



How to Hit 6-10% Rates On Every Campaign

Aka the Cold Email Bible (No Matter What ESP You're Sending to...)

Let's keep it simple: the game has changed.

Inbox rules are tighter. Spam filters are smarter. And your competition's sending more emails than ever.

So if your reply rate is still chilling at 0.5-2%...

You're leaving 80% of your revenue on the table.

This document dives deep into the rabbit hole that is cold email, and will show you exactly how to hit 6-10% replies (consistently), without switching tools or praying to the warmup gods.

1. WHY THE REPLY RATE IS THE HOLY GRAIL

Think of reply rates like conversion rates in sales. You can have a thousand people walk past your shop, but if no one steps in, it doesn't matter.

There's only two ways to grow: **send more emails**, or get **better at sending emails**.

Volume vs efficiency. If anyone tells you that it's either or, they are either A) are lying to you, B) are moronic.

I'm not here to tell you to send 100 "hand crafted emails" every day. No. @!

To put it simply, both approaches work, now let me explain the pros and cons of both.

Most people default to volume because it's easier to outsource. But it's also how you end up with 50k sends and nothing booked.

Now, let's bring out the purple crayons and let's do some math.



Let's say you're decent at cold email and you send 50,000 emails/month

- 1% reply rate = 500 replies
- 10% of those are positive = 50 leads
- 30% book meetings = 15 bookings
- 70% show up = 11 meetings
- 20% close = 2 deals

Now bump that reply rate to 3%:

- 1,500 replies → 150 leads → 50 bookings → 35 show up → 6 deals.

Now bump that reply rate to 6%:

- 3,000 replies → 300 leads → 150 bookings → 105 show up → 12 deals.

I think you get where I'm going with this... One small change = 6x more revenue.

You didn't work harder. You just stopped sounding like everybody else, better copy, list, infra.

That's why reply rate is the growth lever.

2. WHO AM I TO EVEN TALK ABOUT THIS?

I'm not the best copywriter, I'm not the

I simply run the most optimized cold email infrastructure and send millions of emails/month on every offer I run.

Which can now be yours too. :)

I simply just do what works and don't try to overcomplicate it by running 50x different strategies on the side, I just stick to cold email and do a fuck ton of it, it's really as simple as that.

We run cold email infrastructure for 100+ operators across SaaS, agencies, consulting, and PE-backed portfolio companies.

We send out +1 million cold emails go out every day through our system for 23 of our Inner Circle+ clients.



Average reply rate? **4.6%** (this seems like it's going against the 6-10%, but this includes industries where 1-2% is considered unheard of, think of C-suite at enterprise).

We've helped them double or triple replies **in under a week** (not in weeks or months).

One of the reason why big volume works incredibly well, is because you can test multiple angles in a single day and know whether or not it works well the next day.

Just fast testing a clean infra, hyper accurate lists, and personalization that goes beyond a first liner and actually lands.

We're broken everything down into first principles, and have reverse engineered the success behind our best performing campaigns, to make the "lucky" outliers the average.

Let's break it all down, but before that some receipts.

Active	-	61.7%	1198	1176	2143	0	0.00%	108	5.04%	0	0.00%	24	1.14%	39	36.15%
Active	-	59.48%	727	716	1280	0	0.00%	83	6.46%	0	0.00%	16	1.28%	31	37.51%
Active	-	42.86%	4645	3478	5665	0	0.00%	342	6.05%	0	0.00%	47	0.83%	146	42.65%

Total Sent ⓘ

9,372

Unique Replied ⓘ

685 (7.31%)

Unique Positive Replies ⓘ

271 (39.42%)

12,384

Total Leads Reached

Total Sent ⓘ

30,694

Unique Replied ⓘ

1,697 (5.53%)

Unique Positive Replies ⓘ

831 (48.97%)

Unique Bounced ⓘ

349 (1.14%)



28,270	NA ⓘ	1905 6.74%	686 35.21%	356 (1.26%)					
Sent	Opened	Replied	Positive Reply	Bounced					
5,987	NA ⓘ	972 16.25%	660 68%	129 (2.15%)					
Sent	Opened	Replied	Positive Reply	Bounced					
7,483	NA ⓘ	573 7.66%	334 58.23%	78 (1.04%)					
Sent	Opened	Replied	Positive Reply	Bounced					
Active	-	44.54%	6005	4577	7613	0 0.00%	704 9.24%	0 0.00%	83 1.09%

