JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

Cloud Sales Job Guide — Build a Repeatable Pipeline

Stand up a practical outbound + inbound system to sell cloud/AI solutions to SMB and mid-market buyers. Scripts, automations, and metrics that 10x your learning curve without hype.

📌 **Updated for 2026** 📄 **5–10%+** Reply rate golden zone (source-reported benchmark)

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🚀 Start Fast

Clear first steps you can take this week.

📋 Real Sources

Built from people who actually did it.

💰 Honest Numbers

Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ☑ What you'll build
- ☑ Step 1 — 🧭 Define your ICP and territory
- ☑ Step 2 — 🧰 Choose your primary platform
- ☑ Step 3 — 🖨️ Build a clean lead list
- ☑ Step 4 — ✍️ Personalize at scale (only the parts that matter)

▸ MODULE 01

What you'll build

A full-funnel cloud sales system: precise ICP selection, high-signal lead sourcing, smart personalization at scale, compliant cold outreach, objection handling, structured discovery, fast proposals, and automated follow-up that converts.

You'll plug this into your chosen sales platform (Apollo, GoHighLevel, Instantly, LinkedIn Sales Navigator, Make.com, or n8n) and run a metrics-driven cadence that books meetings and moves deals.

1. Pick a niche and ICP you can win
2. Source/verify leads with data hygiene
3. Personalize only the parts that matter
4. Run a compliant, multi-touch cadence
5. Handle objections and close with deliverables

▸ MODULE 02

Platforms & tools

Lead & Outreach — 1 free · 7 paid

Apollo · Instantly · LinkedIn · Loom · Upwork · Fiverr · Smartlead · Cal.com

Website Builders

0 free · 8 paid

GoHighLevel · Lovable · Wix · Squarespace · Webflow · Bolt · WordPress · Hostinger

AI Models

0 free · 5 paid

ChatGPT · Claude · OpenAI · Gemini · Anthropic

Dev & Hosting

0 free · 6 paid

GitHub · VS Code · Supabase · Cursor · Replit · Vercel

Automation

1 free · 3 paid

Make.com · n8n · Zapier · Apify

▸ MODULE 03

Step 1 — 🧭 Define your ICP and territory

Pick one vertical, one persona, and one problem tied to money (e.g., cloud cost control, AI-enabled lead handling, data pipelines). Start local for faster feedback, then expand.

Week 1 plan: Day 1 choose niche; Day 2 find 20 accounts with expensive problems; Day 3 write audit questions; Day 4 reach out to 100; Day 5 book the first audit call.

> **Tip**
>
> Avoid low-ticket, low-call-volume niches. Your brain will resist focusing on one offer—push through. Choose lead sources by market: LinkedIn-based tools for white-collar, Google Maps for local/blue-collar.

▸ MODULE 04

Step 2 — 🧰 Choose your primary platform

Pick one sales platform and run the system end-to-end before adding tools. Below are the core setup moves that differ by platform.

Platform	What to do in this step
Apollo	Create account; connect sending inbox; define ICP filters and territories; build lists from verified contacts; set up Sequences with call/email steps; enable tracking.
GoHighLevel	Create pipelines and stages; connect email/SMS; add calendar; import or create outreach workflows; set custom fields for ICP; configure reply routing to owners.
Instantly	Connect warmed inboxes; set sending limits; import clean CSV of contacts; create campaign with multi-touch schedule; enable custom tracking domain and inbox rotation.
LinkedIn Sales Navigator	Build Saved Searches (titles, headcount, geo, tech stack); save Leads and Accounts; set alerts; export via allowed methods or create daily tasks to engage and InMail.
Make.com	Create a scenario; add Gmail/Slack/Sheets/OpenAI modules; set triggers (new row, webhook); create filters; add Sleep modules for spacing; test with sample data.
n8n	Create a workflow; add Gmail/HTTP/Slack/Google Sheets nodes; store secrets; define retries; branch logic for verified vs unverified emails; test end-to-end.

Tip

HighLevel bundles CRM, funnels, email/SMS, calendar, and automations in one (source-reported). Start simple—most early revenue comes from consistent outreach, not stack complexity.

