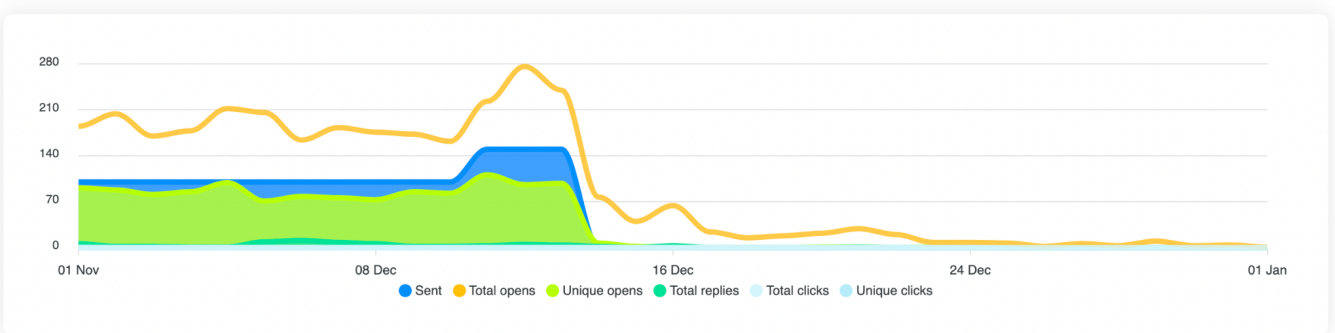
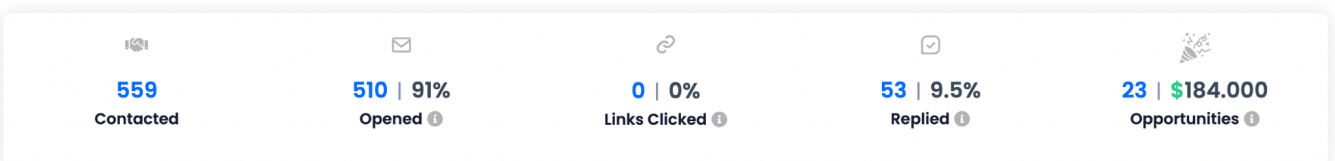
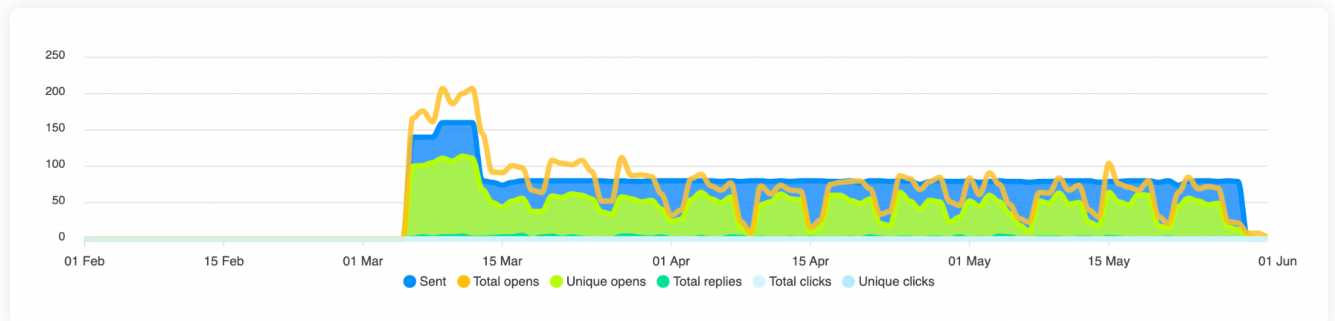
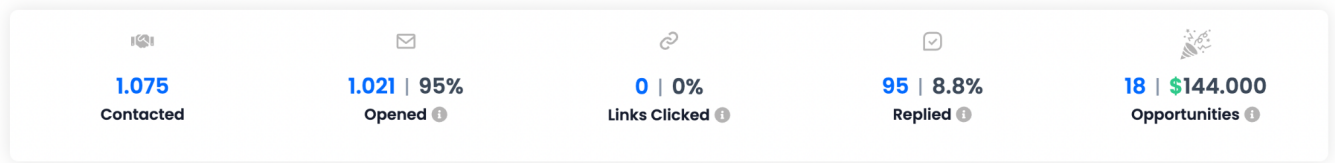


How To Book 20-30+ Meetings/Month With Your Ideal Client on Autopilot



Step-by-step guide on how to set up an automated and AI-leveraged cold outbound system that generates leads for your agency while you're sleeping!

Step 1: Get Domains and Set Up Email Accounts and DNS-Settings

- Buy 5-10 domains close to your business name dedicated for outbound, for example: getcompanyname.com, trycompanyname.com (DON'T use the domain you already have for outbound). Get your domains from GoDaddy, Namecheap or Porkbun.
- Create 2 email accounts per domain using established providers like Google Workspace or Outlook. Stick to first and last name combinations like: firstname@companyname.com, firstnamelastame@companyname.com
- Set up SPF, DKIM and DMARC for all domains. Redirect all domains to your main one.
- Connect all accounts to an email sending tool like Instantly.ai or Smartlead.ai and start warmup. Warm up the accounts for at least 14 days.



Step 2: Lead Scraping and Validation

- Go to Apollo.io, Crunchbase or Leadfeeder for example. There are plenty of similar tools today, see which one works for you.
- Do a search using filters like industry, employee count and keywords to find decision-makers in companies within your ICP.
- Once you have your lead list, validate it using an email verification tool like Millionverifier for example. We always make sure to double validate our leads to ensure good deliverability.



Step 3: Copywriting and Campaign Setup

- Set up a sequence of 2-4 emails with follow-ups in your sending software (Instantly, Smartlead e.g.). Don't write a novel. Make it short and concise and relevant to the prospect to create interest. Don't come off as "salesy".
- Upload your verified lead list and set up all the settings for the campaign like schedule and tracking.
- Launch the campaign and start sending out hundreds of targeted and relevant emails on autopilot!



Step 4: Campaign/Inbox Management and Booking Meetings

- Track the campaign performance and the relevant metrics. What we look at is open rate, reply rate, but more importantly: leads to emails ratio.
 - You should now start to get interested replies and can start booking them on your calendar!
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This is the exact framework we use to book 20–30+ meetings per month, both for ourselves and for our clients.

It's the framework that one of our clients, a small agency owner, used to land a major European tech company on the FIRST DAY of launching their cold email campaign using this method.

Cold email doesn't have to be complicated. But there is a learning curve. Between finding the right angles, writing copy that actually resonates, and getting the technical setup (like DNS and authentication) right to hit the inbox — there are a lot of moving parts.

You can absolutely figure it out on your own. But if you're someone who values speed and wants to avoid the trial-and-error phase, I've put together something that can help.

It's a Cold Email Masterclass — a complete, step-by-step course that shows you how to build a fully functioning lead gen machine for your agency.

This course breaks down what I've learned from over \$6,900 worth of courses, combined with real-world experience generating results across multiple industries.

Inside, you'll get SOPs, video walkthroughs, and everything you need to avoid costly mistakes and launch with confidence.

It covers:

- **Domain & Email Setup**
- **Technical Backend (DNS, authentication, etc.)**
- **Cold Email Copywriting**
- **Lead Scraping**
- **Campaign Setup**
- **Campaign Management & Tracking**

IN DETAIL. All in one place.

👉 If you're ready to skip the guesswork and start booking meetings predictably, [click here](#) to start.

And if you decide to go the DIY route, I still hope this guide gave you a solid head start. Wishing you the best of luck!

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