2,650

Total Leads Reached

Total Sent ⓘ

5,301

Unique Replied ⓘ

540 (10.19%)

Unique Positive Replies ⓘ

316 (58.52%)

Unique Bounced ⓘ

45 (0.85%)

77,115

Total Leads Reached

Total Sent ⓘ

231,347

Unique Replied ⓘ

11,474 (4.96%)

Unique Positive Replies ⓘ

4,189 (36.51%)

Unique Bounced ⓘ

2,207 (0.97%)



Active	42.61%	2618	2081	3017	0	0.00%	150	4.99%	0	0.00%	32	1.08%	88	58.67%
Active	31.33%	786	587	730	0	0.00%	26	3.69%	0	0.00%	14	1.94%	16	61.54%
Active	35.5%	8638	4092	9027	0	0.00%	372	4.13%	0	0.00%	129	1.44%	196	52.69%
Active	24.6%	13055	4652	9449	0	0.00%	829	8.78%	0	0.00%	85	0.91%	421	50.78%
Active	74.37%	6019	5333	12212	0	0.00%	623	5.18%	0	0.00%	140	1.15%	211	33.39%

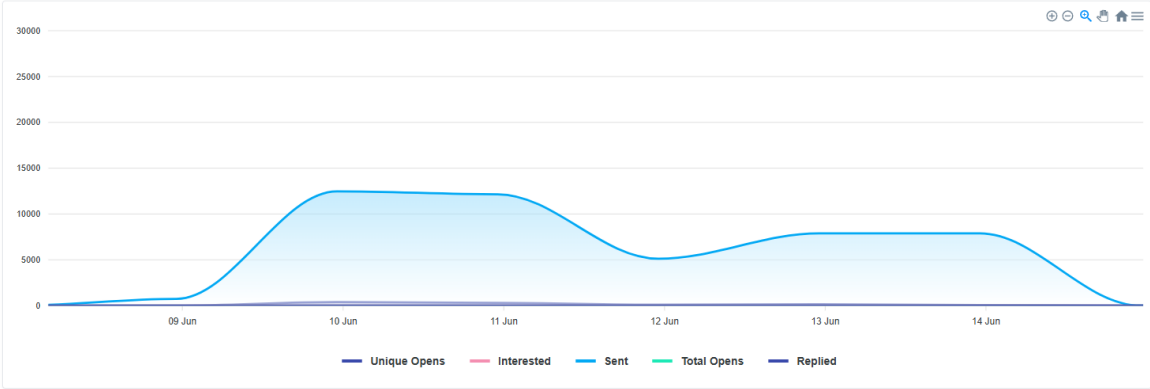
2,642	NA ⓘ	192	7.27%	47	24.69%	25	(0.98%)
✉ Sent	✉ Opened	✉ Replied	💰 Positive Reply	✉ Bounced			
12,548	NA ⓘ	648	5.17%	224	34.58%	146	(1.17%)
✉ Sent	✉ Opened	✉ Replied	💰 Positive Reply	✉ Bounced			
1,371	NA ⓘ	75	5.48%	15	20.91%	12	(0.87%)
✉ Sent	✉ Opened	✉ Replied	💰 Positive Reply	✉ Bounced			

Main Dashboard

Full overview of your current workspace

Last 60 days

Emails sent	46,263	Total people contacted	15,421	Total opens	0	Unique opens	0
Replies	5.36% 2,479	Bounced	1.23% 569	Unsubscribed	0	Interested	51.64% 1,280





3. INFRASTRUCTURE. FIRST. ALWAYS.

Two things matter here:

- **Domain health**
- **Email health**

Your offer could slap. But if your domain's cooked or your email health is garbage, you're toast.

Cold email is like driving a high-performance car on a racetrack.

You need:

- A solid engine (your domain)
- A smooth transmission (your server)
- And a skilled driver who knows the track (your campaign)

If the engine's faulty or the transmission skips, it doesn't matter how good the driver is you might run a lap or two, but you will NOT win the race.

4. DOMAIN HEALTH

What is domain health? It's how email providers categorize your domain:

- Healthy = safe, human-like sender → inbox.
- Unhealthy = spammy sender → junk folder or worse, blocked entirely.

What wrecks domain health?