▸ MODULE 05

Step 3 — 🖨️ Build a clean lead list

Source accounts via LinkedIn Sales Navigator (titles, headcount, regions) and local SMBs via Google Maps (few/no recent reviews, missing info, no website). Store leads in one Sheet.

Enrich/verify emails with an email finder; branch your flow: 1) send domains to an email finder; 2) process callbacks with enrichment and push to your sender (e.g., Instantly).

SOURCES

Google Maps — Discover local SMBs and data points ↗

Tip

Filter out giant companies and recruiter listings (exclude URLs with 'linkedin' or 'careers.linkedin.com'); try standard email patterns; avoid heavy scraping—platforms throttle and block.

▸ MODULE 06

Step 4 — ✍️ Personalize at scale (only the parts that matter)

Personalize your opener and one insight, then keep the body tight. Use AI to find 1–2 specific pain points (e.g., no self-serve booking, slow response times, data silos) and craft a Spartan

icebreaker.

PROMPT — ICEBREAKER JSON (LINKEDIN/EMAIL)

```
You are a B2B SDR writing 1-sentence icebreakers. Input: LinkedIn URL
[PROFILE_URL], company website [WEBSITE_URL]. Find 1 personal nugget (podcast,
post, unique background) and 1 company/customer signal (reviews, missing CTA,
no online booking). Output strictly JSON: {"icebreaker":"[SPARTAN ONE-LINER
WITHOUT FLUFF]"}. Avoid generic company facts.
```

PROMPT — RESEARCH-TO-ICEBREAKER

```
Research this business and pull 3 specific, money-tied observations from their
site/reviews: [BUSINESS_URL]. Return: - Observation (specific) - Why it costs
them - 1-line fix. Tone: direct, Spartan. Then write a 25–40 word opener using
one observation.
```

> **Tip**
>
> Personalize parts, not the whole email. Use tone modifiers to avoid RLHF over-friendliness. Do not reference generic company boilerplate—use unique personal signals.

▸ MODULE 07

Step 5 — 📩 Write your outbound messages

Use short, specific, low-pressure messages. Offer a quick audit or a 30–60s Loom tailored to their stack. Keep CTAs binary and easy to answer.

TEMPLATE — COLD DM (MISSING FOLLOW-UP/AFTER-HOURS)

Subject: [Personalized hook for [Name]]

Hey [NAME], noticed you might be missing leads after hours. I help [NICHE] automate lead follow-up so you book more appointments automatically. Put together a 60s demo for [COMPANY]. Want me to send it?

TEMPLATE — COLD DM (HAS WEBSITE)

Subject: [Personalized hook for [Name]]

Hey [NAME], I was searching for [NICHE] in [CITY] and came across your site. Great reviews. I found a few things that might be costing you leads, so I put together a new version optimized for calls/customers. OK to send the link?

TEMPLATE — COLD DM (NO WEBSITE)

Subject: [Personalized hook for [Name]]

Hey [NAME], I was trying to find your website for [NICHE] in [CITY], but couldn't find one. Bit out of nowhere, but I mocked up a fast version showing online booking + faster response. Want the link?

TEMPLATE — EMAIL OPENER TO NICHE

Subject: Quick idea for [COMPANY]

Hey [NAME] — I help [NICHE] turn website visitors into booked appointments without more ad spend. Open to seeing how that could work for [COMPANY]?

TEMPLATE — WARM NETWORK POST

```
Subject: [Personalized hook for [Name]]

Hey, I’m looking to help five [NICHE] owners get 10–15 leads per month using a simple 3-step system (no ads). Interested or know someone? DM me and I’ll walk you through it free.
```

> **Tip**
> Send plain-text emails from your own infrastructure. Do not use newsletter tools (e.g., Mailchimp/Constant Contact) for cold outreach—violates terms and risks suspension.

▸ MODULE 08

Step 6 — 📹 Send a 2–3 minute Loom audit

Record a tight loom: 15s intro and why you picked them; 60–90s proof (listing, reviews, site issues, competitor contrast); 30s how you’d fix and a no-pressure CTA to review or book.

> **Tip**
> A personalized 1-minute Loom sent pre-meeting boosts show rates and takes ~5 minutes to make.

