

REDSALEFISH

MASTER SUITE

Getting Started Guide

Your all-in-one lead generation & outreach platform

Support: redsalefish@gmail.com

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Welcome to Master Suite

Master Suite is RedSaleFish's desktop platform for finding, qualifying, and contacting potential customers — all without switching between multiple tools. Whether you're a solo operator or running outreach at scale, Master Suite streamlines every step of the lead generation workflow.

What You Can Do

Tool	What It Does	Output
Bloodline	Crawls websites to extract real email addresses from any URL you provide.	Email list, auto-piped to Sendify
Pathfinder	Searches Google Maps via SerpAPI to find local businesses in any city or zip code.	Excel / CSV lead sheet
Sendify	Sends personalised email campaigns through your Gmail account with smart cooldowns.	Email outreach, campaign metrics

How the Tools Work Together

The three tools are designed to flow into one another. Bloodline and Pathfinder both feed discovered emails directly into Sendify's pipeline — you don't need to copy-paste anything. The Dashboard shows the health of all three tools at a glance.

TIP New to the suite? Start with Pathfinder to find local businesses, then use Bloodline to deepen the email harvest, and finish with Sendify to send your campaign.

System Requirements

Operating System	Windows 10 or later (64-bit)
Google Chrome	Installed and up to date (required by Bloodline)
Internet	Required for license validation, Bloodline crawling, Pathfinder

	API, and Sendify
SerpAPI Key	Required for Pathfinder — obtain a free or paid key at serpapi.com
Gmail Account	Required for Sendify — must have an App Password configured
License Key	Format: RSMS-XXXX-XXXX-XXXX — purchased via Stripe or Zelle

First Launch & Activation

When you open Master Suite for the first time, the Activation Screen appears before anything else. Your license key must be validated over the internet before the app loads.

Activating Your License

1	Launch the Master Suite executable. The Activation Screen appears automatically.
2	Enter your license key in the field provided. Format: RSMS-XXXX-XXXX-XXXX
3	Press Enter or click ACTIVATE NOW.
4	Master Suite contacts the license server and verifies your key. This takes a few seconds.
5	On success, the Activation Screen closes and the main Dashboard opens.

NOTE Your license is device-bound. The key is stored securely on this machine and re-verified each time the app opens. You do not need to re-enter it after the first activation.

Getting a License

If you don't yet have a license key, you can purchase one directly from the Activation Screen.

Method	Details
Card Payment (Stripe)	Click "Pay \$197 →" on the Activation Screen to complete a secure card payment. Your key is emailed automatically after purchase.
Zelle	Send payment to 645-223-0557, then contact redsalefish@gmail.com to receive your key.

CAUTION Make sure you are connected to the internet when launching Master Suite. The app cannot open without verifying your license. If your firewall is blocking the connection, whitelist the license server domain.

Troubleshooting Activation

"Connection timed out"	Check your internet connection. If connected, a firewall or antivirus may be blocking the app — temporarily disable it or add an exception.
"License key no longer valid"	The key has been deactivated. Contact redsalefish@gmail.com for assistance.
"Your license was reset"	A reset was applied server-side. Contact support with your original purchase email.
App won't open at all	Ensure Google Chrome is installed. If the issue persists, run the .exe as Administrator.

Navigating the Interface

Master Suite uses a single-window layout. The three main areas — the Header Bar, the Content Area, and the Global Console — are always visible and work together across every tool.

The Header Bar

The top bar is your navigation hub. Click any tab to switch views instantly.

Tab	What It Opens
Dashboard	The home screen with live status cards and metrics for all three tools.
Bloodline	The email web-crawler tool.
Pathfinder	The local business lead generator.
Sendify	The email campaign tool.
Settings	Global configuration for all tools.

The Dashboard

The Dashboard is your operational overview. It shows three status cards, one per tool. Each card displays:

- Current tool status (Idle, Running, etc.)
- Live progress line (e.g., "Searching domain 3/10")
- Two key metrics (e.g., Leads Found, Searches Run)

Click the "Launch →" button on any card to jump straight into that tool.

TIP Metric counters on the Dashboard can either reset each session or accumulate permanently. This is controlled by the Metrics Mode setting in Settings → General.