- Sending too many emails too fast
- Copy-pasting generic, spammy messaging
- Not running spintax
- Sending *spammy* worded emails
- Sending links, images, HTML in your copy
- Targeting bad or unverified leads
- Re-running the same list too soon
- Running a campaign too long past its burn point
- Using trash SMTP inboxes



What about warm-up pools? Some warm-up tools are worse than doing nothing. For example, Smartlead's normal warm-up pool often over-sends and spikes suspicion. Instead, use trusted tools like Smartlead's Premium pool or Instantly's.

Want to protect your domain rep? Follow this checklist:

- ☐ Use high quality inboxes, Google or Outlook not SMTP (more on this later)
 - ☐ Start slow and follow ESP advisory sending tables.
 - ☐ Use human-like, personalized copy
 - ☐ Segment your lead lists rather than doing jargon AI personalization.
 - ☐ Verify every lead before sending
 - ☐ Rotate fresh lists every 90 days
 - ☐ Don't cheap out on a bad warmup pool
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4.1 DOMAIN AGE

Does it Matter? Yes, but not like you think.

Aged domains aren't better *out of the box*. They don't magically hit inboxes.

What they do offer is *forgiveness*. Older domains have baked-in reputation, so they recover faster if you screw up.

If you're just starting: new domains are fine. If you're scaling and burning: invest in aged domains for longevity.

Bottom line: Clean sending > domain age. Aged just buys you more room to mess up without burning it all down.



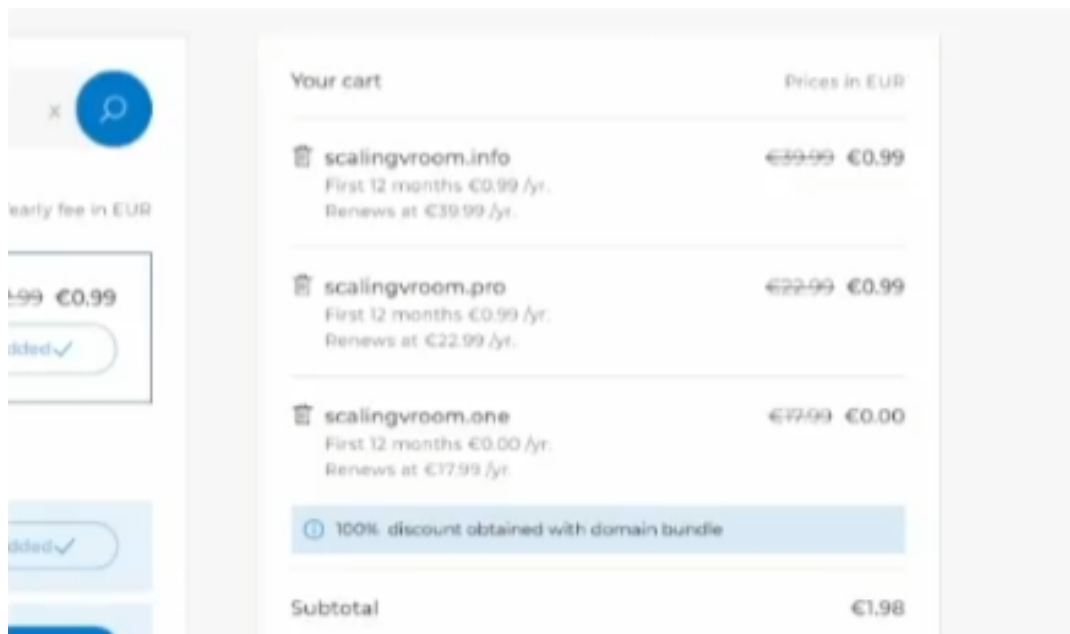
4.2 DOMAIN TLD

Forget the .com snobbery.

Through +14 months of testing we've seen over and over again .info and .pro do 6-10% replies.

The only thing that matters is *reputation* aka your domain health, keep in mind, Google takes it more into account compared to Outlook.

(You can get 3 domains for \$1.98 on one.com there is no reason not to get them)





5. EMAIL SERVER HEALTH

You can't fix a cooked server. Period.

Google and Outlook have industrial-grade, battle-tested infrastructure. Bulletproof rep. High trust across ESPs. And here's the kicker: you can get real Google and Outlook inboxes for dirt cheap.

1:1 the same as standard accounts. Even US/EU IP options if you know where to look.