▸ MODULE 09

Step 7 — 📞 Open with a value-first audit

Lead with a free audit focused on how similar businesses use cloud/AI and one concrete win you can replicate. Keep it consultative, not pitchy.

TEMPLATE — COLD CALL HOOK

```
Subject: [Personalized hook for [Name]]

Hey, this is [YOUR NAME] from [COMPANY]. We work with [NICHE] across [REGION].
We're offering free cloud/AI audits right now — quick 15 minutes to show what's
working. Worth a look?
```

TEMPLATE — IF THEY SAY NO/NOT INTERESTED

```
Totally fair. Out of curiosity — is cloud/AI on the radar for you yet? If so, I
can show exactly how peers are using it. It's free and just 15 minutes. When's
good?
```

TEMPLATE — EXPLAIN THE AUDIT (WHEN SKEPTICAL)

```
It's a quick 15-minute call where we show exactly how [NICHE] like you are
using cloud/AI today. We offer it free to build relationships early — 80% are
adopting over the next 12–18 months. If/when you're ready, you'll have a
contact. Sound fair?
```

▸ **MODULE 10**

Step 8 — Handle objections confidently

Normalize their current setup and invite a small comparison. Show one differentiated idea or workflow instead of debating.

TEMPLATE — WE ALREADY HAVE SOMEONE

```
That's great. Most businesses we work with already had someone, too. Would it
be okay if I showed you one thing we do differently — just so you have a
comparison? No pressure.
```

TEMPLATE — WE TRIED THIS BEFORE

```
That’s really useful to know. Many said the same before we started. Usually the issue is the system, not the idea. Okay if I show exactly how we handle that so you can see the difference?
```

TEMPLATE — NOT LOOKING/BAD TIMING

```
Totally understand — timing matters. Okay if I send just one quick thing that’ll be useful when the timing is right? Takes ~2 minutes to review. No pressure.
```

> **Tip**
> Don’t retreat or over-explain when you hear “not interested.” Offer one contrast point and re-open later.

▸ MODULE 11

Step 9 — 🧪 Qualify and time the opportunity

Classify by decision timing to prioritize energy: kitchen table (soon), refrigerator (months), freezer (a year). Add next-step dates and blockers per deal.

> **Tip**
> Speed-to-lead wins. Responding within 5 minutes makes you up to 10× more likely to convert than 30 minutes later (source-reported).

▸ MODULE 12

Step 10 — 🧩 Package a simple, money-tied offer

Buyers don’t want tech-speak. Offer a simple system that fixes a costly bottleneck. Anchor with operations they already understand (e.g., missed calls).

1. Core workflows: speed-to-lead, automated follow-up, database reactivation, document processing, internal reporting
2. Connected solutions: AI phone answering, site chatbot, review generation, staff notifications, lead segmentation
3. Pricing tiers: $500/mo site+automation; $1.5–2k/mo lead gen; $2.5–3k/mo full suite (source-reported)

PROMPT — ONE-PAGE OFFER SITE

```
Copy the design from [DOMAIN]. Make it for [YOUR BUSINESS NAME] offering [YOUR SERVICES] in [SERVICE AREA]. Include hero with headline, what the system does, who it’s for, how it works, testimonials, and one CTA. Add a form to request more info.
```

> **Tip**
>
> Anchor value: compare to traditional front desk + after-hours answering (often thousands/month). Copy proven site structure; clarity beats novelty.

▸ MODULE 13

Step 11 — 🧵 Configure sequences and automation

Create a multi-touch cadence that stops on reply. Add a second automation to monitor pipeline stage changes and trigger next steps (e.g., send paid trial form).

Platform	What to do in this step
Apollo	Build a 5–7 touch Sequence (email/call/social). Day 0 value email → Day 1 call task → Day 3 insight email → Day 7 case study → Day 14 breakup. Auto-stop on reply/booked.
GoHighLevel	Import outreach + warm nurture workflows; connect calendar; SMS + email sequence: msg1 immediately, msg2 after 24h if no reply, msg3 after 3 days. Route replies to owner; change stage on booking.
Instantly	Create campaign; import verified leads; set daily send caps; schedule touches across 10–14 days; rotate inboxes; enable auto-stop on positive reply; tag by persona.
LinkedIn Sales Navigator	Queue daily tasks: personalized connection note, like/comment pattern, InMail with 1 value nugget, schedule call via link. Log responses back to CRM.
Make.com	Scenario: Trigger (new lead in Sheet) → Enrich (HTTP/email verify) → Branch (verified vs not) → Draft email (OpenAI) → Send (Gmail/SMTP) → Sleep → Slack reply alerts. Add pipeline watcher + triggers.
n8n	Workflow: Read Sheet → Verify email (HTTP) → If true → Draft with OpenAI → Send Gmail → Delay nodes between touches → Parse replies → Post to Slack → Update Sheet/CRM stage.