The Global Console (Bottom Bar)

The console at the bottom of the window shows real-time activity logs for whichever tool tab is currently open. It also hosts the action controls for that tool.

Element	Function
Start button	Begins the active tool's operation using the current settings.
Pause / Resume	Pauses the running operation. You can edit inputs while paused, then Resume to continue.
Stop button	Halts the current operation immediately and safely.
Clear Console	Clears the log text for the current tab.
Status label	Shows a one-line description of what the tool is currently doing.
Timer	Counts elapsed time since the last Start.
Progress bar	Animates while a tool is actively running.

Bloodline — Email Web Crawler

Bloodline visits the websites you provide and extracts every valid email address it finds, automatically filtering out known junk addresses, no-reply accounts, and invalid formats. Discovered emails are instantly piped into Sendify.

Quick Start

1	Click the Bloodline tab in the Header Bar.
2	Paste one or more URLs into the URL input box, one per line (e.g., <code>https://example.com</code>).
3	Set your Crawl Depth and Timeout, or enable Infinite Mode to run without limits.
4	Click Start in the Global Console. Bloodline launches Chrome silently and begins crawling.
5	Watch the console log for found emails. When complete, results appear in Sendify automatically.

Input Settings

URL Input Box	Enter the starting URLs you want to crawl, one per line. You can also paste during a Pause.
Crawl Depth	How many link-levels deep Bloodline follows from each starting URL. Depth 1 = only the pages you enter. Depth 2 = those pages plus all links found on them. And so on.
Timeout (seconds)	How long Bloodline waits without finding a new email before moving on from the current domain. Lower = faster, higher = more thorough.
Infinite Mode	Disables both the depth limit and the timeout. Bloodline crawls until you click Stop. Use with caution on large sites.
Validate URLs	Checks that all entered URLs are reachable before the crawl begins.

Smart Search (Configured in Settings)

When Smart Search is enabled (the default), Bloodline only follows links that stay on the same domain as the starting URL. This keeps the crawl focused and avoids drifting onto unrelated sites. Disable it in Settings if you want to follow external links.

Timeout Modes (Configured in Settings)

Mode	Behaviour
Per URL (default)	The timeout clock resets after every page visited, regardless of whether emails were found on it.
Per Domain	The timeout clock only resets when a page that contains at least one email is found.

Pausing and Editing Mid-Crawl

Bloodline supports live editing while paused. Click Pause at any time to:

- Add new URLs to the input box — they will be queued and processed when you Resume.
- Adjust the Depth or Timeout values.
- Review the console log without the output scrolling.

Click Resume to continue from where Bloodline left off with the updated settings.

TIP For social media pages (Instagram, Facebook), Bloodline automatically switches to a browser-rendered mode that scrolls the page before extracting — this handles JavaScript-heavy layouts that normal HTTP requests cannot read.

NOTE Bloodline uses an integrated Chrome driver. Google Chrome must be installed and up to date on your machine. The driver version is matched automatically.

Pathfinder — Local Leads Generator

Pathfinder searches Google Maps via the SerpAPI service to find local businesses matching your criteria. It extracts names, phone numbers, emails, websites, social media links, addresses, ratings, and business types — then saves everything to an Excel or CSV file.

Before You Begin

Pathfinder requires a SerpAPI key. You can get one (free tier available) at serpapi.com. Enter your key in Settings → Pathfinder before running a search.

Quick Start

1	Click the Pathfinder tab. Then go to Settings and confirm your SerpAPI key and Max Results limit are set.
2	Enter a Target City (e.g., "Chicago"). Optionally, add specific Zip Codes separated by commas.
3	Enter a Search Target — the type of business you are looking for (e.g., "Roofers").
4	Click Browse to choose where to save the output file (.xlsx or .csv).
5	Tick the data columns you want to extract (Name, Phone, Email, Social Media, etc.).
6	Click Start. Pathfinder begins querying Google Maps and visiting each result's website to find contact info.
7	When finished, open your chosen output file. Emails found are also piped into Sendify automatically.