SMTP? Not so much. It's a never-ending cycle:

- You warm it up for weeks
- You get flagged after one bad send
- You start over

And if it's a *shared* SMTP? You're playing Russian roulette. One idiot nukes the rep, you're out.

There are maybe a handful of SMTP providers that aren't hot garbage. And even then you're never going to out-deliver Google or Outlook at scale.

Now here's where it gets interesting:

You ever notice how emails from Loom, Stripe, Calendly, Wetransfer always land in your inbox? Even if your cold campaigns keep getting spammed?

That's because they use transactional senders like **AWS SES**.

These systems are built to deliver mission-critical messages: receipts, calendar invites, payout confirmations. ESPs trust them *because they have to*.

Tens of millions of emails per day. Still inboxing. No domain forwarding. No warmup.

No public cold email SMTP provider is doing this right now. No one's routing cold through SES.

Unless you're inside the [Citadel](#). ;)

Moral of the story:

- Pay for real inboxes (Google Workspace, Outlook)
- Don't DIY infra unless you know what you're doing
- Treat inbox selection like you'd treat your CRM or payment stack foundational, not flexible



Avoid shared SMTPs like the plague. Know what IP you're on. Know what platform you're using. And know when to reroll if your rep is toast.

6. CAMPAIGNS

Infra gets you in the inbox. Campaigns get you replies.

But here's what most cold emailers miss:

Good campaigns aren't about clever hooks or "chatGPT copy." They're about *alignment*.

Use Claude & Custom trained GPT on your offer and copy.

The best campaigns align 4 layers:

- Right person
- Right timing
- Right problem
- Right proof

Miss any one, and your reply rate tanks.

Let's break down each lever:

Step 1: List Quality > Everything

Your list controls everything downstream. You cannot write good copy to a bad list.

Most people just filter Apollo by job title. Top performers build *hyper-targeted* lists by:

- Scraping niche databases (Pitchbook, Crunchbase, LinkedIn with filters, Serper.dev)
- Stacking data from tools like Clay and Ocean
- Mining Reddit, Crunchbase newsfeeds, SEC filings
- Tracking job posts, hiring surges, new feature launches
- And most importantly local directories for your ICP.



Bonus: here's a firehose of lead sources: stop acting like you need Apollo for everything. (They use primarily LinkedIn's data :))

Bonus2: [1 Billion Verified Leads FREE](#)

Bonus3: [Lead Scraping MASTERCLASS](#)

Bonus4:  SR | Every Lead Database Tested

B2B/General:

- Apollo
- GetLanka
- Clay
- G2
- Software Suggest
- Capterra
- Trustradius
- Ocean
- Crunchbase
- LinkedIn Sales Nav
- Serper.dev
- Pitchbook
- AngelList
- Y Combinator
- CB Insights
- Craft.co
- SaasyDB
- Preqin
- DataFox
- Mattermark
- Owler
- TeamFluence
- BuiltWith
- LinkedIn
- + Infinite amount of local directories for your ICP

eCom:

- Storeleads
- BrandNav



- ShopRank
- SimilarWeb (lookalikes)
- WhatRuns
- Commerce Inspector

Events + Triggers:

- SEC filings (new companies registered)
- Google Alerts
- Crunchbase Pro filters (acquisitions, funding, launches)
- LinkedIn job posts (“actively hiring SDRs”)
- Twitter X scraping (tools, triggers, sentiment)
- Reddit subs (r/startups, r/smallbusiness)
- X-Ray Google search with modifiers

For cheap Apollo leads: just dm us.

Use this resource to level up: [📄 1 Dream Avatar Cheat Sheet](#)

Step 2: Segmentation = Relevance Multiplier

Segmenting lets you write emails that *feel* personal at scale.

You can slice by:

- Industry sub-niches (fintech SaaS vs martech SaaS)
- Team size or stage (bootstrapped vs PE-backed)
- Tech stack (Hubspot vs Salesforce vs no CRM)
- Recent moves (new exec, opened new office, acquisition)
- Role (CEO vs Ops vs Growth Lead each has different metrics they care about)
- Funding stage (seed vs Series B has drastically different budgets, timelines, risk profiles)
- Behavioral triggers (hiring, running ads, switching tools, posting a job)

Then you reverse-engineer their world:

- What outcomes they care about
- What language they use
- What problems they obsess over



- What tools or competitors they're already using

Use those details in:

- First lines ("saw you just onboarded [TOOL]")
- Proof points ("helped [COMPETITOR] increase retention 19%")
- CTAs ("worth showing you how we did this for [PEER]?")

