list — that's your target set.**
CSV, or straight via the API into your base.

▸ FIELD NOTE

Modash's 14-day trial is enough to pull your whole first list. Don't pay until you've confirmed the niche actually has creators with real engagement, not just big follower counts.

▸ **PAYOFF: 50–200 qualified creators, with emails.**

INPUT		OUTPUT
Your niche + audience filters	→	**Ranked creator list w/ emails**

OP 2 / 6

Scrape their pages

02

OBJECTIVE

Scrape each creator's posts + real view counts.

Before you spend a dollar, pull every creator's recent posts and views — so you back who's actually hot right now, not who has a big but dead follower count.

LOADOUT Apify

▸ HERO PROMPT — paste into your agent

```
Here's the scraped post data for [@creator] (JSON).
Tell me: their median views, their 3 best-performing posts,
the topics that consistently pop, and whether engagement is
real or inflated. One-line verdict: pitch or skip?
```

EXECUTE

01 **Run apify/instagram-scraper on each handle.**
Point it at the profile URLs from your Modash list.

02 **Pull posts, reels, views, likes & captions as JSON.**
One run returns the full recent history per creator.

03 **Drop the JSON into your agent or base.**
Raw fuel for the verdict now and the pattern DB later.

04 **Paste the prompt to get a pitch/skip verdict.**
Kills vanity-follower accounts before you waste a DM.

▸ FIELD NOTE

Median views matter far more than followers. A 40k-follower creator pulling 200k views a reel will out-sell a 500k account averaging 8k. Rank on views, not follower count.

▸ **PAYOFF: Real performance data on every creator.**

INPUT		OUTPUT
Creator handles	→	**Posts, views & captions (JSON)**

OP 3 / 6

Track everything

03

OBJECTIVE

Put every creator in one base, tiered by fit.

One source of truth so you — and the agent — always know each creator's metrics, tier, and last contact. No more creators lost in a spreadsheet or a buried DM thread.

LOADOUT Airtable

▸ HERO PROMPT — paste into your agent

```
Take this list of creators with their metrics.
Score each 1–10 on fit for promoting [PRODUCT], tag A/B/C tier,
and draft a one-line reason. Output rows ready for Airtable:
handle, tier, score, reason, status = 'to contact'.
```

EXECUTE

01 **Build a base with the core fields.**
handle, followers, avg views, email, tier, status, last touch.

02 **Pipe your Modash + Apify data in.**
One row per creator — your single source of truth.

03 **Run the triage prompt to tier every creator.**
A/B/C by fit for your product, each with a reason.

04 **Work the A-tier first.**
Spend your energy where the data says it converts.

▸ FIELD NOTE

Keep the base brutally simple at the start — handle, avg views, email, tier, status. You can always add fields; you can't un-bloat a base that nobody actually keeps updated.

▸ **PAYOFF: A live CRM of every creator + status.**

INPUT		OUTPUT
Raw creator data	→	**Tiered pipeline in one base**

OP 4 / 6

Reach out (no blasts)

04

OBJECTIVE

Send personalized outreach at scale, then auto-follow-up.

One API hits LinkedIn, email, IG DM and WhatsApp — and the agent writes every message off the creator's own best post, so it lands like a human who actually watched their stuff, not a copy-paste blast.

LOADOUT Unipile Composio

▸ HERO PROMPT — paste into your agent

```
Write a short, casual DM to [@creator].
Reference their post about [TOPIC] (their best performer)
specifically — prove I actually watched it. Pitch [PRODUCT] in
one line, make a low-friction ask. Real human, under 60 words.
```

EXECUTE

01 **Connect channels via Unipile, or hand them to your agent via Composio.**
LinkedIn, email, IG DM, WhatsApp — one API.

02 **Agent drafts each message off the creator's best post.**
Specific reference beats generic praise, every time.

03 **Send, and log it in your base.**
Status flips to 'contacted' automatically.

04 **Auto-schedule 2 follow-ups for non-repliers.**
Most replies come from follow-up #2, not the first touch.

▸ FIELD NOTE

The personalization is the whole game. A generic 'love your content' DM converts around 1%. Referencing their actual best-performing post lifts reply rates many times over.

▸ PAYOFF: Creators replying — booked, not blasted.

INPUT		OUTPUT
Creator + their best post	→	Personalized outreach + follow-ups

OP 5 / 6

Build the pattern DB

05

OBJECTIVE

Turn every post into structured pattern data.