Input Fields

Target City	The city or region to search within (e.g., "Miami", "Chicago Loop").
Zip Codes	Optional. Add one or more zip codes (comma-separated) to narrow results to specific neighbourhoods.
Search Target	The type of business or profession to find (e.g., "Roofers",

	"Personal Injury Lawyers", "HVAC Companies").
Output Location	Where the results file is saved. Choose .xlsx for a formatted spreadsheet or .csv for plain text.

Data Columns

Column	What It Contains
Name	The business name from Google Maps.
Phone	The phone number listed on Google Maps.
Email	Extracted from the business's website (if available).
Social Media	Facebook, Instagram, Twitter, LinkedIn, or X links found on the website.
Business Type	The category returned by Google Maps (e.g., "Roofing Contractor").
Address	The full street address from Google Maps.
Website	The URL of the business's website.
Rating	The Google Maps star rating.

Duplicate Filtering

Pathfinder has two layers of duplicate protection:

- **Global Cache:** A local cache file records every website and business processed across all sessions. Businesses already in the cache are skipped automatically.
- **Local Session Filter:** Within a single run, businesses with the same name are skipped even if they appear under different queries. Toggle this in Settings → Pathfinder.

TIP Pathfinder automatically cycles through alphabet suffixes (e.g., "Roofers in Chicago A", "Roofers in Chicago B", ...) to exhaust Google Maps results beyond the standard 20-result page limit. This significantly increases the number of leads returned.

Sendify — Email Outreach Pipeline

Sendify is the outreach engine that sends personalised emails to your lead list using your Gmail account. It includes a cooldown system to pace sending, built-in blacklist management to avoid sending to invalid addresses, and full campaign metrics.

Before You Begin

Sendify sends through your Gmail account using a Gmail App Password — not your regular login password. You must create an App Password in your Google Account security settings first.

1	Go to myaccount.google.com → Security → 2-Step Verification (enable it if not already on).
2	In the same Security section, find "App Passwords" and create a new one (name it "Master Suite").
3	Copy the 16-character password and paste it into Settings → Sendify → Gmail App Password.
4	Enter your Gmail address into Settings → Sendify → Gmail Address.

Loading Your Email List

Sendify accepts email lists from three sources, all accessible from the Sendify tab:

From Bloodline Pipeline	Any emails found during a Bloodline session are automatically available in Sendify — no manual import needed.
From Pathfinder Pipeline	Emails extracted during a Pathfinder session are also piped in automatically.
Import from CSV / Excel	Click "Import Emails" to load a .csv or .xlsx file. The tool identifies and imports the email column automatically.

Composing Your Campaign

Subject Line	The email subject. Supports the {name} placeholder which is replaced with the recipient's name if available.
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Email Body	Your message. Supports {name} and {email} placeholders. Written in plain text or with basic formatting.
Attachment	Optional. Attach one file (PDF, image, document, etc.) to all outgoing emails.
Inline Image	Optionally embed an image directly in the email body rather than as an attachment (toggle in Settings).

Cooldown System

To avoid triggering Gmail's spam filters, Sendify waits a random number of seconds between each email sent. The range is configurable in Settings.

TIP The default cooldown range is 10–60 seconds. For high-volume campaigns, widen this range to 30–120 seconds for better deliverability.

The Blacklist (INVALID.TXT)

Master Suite maintains a shared blacklist of invalid or undeliverable email addresses in a file called INVALID.TXT in the application folder. Addresses are added to this file automatically when:

- An email format fails basic validation (no-reply, postmaster, junk domains, etc.)
- You manually delete an email from the Sendify list (if Auto-Blacklist on Delete is enabled in Settings).
- A send attempt fails and the address is confirmed invalid.

You can open INVALID.TXT in any text editor to review or remove entries. Blacklisted addresses are never contacted again.

Running a Campaign

1	Ensure your Gmail credentials are set in Settings.
2	Load your email list via pipeline or import.
3	Write your Subject and Body. Optionally add an attachment.

4	Click Start. Sendify begins sending with the configured cooldown between each email.
5	Monitor the console — each send is logged with status (Sent, Failed, Skipped).
6	Click Pause at any time to hold the queue, then Resume to continue.
7	Click Stop to end the campaign early. Emails already sent are not affected.