Pro tip: build "segments within segments." Nail the message. Then scale horizontally.

Example: "Fintech ops leads at Series A companies who just raised and are hiring SDRs." Start campaigns with just 1-2 of these deep segments.

Step 3: Validate Like a Pro

If you're sending junk data, your whole campaign's dead on arrival. Doesn't matter how good the copy is.

Most people just skip validation or rely on a single tool. Top senders use a stack:

Tools to Use:

- Omniverifier (cheap + reliable)
- NeverBounce or Bouncer (for non-catchalls)
- Clay (to handle catchalls ping response logic)
- Hunter + ZeroBounce (extra validation layers if needed)

Catchalls = Opportunity Most ignore them. But with good logic, you can convert 10-30% more leads safely.

- Use Clay's verification logic
- Test small batches
- Watch bounce rates tightly

Process:

- Run new domains through full batch test before scaling
- Maintain bounce rate below 5%
- Revalidate lists every 30–45 days (emails go stale fast)

Skip this step, and you'll kill your domain health before the email even hits.



Validated leads = better deliverability = more replies = more revenue.

Treat data like a product. Not an afterthought.

+Bonus - Build your own for about \$500, which is the price of a decently big list, even at “vendor” rates.

(Again like a lot of things mentioned in this doc, it’s not rocket science.

Total infra cost to maintain for 500K/day burst: ~\$30-40/month

What these tools really do:

Step	What It Checks	Tech Involved
1. Syntax Check	Is the email format valid?	Regex (e.g., someone@domain.com)
2. DNS / MX Check	Does the domain exist? Can it receive emails?	DNS lookup of MX records
3. SMTP Check	Does the mailbox exist on the mailserver?	SMTP handshake (RCPT TO command)
4. Catch-all Domain	Does the server accept <i>any</i> email (junk domains)?	Try fake inbox like xyz123@domain.com
5. Temporary/Disposable Emails	Is it a known burner email (Mailinator, etc.)?	List lookup of known disposable domains
6. Role-based Address Check	Is it a generic inbox like info@ or support@ ?	Regex/substring matching



7. Blacklist Check (sometimes)	Is domain/email on spam or abuse lists?	RBL API queries
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Step 4: Copy That Doesn't Suck

Spam filters don't speak English. They vectorize your message breaking it down into data patterns to predict if it's spam.

What triggers spam:

- Overused words ("free," "guarantee," "buy now")
- Repetitive structure (5-line pitch blocks)
- Common cold email phrases ("just following up")
- Lack of variability (same phrasing across 1,000s of sends)

Your job is to make the email look and feel unique like a one-off human note.

How to beat the filter:

- No more than 1–2 "spammy" words max
- Vary sentence structure across templates
- Avoid bullets, formatting, and bold text
- Keep it casual, plain-text style
- Use a free spam tester like [Mailmeteor's](#) before sending

Forget fancy. Be direct, specific, and useful.

Anatomy:

- 1. Intro**
- 2. Hook**
- 3. Call-To-Action (CTA)**



4. **Guarantee** (optional)

Examples:

- “Saw [COMPANY] just expanded into LATAM. Helped [X] scale to 4 reps in 30 days there. Want the playbook?”
- “Noticed [COMPANY] started running ads again. We help brands drop CAC 18-22% using non-obvious list builds. Worth a quick chat?”

Bonus: keep it 40-60 words max. Shorter if you’re sending to Outlook. Offer swipe files and explained in a lot more detail: [📄 5 Offer Creation](#)

Step 5: Use CTAs That Actually Get Replies

You’re not selling. You’re starting a convo.

CTAs that work:

- “Want me to send the [case study | resource | video | document]?”
- “Should I send the teardown?”
- “Worth seeing if this fits [COMPANY]?”

One ask. One step. That’s it. If you have multiple questions in the copy, it complicates things, makes it harder to reply.

Step 6: Real Proof or Get Ignored

Social proof isn’t optional anymore. It’s the only reason to believe you.

Use this format:

- Company name
- Outcome
- Speed or timeframe

Bad: “We helped companies grow.”

Good: “Helped [X] add \$78k MRR from cold emails in 19 days.”



Step 7: A/B Test Like an Operator

No need for fancy tools just use your existing sequencer. Just don't test like a rookie.