Tip

Space messages with Delay/Sleep modules to protect deliverability. Use plain text to avoid formatting glitches and spam triggers.

▸ MODULE 14

Step 12 — 🤖 Draft replies and schedule with AI assist

Let AI draft succinct replies from scraped context and propose times. Send via your connected inbox, and route categorized replies into Slack for speed.

PROMPT — SHORT REPLY WRITER

```
Write a short, specific reply to [FIRST_NAME] at [COMPANY]. Unique value:
[UVP]. Use this site text: [SCRAPED_TEXT]. 45 words max. Suggest two time slots
this week. Tone: direct, helpful, Spartan.
```

PROMPT — FALLBACK HUMAN EMAIL (NO SITE DATA)

```
Subject: [Personalized hook for [Name]]

Hi [FIRST_NAME], noticed [COMPANY] at [CITY]. Quick idea to [OUTCOME]. If
helpful, I can show a 10-min demo. You can also reach me at [YOUR_PHONE]. —
[YOUR_NAME]
```

PROMPT — INTERVIEW/SCHEDULING EMAIL (CAL.COM)

```
Subject: Quick time to connect?

Hi [FIRST_NAME], sharing my [TOPIC] notes. If useful, here's my link to pick a
time: [CAL_DOT_COM_LINK]. Prefer I send 2–3 options instead?
```

> **Tip**
>
> Open rates hinge on the From name. Keep it recognizable. Send Slack alerts of categorized replies to shrink response time.

▸ MODULE 15

Step 13 — 🔁 Follow-up and nurture

Create a follow-up sequence that stops on reply/booking. For non-responsive but qualified leads, move them to a nurture that drips your best content and micro-wins automatically.

1. Outbound: Msg 1 now → Msg 2 at 24h → Msg 3 at 3 days
2. Stop sequences on reply/booking; tag outcome
3. Database reactivation by past stage + context

> **Tip**
> The value bar keeps rising. Upfront assets (checklists, short audits) outperform mere personalization.

▸ MODULE 16

Step 14 — 👨‍💼 Discovery that converts

Run a tight discovery SOP: 70% questions (pains, costs), 20% solution framed by business outcomes, 10% objections/next steps. Log structured answers live.

1. SOP: rapport → why me → pains/costs → urgency → relevant proof → micro-demo → CTA
2. Use a form (Typeform) to capture description, problems, proposed solutions, platforms, timeline, pricing

▸ MODULE 17

Step 15 — 🧾 Proposal, pricing, and asking for the sale

Propose quickly with a clear scope, deliverables, and outcomes. Start with a one-time project, then upsell to a deliverable-based retainer. Ask explicitly for the close.

PROMPT — SLIDE DECK (5–10 SLIDES)

```
Create a concise deck for [COMPANY] showing 3–5 online presence problems tied to money, and how cloud/AI automation would increase bookings or reduce costs by [RANGE]%. Put pains first, solutions second, with one clear CTA.
```

PROMPT — PROPOSAL JSON GENERATOR

```
Using this intake JSON [INTAKE_JSON], generate a detailed, customized proposal for [COMPANY]. Return one JSON object with: scope[], deliverables[], assumptions[], timeline_weeks, price_options[{name,monthly_or_fixed,amount}], ROI_rationale, next_steps[].
```

1. Offer price = annual outcome ÷ 10 (source-reported)
2. Cost-savings pricing: ~25%–50% of savings (source-reported)
3. Retainers: combine original project + strategy calls + maintenance

TEMPLATE — ASK FOR THE SALE

```
Subject: [Personalized hook for [Name]]

Hey [NAME], are you ready to move forward tomorrow? If it helps, I can [SETUP_SHORT_TASK] for you tomorrow so you see it live.
```

> **Tip**
>
> Clients expect more communication than they get. Over-communicate deliverables, Slack updates, and timelines to lift close and retention. Legal red tape can slow SMB deals—keep agreements simple when appropriate.

