



Create a new Playbook

 Workspace

Create new playbook

Your Sales Playbook

Browse and manage your saved sales playbooks. Open any playbook to edit its base info, review history, and launch new GTM sales kits.

Playbook library

Playbook represents your selling product and brand. Each playbook can be used to generate multiple GTM sales kits for different prospects and your product lineups.

Search playbooks...



PLAYBOOK	PITCH	WEBSITE	VISUALS	UPDATED	ACTIONS
 Headsupapp make your browser a powerhou...	Headsupapp overview	headsupapp.netlify.app/		Updated 10h ago	Edit Manage Visuals
 Open360 One platform to simplify freigh...	One platform to simplify freight management with full visibility, real-time...	open360.com/		Updated 10h ago	Edit Manage Visuals



Just add your website

Sales > Playbook Library > Create new playbook

Template builder

← Playbook library

Create a new sales playbook

Set up a new reusable playbook, here you can setup your brand, main product showcase, pitch and case studies with CTA

1 Website

2 Your story

3 Brand & assets

Start with your website

We'll crawl your landing page and auto-populate your company name, pitch, positioning pillars, and brand settings — saving you minutes of setup.

https://yourcompany.com

Generate from website · 7 credits

Skip → I'll fill manually



Create multiple Visuals for your prospect

 Visual Suite

☒ Playbook library

Generate GTM Visuals

Add prospect rows, fill in context, pick a visual type, and hit the play button — each row is an independent generation run seeded from this playbook.

Export CSV

 Connect with app

 Import CSV

Download sample

PROSPECT CO.	WEBSITE URL	CONTACT NAME	LINKEDIN URL	ROLE	LOCATION	VISUAL TYPE	NOTES	CREATED	
Acme Corp *	https://... *	Jane Doe *	linkedin.com/...	Head of Growth	SF, CA *	Pitch Deck ▾	Add notes...	—	 
 Add prospect									

 Export CSV

[Download sample CSV](#)



import your prospects, in one go

A screenshot of the Apollo import interface. It features a dark-themed modal window titled "Match CSV headers before import" with the subtitle "We auto-matched your file. Review and adjust before rows are added." Inside the modal, there are six rows of dropdown menus for matching CSV headers: "Prospect co." to "Prospect co.", "Website URL" to "Website URL", "Contact name" to "Contact name", "LinkedIn URL" to "LinkedIn URL", "Role" to "Role", and "Location" to "Location". At the bottom left, it says "Rows detected: 100". At the bottom right, there are two buttons: a grey "Cancel" button and a green "Import rows" button.

use edithly in your tool

A screenshot of the Edithly Clay API Integration page. The page has a dark theme. At the top, it says "Integration" with a green checkmark icon. Below that is the heading "Edithly Clay — API Integration" and a subheading "Connect Edithly to your outreach stack. Pick your tool below, copy the code snippet, and plug it into your sequence or workflow." There is a section for "API KEY" with a long alphanumeric string. Below that are tabs for "Apollo", "Clay", "Zoho CRM", "HubSpot", and "Others", with "Apollo" being the active tab. Under the "Apollo" tab, it says "Using in Apollo Sequences" and "template: edithly-clay". There is a "JSON" section with a code snippet for an Apollo Sequence - Webhook Step. The code is as follows:

```
# Apollo Sequence - Webhook Step
POST https://api.edithly.com/v1/generate

Headers:
X-API-Key: eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1c2VyX2lkIjoiaWlk3ZGhYMDIwMDM1NWVhYzguMmE5ODIwIiwia2V5X2lkIjoiaWlk3ZGhYMDIwMDM1NWVhYzguMmE5ODIwIiwiaWF0IjoiNDYyYzA4MDQwMGIz
Content-Type: application/json

Body:
{
  "template_slug": "edithly-clay",
```