Rules:

- Test one variable at a time (CTA, first line, offer framing)
 - This is super duper *important otherwise* if you change multiple things at once you don't know which change caused which results, one could be detrimental, one could be positive.



- Use 500-1000 sends minimum per variant
- Track reply rate, positive rate, and booked calls

Run tests on real segments, not random scraped lists. Learn, iterate, scale.

Final tip: if the reply rate is below 1.5%, *pause everything*. Re-check targeting, rewrite copy, or reset infra. Don't scale garbage.

Run at least 3 variants which you compare to your base campaign with only one variable changed (e.g., the CTA, Hook, Offer).

Track:

- Replies (not opens)
- Positive vs total replies
- Book rate (for later)

Run each test for 500-1000 sends minimum before you judge it.

The result? You'll go from 1-2% replies to 6-10%, without sending more. Just by sending *better*.

Stop bumping. Expand instead.

Follow-ups should:

- Add new proof
- Introduce new angles
- Clarify how you can help

30-40% of replies come from follow-ups. Don't phone it in.

Another small rant on sequencers and what's going on in the current space.

Not going to drop names if you know, you know. But let's clear the smoke:

There's a "private" sequencer doing the rounds lately. The price tag? \$500/month. The promise? Better delivery, control, exclusivity.

Here's the truth: Email sequencers do not directly impact deliverability, it's just a scheduler that controls when to send, from what inbox, and what to send. If anyone tells you otherwise, double check whether or not they are selling you an overpriced sequencer. :)



They're spinning up a \$40/month VPS from Hetzner. Slapping on an open-source sequencer with a few tweaks. With a decent warmup pool, sure.

If they were charging \$200, fine. Make your margin. But \$500/month? That's robbery. Especially when your volume scales.

Let's say you're sending 5M emails/month (like us). That's \$5K for a sequencer.

Not infra. Not leads. Not delivery.

Just the sending interface. That's insanity for a sequencer.

So we built our own, if you're like me, you probably hate seeing the monthly subscriptions keep piling up.

We partnered with software developers and AI engineers. Merged the sequencer and infra into one unified system. Tossed in an AI deliverability agent as well.

We're rolling it out now for a few people inside the [Citadel](#).

Unlimited sends. Unlimited leads. Unlimited Accounts. + the warmup, at the moment we are using Smartlead's premium, Instantly and [Pipl.ai's](#) pools.

Why? Because we were tired of being ripped off by people who pretend they built something revolutionary when it's just recycled open-source code on a VPS.

If you're sending high volume either use a private sequencer + reputable warmup pool, or an unlimited sequencer with a reputable warmup pool.

7. FOLLOWUP OR DIE.

Most campaigns die because people don't follow up. Or worse they just send "bumping this" and hope for the best.

Here's how to do it right:

General Rules:

- Send at least 3-5 follow-ups per lead (7 ideally)
- Space them 2-4 business days apart
- Each follow-up must add value, not noise



Follow-Up Frameworks:

1. **Add Proof:** “Following up on my last. Helped [PEER COMPANY] close \$48k in MRR with this.”
New Angle: “Another reason this works: drops CAC 20% by replacing X.”
2. **Quick Reminder:** “Built this with [COMPANY] in mind. Still want me to send it?”
3. **Cliffhanger:** “Have a teardown we did for [COMPETITOR]. Want a peek?”
4. **Direct Ask:** “Should I close this loop or does this sound useful?”

Tips:

- Keep it 1-2 sentences
- No links
- Use different structure/tone from the original
- Send from the same thread (boosts deliverability)

30-40% of positive replies come from follow-ups. If you skip this step, you’re throwing away half your revenue potential.

Stop bumping. Expand instead.

Follow-ups should:

- Add new proof
- Introduce new angles
- Clarify how you can help

30-40% of replies come from follow-ups. Don’t phone it in.

8. ESP-SPECIFIC PLAYBOOK (Outlook vs Google)

Outlook-Specific Warmup + Sending Strategy

Outlook has the strictest AI spam filters on the market right now. Even Microsoft’s own emails sometimes land in spam. Outlook inboxes are either good from the get go or they need their IP to be rerolled. Never run ESP matching with Outlook, it amplifies the spam rate on their end and it will burn your inboxes.