CAUTION Do not close Master Suite while a Sendify campaign is running. Closing mid-campaign will stop the queue. Gmail also has its own daily sending limits (~500 emails/day for standard accounts) — Sendify does not override these limits.

Settings Reference

Open Settings from the top navigation bar. All settings are saved automatically when you click Save Settings.

Bloodline Settings

Smart Search	When ON, Bloodline only follows links that stay on the same domain as the starting URL. Recommended: ON.
Timeout Mode	"Per URL" resets the timeout on every page visited. "Per Domain" only resets it when an email is found. Per URL is generally faster.

Pathfinder Settings

SerpAPI Key	Your personal SerpAPI API key. Get one free at serpapi.com .
Max Results	The maximum number of leads Pathfinder will extract in a single session. Default: 500.
Filter Local Duplicates	When ON, businesses with the same name are skipped within a session even if found by different queries. Recommended: ON.

Sendify Settings

Gmail Address	The Gmail account Sendify sends from (e.g., yourname@gmail.com).
Gmail App Password	The 16-character App Password from your Google Account security settings. Not your regular password.
Auto-Blacklist on Delete	When ON, deleting an email from the Sendify list automatically adds it to INVALID.TXT.
Embed Image Inline	When ON, attached images are embedded inside the email body instead of appearing as attachments.
Cooldown Min (seconds)	Minimum wait between emails. Default: 10.
Cooldown Max (seconds)	Maximum wait between emails. Default: 60. A random value in this range is chosen for each send.

General Settings

Metrics Mode — Per Use	Dashboard metric counters reset each time Master Suite is launched. Useful for tracking individual sessions.
Metrics Mode — Per User	Dashboard counters accumulate permanently across sessions and are saved to disk. Useful for tracking your all-time totals.

Tips & Best Practices

Lead Generation

- **Start specific.** Use Pathfinder with a narrow Search Target ("Emergency Plumbers" rather than "Plumbers") to get higher-quality leads.
- **Layer your searches.** Run Pathfinder first to get websites, then paste those sites into Bloodline for deeper email harvesting.
- **Use zip codes.** For dense cities, break the search into zip codes rather than the whole city name — Google Maps returns more precise and varied results.

Email Outreach

- **Keep the cooldown honest.** A 30–90 second random cooldown is a good balance between speed and avoiding spam flags.
- **Personalise your subject.** Use the {name} placeholder — emails with personalised subjects have measurably better open rates.
- **Keep lists clean.** Review Sendify's list before launching a campaign. Remove obvious junk addresses that may have slipped through validation.
- **Warm up a new Gmail account.** If you're using a fresh Gmail address, start with small batches (20–30 emails/day) and increase gradually over 2–3 weeks.

Performance

- **Chrome must be updated.** Bloodline auto-matches the Chrome driver to your installed Chrome version. Keeping Chrome updated ensures the driver always loads cleanly.
- **Use Pause, not Stop.** Pausing a Bloodline or Sendify session preserves all progress. Stopping ends the session — you will need to restart from scratch.
- **The cache speeds up repeat searches.** Pathfinder's global cache (cache.txt) skips businesses already processed, so re-running the same search only returns new results.

Support & Contact

If you run into any issue not covered in this guide, the RedSaleFish support team is here to help.

Contact Details

Email Support	redsalefish@gmail.com
Purchase / Billing	Stripe: buy.stripe.com/00weVch1j21Q4qr5Egdb01
Zelle Payments	645-223-0557
SerpAPI (3rd party)	serpapi.com — for API key issues and quota questions

Common Issues

App opens then immediately closes	Ensure Chrome is installed. Run as Administrator. Check your internet connection for license verification.
Bloodline finds 0 emails	Try disabling Smart Search to allow cross-domain following. Increase Depth and Timeout. Some sites actively block crawlers.
Pathfinder returns no results	Verify your SerpAPI key in Settings. Check that you have remaining API quota at serpapi.com.
Sendify fails to send	Double-check your Gmail address and App Password in Settings. Ensure 2-Step Verification is enabled on your Google Account.
Emails go to spam	Increase the cooldown range. Reduce daily volume. Check that your Gmail account is not newly created — warm it up gradually.
Chrome driver error in Bloodline	Update Google Chrome to the latest version. The driver version is auto-detected on each launch.