This is the edge. Scrape and transcribe each creator's videos, then extract the hook, first 3 lines, concept and structure of every post — each tied to its view count. Now you can SEE what their audience actually watches.

LOADOUT Apify Claude

▸ HERO PROMPT — paste into your agent

```
Here's the transcript + caption + view count for one of
[@creator]'s videos. Extract as JSON: hook (on-screen title /
first visual), first_3_sentences (verbatim), concept (one line),
structure (beat by beat), tied to the view count. Repeat for all.
```

EXECUTE

01 **Apify scrapes each reel: caption, video URL, views.**
The view count is what makes the pattern data ranked.

02 **Transcribe the audio (Whisper or a transcription actor).**
Cheap and fast across the whole back catalogue.

03 **Run the extraction prompt → JSON per video.**
hook, first 3 lines, concept, structure — structured.

04 **Store rows: hook | first 3 lines | concept | structure | views.**
This table is the asset the whole system is built on.

▸ FIELD NOTE

Capture the on-screen text, not just the spoken words — the first frame's caption is often the real hook that stopped the scroll, not the line they say out loud.

▸ **PAYOFF: A database of what their audience actually watches.**

INPUT		OUTPUT
Their videos	→	**Structured pattern rows tied to views**

OP 6 / 6

Generate the winning video

06

OBJECTIVE

Feed the agent the data → get a script they just film.

Point your agent at the pattern database, tell it to find the highest-performing patterns for THIS creator, and write a script for your product in their voice. Hand it over — they press record. No gamble, no flop.

LOADOUT Claude · Gumloop · Composio

▸ HERO PROMPT — paste into your agent

```
Analyze every video from [@creator] in the pattern database.
Rank their hooks, concepts &amp;amp; structures by views + retention.
Write a full script promoting [PRODUCT] using their single
highest-performing pattern, in their voice — exact hook,
first 3 lines, and a beat-by-beat structure they film today.
```

EXECUTE

01 **Connect your agent to the pattern DB via Composio / MCP.**
Claude, Gumloop, or whatever agent you run.

02 **Run the generation prompt for the target creator.**
It ranks their own winners, then writes for your product.

03 **Get back a hook + first 3 lines + full structure.**
A filmable script, in their voice, grounded in data.

04 **Send the script — they just press record.**
No briefing call, no gamble, no generic flop.

▸ YOUR AGENT IS SWAPPABLE · CLAUDE · GUMLOOP · CODEX · OR YOUR OWN

▸ FIELD NOTE

The agent writes the script; you still gut-check it. Treat the output as a 90%-done draft the creator tweaks into their own voice on camera — data sets the structure, they bring the delivery.

▸ PAYOFF: A data-backed script the creator films. No gamble.

INPUT		OUTPUT
Pattern DB + your product	→	**A winning, filmable script**

▸ YOUR LOADOUT

7 tools · 2 perks unlocked

Your toolkit for this build

Every tool you'll equip in this guide, in one place, with rough pricing. I've unlocked reader discounts on the ones I partner with — grab them or bring your own, the build runs either way.

01 

Modash CREATOR FINDER

380M-creator database — filter to your exact ICP. 14-day free trial, then from $199/mo.

FROM $199/MO

02 

Apify SCRAPER

Scrapes posts, reels, views & transcripts from any profile. Free tier, paid from ~$49/mo.

20% OFF code ANGUS20

03 

Airtable THE CRM

One base tracking every creator, metric & status. Free tier, paid from ~$20/seat/mo.

FREE TIER

04 

Unipile OUTREACH API

One API for LinkedIn, email, IG DM & WhatsApp outreach. 7-day trial, from ~$55/mo.

FROM $55/MO

05 

Composio AGENT TOOLBOX

Hands your agent 250+ tools + auth via MCP. Free 20k calls/mo, paid from $29/mo.

FREE TIER

06 

Claude AI AGENT

The agent that writes your outreach and winning scripts. Pro from $20/mo.

FROM $20/MO

07 

Gumloop NO-CODE AGENT

No-code agent builder — wire the whole pipeline as visual flows. Free tier, Pro from $37/mo.

20% OFF code ANGUS20

▸ GET THE NEXT ONE

I build one of these every week. Grab the rest at angussewell.com

Full builds, the exact prompts, and the tools — no fluff. Join free and the next one lands in your inbox: **angussewell.com**