Here’s how to not get burned:



Warmup Settings (for Outlook inboxes):

- Total warmup emails/day: 5
- Daily ramp-up: 2
- Reply rate: 30%
- Randomization: 2-5 (if supported)
- Let inboxes warm for at least 3 days, ideally 10-14 before sending cold

Sending Settings:

- Max 3–5 cold emails/day per inbox
- Minimum 61-minute gap between sends

Campaign Configuration Musts:

- No open tracking (kills inbox rate instantly)
- No links in body copy
- Use spintax: every 2-3 words randomized, especially signature (use <https://sp1n.me> or GPT-powered generators)
- NEVER send to “Bad” or “Risky” leads use MillionVerifier or Scrubby (no BounceBan)

Copy for Outlook:

- 1-liner, max 50 words
- As casual as possible
- No dollar signs or financial language
- Avoid common spam phrasing (“free trial,” “just checking”)

List Management:

- Split lists by ESP using Emailguard’s host lookup
- Run separate campaigns: Outlook vs Google

Outlook Red Flags (Smartlead Specific):

- If “Flaggable” in Smartlead: copy was too spammy, email didn’t send
- Outlook checks messages BEFORE delivery. If it smells like spam, they stop it at the gate
- If IP is blacklisted, request a reroll from Microsoft support (15-day change cycle)



How to Adapt:

- Completely rewrite flagged campaigns (too similar to public templates = auto-flag)
- Spam density matters: rewrite with unique phrasing
- Monitor bounce rates, volume spikes, and DMARC health weekly

Google-Specific Notes:

- Google cares more about domain reputation than server/IP
- Aged domains + proper warmup = solid inbox placement
- Warmup for 10-14 days before first campaign
- Track spam placement using Mailmeteor's free tool

General Infra Advice:

- Diversify: 40% Outlook, 40% Google, 20% Private SMTP (if needed)
- Don't use private SMTP for cold bad IPs, harder to recover
- Use tools like Mailreef if you need dedicated inboxes
- Cloudflare is best for storing domains (privacy + rep protection)

Avoid:

- Domain forwarding (bad for reputation) instead just duplicate your website onto those domains as well.
- Link spamming
- High-volume spikes (volume ramping must be natural and varied)

Best Practice:

- Cold/warm emails should be spaced and varied
- Sending 4 cold? Send 4-6 warm, spaced out
- Don't blast with predictable patterns (e.g., 4 every Monday)

Your best defense against ESP filters? Hyper-relevant lists. Human-sounding copy. Smooth infra.

Examples:

- "Built a tool for [COMPANY] that boosted demo rate 12%. Want to see it?"
- "Still looking to fund new deals this quarter? Got a fast-track approach."



9. SUBJECT LINES

Subject lines are the first inbox filter but not the most important. Don't optimize for opens. Optimize for relevance and please stop using "Quick question [firstname]".

What works:

- Feels personal, not promotional
- Sounds like something you'd email a friend
- No title-case or gimmicks

Best performers:

- "more MQL?"
- "yes/no"
- "Less churn?"
- "Need this?"
- "idea, [firstname]"
- "[first name] hiring help?"
- "ops hire still open?"
- "saw this re: [competitor]"

Avoid:

- Clickbait ("free leads for you")
- Emojis or exclamations
- Anything that screams "newsletter"

Use subject line like a whisper, not a shout. It's the nudge that gets the open — your copy still has to convert.

Don't overthink it. Make it sound like a friend.

- "quick q"
- "[first name] hiring ops?"
- "built this for you"



10. TROUBLESHOOTING

Under 1.5% reply? You've got a leak. Here's how to troubleshoot.

Step 1: List

- Are you targeting the right role?
- Are they in-market or just a generic segment?
- Did you verify emails (including catchalls)?
- Is this a fresh list or recycled scrap?

Step 2: Copy

- Does your message sound like a person or a pitch deck?
- Any proof (case study, result)?
- Did you avoid spammy phrasing?
- Does your CTA ask for a Go in this order:
 1. **List:** bad targeting = bad replies
 2. **Copy:** no proof, too generic
 3. **Infra:** domain/server could be cooked

→ Reply rate is the most fixable KPI in your funnel. Small lift. Big upside.

11. RECAP

Want 6-10% replies?

- Nail infra (healthy domains + solid inboxes)
- Build lists like a psycho
- Write like a person, not a pitch deck
- Follow up like you care
- Track replies, not opens

That's it.

Tired of fighting inboxes and burning cash on broken tools?

[I'll show you how we run this at scale.](#)