▸ MODULE 18

Step 16 — 🚀 Onboarding and speed-to-lead

Hold an onboarding call to align timelines, communication, platform access, and 2FA. Implement speed-to-lead and follow-up workflows first—they unlock near-term revenue.

1. Onboarding script: thanks → schedule → timelines → comms → platform signups → 2FA → Q&A
2. Setup time: ~20 minutes end-to-end for core system (source-reported)

▸ MODULE 19

Step 17 — 🔌 Connect APIs and automate safely

Use OAuth safely, verify mailboxes, and keep flows resilient. Centralize data in Sheets/CRM and post categorized reply alerts to Slack.

1. Make.com OAuth2: register app; set client ID/secret; auth URI; token URI; redirect URI = Make OAuth URL
2. Gmail API: create GCP project, enable Gmail, configure OAuth consent, publish app, create OAuth client (n8n redirect)
3. If ‘unknown mailbox’ → confirm connected mailbox + folder

4 Prefer plain text to avoid one-line HTML issues

HELPFUL SETUP LINKS

Google Cloud Console — Enable Gmail API + create OAuth credentials ↗

Tip

Starting with Make.com often drives faster revenue vs. more technical stacks. Add delays between steps to protect deliverability.

▸ MODULE 20

Step 18 — 🧪 Prototype fast and QA

Ship a working version fast, then run a one-week internal QA with sample and real data. Fix edge cases, then let the client QA for a week and iterate.

1 Test agent commands (e.g., summarize inbox, send email, update status, create events)

2 Use the DO framework: Directive → Orchestration → Execution

3 Agentic math: 90% step success across 5 steps ≈ 59% overall (source-reported) — add guardrails

Tip

AI's flexibility is its strength and weakness. Add bumpers: strict inputs/outputs, retries, and clear error handling.

▸ MODULE 21

Step 19 — 📨 Performance-style offers (example-only)

Some reps test aggressive, performance-based angles to spark replies. Use responsibly and adapt to your org's compliance requirements.

EXAMPLE — COLD EMAIL (PERFORMANCE-BASED ANGLE)

```
Subject: I will get you 20 booked meetings in the next 60 days or you don't pay

I will generate you 20 booked appointments in the next 60 days or you don't
pay.
```

EXAMPLE — COLD EMAIL (REVENUE ANGLE)

```
Subject: I will help you close $10,000 in the next 30 days or I'll keep working
for free until I do

I will help you close $10,000 in the next 30 days or I will continue working
for free until I get them for you.
```

> **Tip**
> Compliance first: remove all guarantees and income claims unless explicitly allowed by your company and legal. Treat these as copy structure inspiration only.

▸ MODULE 22

Step 20 — 📣 Build inbound over 12 months

Blend outbound with content that drives to one opt-in page and an automated nurture. Make one channel your watering hole and publish consistently.

1. Months 1–3: outreach + content
2. Months 4–6: mix outreach + early inbound
3. Months 7–12: mostly inbound + referrals
4. 90-day plan: 1 video/week + 1 helpful email/week

> **Tip**
> Media amplifies what's there: unclear offers amplify confusion; tight offers amplify results. Choose channels by intent (search) vs. discovery (social).

▸ MODULE 23

Step 21 — 🧵 Parallel channel: Upwork (optional)

Create a complete profile, apply to 3–5 jobs daily with a custom Loom and asset, and be transparent if you're new. Speed beats polish.

1. Fill every field (video, portfolios, skills, certs, testimonials, employment, languages, education)
2. Use keyword-rich titles and frontload social proof
3. Send a custom asset (doc + Loom) via the platform and alternative channels

PROMPT — JOB FILTER (TRUE/FALSE + REASON)

```
You evaluate inbound jobs for my cloud/AI services. Criteria: [SERVICES], [BUDGET_MIN], [INDUSTRY_ALLOWED], [DISALLOWED]. Input: [JOB_POST_TEXT]. Output JSON: {"relevant": true|false, "reason": "..."}.
```

▸ MODULE 24

Step 22 — 🧾 Proof, retention, and expansion

Turn wins into case studies and deepen within accounts. Retention beats acquisition—communicate progress, report often, and expand your footprint.

1. Ask: can we document this as a case study?
2. Collect testimonials with name, role, problem, result
3. Expand: one project → multiple teams → ongoing optimization

▸ MODULE 25

Step 23 — 🔒 Deliverability, compliance, and safety

Protect sender reputation, respect platform rules, and avoid regulated traps unless you're set up for them. Keep backups of your data and configs.

1. Horizontally scale inboxes vs. blasting from one
2. Respect anti-scraping protections; don't over-automate
3. Avoid highly regulated industries without compliance stack
4. 3-2-1 backups: 3 copies, 2 formats, 1 off-site (source-reported)

▸ MODULE 26

Step 24 — 🛠️ Scale ops with leverage

Use VAs for rough work + AI for drafting; keep QA with higher-skill operators. Standardize, then delegate. Growth creates options—focus on the boring things that move the needle.

1. VA sourcing + AI drafting → human QA
2. Centralize in Sheets/CRM; Slack notifications
3. Measure what matters; iterate offers, not just prompts

▸ MODULE 27

Mistakes to avoid

🚫

USING NEWSLETTER TOOLS FOR COLD

Mailchimp/Constant Contact forbid cold to scraped/purchased lists and may suspend accounts.

🧪

OVER-OPTIMIZING TECH

Spending weeks fine-tuning automations beats sales practice. Focus on lead gen, sales, and retention.

🔍

WRONG NICHE SELECTION

Low-ticket, low-intent niches stall pipelines. Pick money-tied pains in reachable markets.

🧱

HEAVY SCRAPING

LinkedIn & UGC platforms throttle; build on allowed flows and verified data.

📣

BEING GENERIC

Company boilerplate icebreakers tank replies. Use personal nuggets and specific gaps.

📉

INVISIBLE DELIVERABLES

Clients judge visible artifacts: emails, reports, meetings, configured assets—show them.

⚖️

REGULATED DETOURS

Healthcare/regulated work adds heavy compliance overhead without proportional payups.

🧯

BLASTING WITHOUT SPACING

No delays = deliverability issues. Space messages and stop on replies.

▸ MODULE 28

Salary Estimate

$500–$3,000/mo

Typical monthly retainer tiers for SMB cloud/AI workflow packages (source-reported/example)

$300–$5,000

Common one-time project fee range, plus $2–$700 monthly ongoing (source-reported/example)

$25,000/mo

Example: five clients at $50k/yr plus $50k in one-time projects, annualized (source-reported/example)

Annual ÷ 10

Pricing heuristic: offer price equals annual outcome divided by 10 (source-reported/example)

$33,829/mo

Example monthly value added for a B2B agency via AI lead gen (source-reported/example)

$100k–$250k/mo

Potential per-person scale with automated distribution (solo operator), context-dependent (source-reported/example)

▸ MODULE 29

Resources

RESOURCES

Google Maps	Local SMB discovery and validation
Google Cloud Console	Enable Gmail API and create OAuth credentials
Gmail API documentation	Scopes, setup, and code samples
AnyMailFinder	Find and verify business emails
Google Lighthouse	Site audits for performance and UX
Apify Docs	Actors, tasks, and datasets for scraping workflows
Cal.com	Share scheduling links and embed booking

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THE JOBHACKI ARSENAL

What All-Access members get

All 7 JobHacki tools on one membership.

Hack your career.

AI Auto Apply

Swipe real jobs. We get each application ready; you check it and press submit.

Job Directory

Live jobs pulled straight from company hiring systems.

Resume Builder

A role-ready resume in minutes.

Resume Match

A 0-100 match score against live roles.

Interview Role Play

Free practice tests with an account; voice mock interview after the trial.

Playbook Directory

Step-by-step income and job playbooks.

Tool Directory

Tools, prompts, GitHub repos and GPTs, by category.

Create your free account

Get All-Access — see price and terms

See the community & what's inside

A free account opens the job hubs, playbook library, Tool Directory and Interview Role Play's practice tests.

Learn More →

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