

How to Consistently Generate Commercial Leads From Cold Email

In this guide:

- How to set up cold email
- Where to get leads
- Email copy to send to leads
- How to structure campaigns
- What tools to use

p.s. if you find this guide helpful, give me a follow on X at <https://twitter.com/edninode1>
(if you want help setting up these campaigns feel free to reach out too!)

This guide is completely free, however I have included links to the exact tools I use and may receive a small commission. If you don't like that, you are free to use alternative tools

Who is this guide for?

This guide is for any home service business owner looking to get more commercial leads and jobs.

I personally own and run a cleaning business so this guide will be looking at generating leads for this industry specifically but the principles will remain the same across other services such as landscaping, HVAC, pest control, etc.

Why cold email?

Cold email has been one of the key drivers of B2B sales across all industries for the past few years. Of course, there are other ways to generate business leads but cold email still remains king.

With current email tools, we can send out 1000's of emails a day to potential customers generating leads which can turn into 10's of thousands of dollars in revenue.

Better yet, we can do all this while spending less than \$100/MONTH on the whole set up.

For cleaning, a single commercial account that I sign up can add \$10k+ ARR. Not too bad for something that costs only \$100/month.

Now that I got you hyped up, let's find out how to actually get started!

The tools

Cold email tool

We can certainly send cold emails manually using a single email account. However, this will only get you so far and you'll fall behind everyone else.

To be able to send out bulk emails on a daily basis, I use pipl.ai. I'm on their personal plan and it costs me \$15/month.

You can certainly use other cold email software like Instantly.ai, but pipl.ai offers most of the features for a fraction of the cost.

Sending accounts

To be able to send any large quantity of emails, you're going to need multiple accounts.

The gold standard right now are [G Suite email accounts](https://gmail.com). These are the same ones you get when you want a business email address with Google.

These are great for their deliverability, so DO NOT cheap out and choose another provider because they offer email accounts at a cheaper rate.

Each sender will cost you \$7.2/month on the monthly plan (\$6/month on the annual plan). If you can't/don't want to pay this amount to do cold email, you are doing yourself a disservice because your email delivery will decrease.

Domain registration

This one has a lot of debate surrounding it. I personally use Namecheap for all my domains.

However, there have been reports of Google and Outlook blacklisting domains on these registrars.

At the end of the day, I personally don't think it matters that much where you get your domains from as long as it's a reputable provider like Namecheap, Godaddy, Cloudflare, etc.

The Process

A high level overview of setting up a cold email campaign:

- Buy multiple domains
- Buy multiple email accounts per domain
- Identify leads to target
- Purchase leads
- Set up campaign in cold email sending tool
- Launch campaign
- Profit

Let's get into it!

Buying multiple domains

A common mistake I see is people cold emailing from their primary domain.

This is bad for 2 reasons:

1. You will harm your domain's reputation and eventually you'll be blacklisted completely.
Not ideal for your primary domain
2. Keeping up with all the email in the main inbox is not ideal and can be overwhelming.

The solution to this is to buy and use multiple "burner" domains. These are domains that don't matter and can be easily replaced if they become blacklisted.

For example, if your domain is sunshinecleaners.com, you would want to purchase joinsunshinecleaners.com, visitsunshinecleaners.com, etc.

The actual domains don't really matter.

The only hard requirement here is to purchase .com domains. DO NOT BE CHEAP AND PURCHASE ANYTHING ELSE!

You will impact your deliverability and your efforts in setting up the campaign will be wasted.

You also don't have to worry about where you're purchasing your domains. I use Namecheap, but feel free to use anything else such as GoDaddy, Porkbun, Cloudflare, etc.

The number of additional domains you need to buy are determined by the number of cold emails you want to send per day.

You can have a max of 3 inboxes per domain. At full capacity, you can send 30 cold emails per inbox per day.

This means that if you have 1 domain with 3 inboxes, you can send 90 cold emails a day, which translates into 1800 emails a month, assuming your campaign is running M-F (which it should be).

Determine how many emails you want to send and use the math above to determine the number of domains to purchase.

Setting up inboxes

Now that you have the domains purchased, we're going to create a max of 3 inboxes (email accounts) for each one.

We will do this through Google Workspace. Why Workspace? Because it tends to have the highest deliverability.

It's not the cheapest, but is the most reliable tool to get the job done.

You're going to want to get a new google workspace for each domain and set up billing. Have 2 domains? You're going to need to separate google workspace accounts.

Once each workspace is set up, you're going to want to create 3 email accounts. These email accounts will have slightly varying names of yourself.

For example, my name is Edwin Nino Delgado and I have my senders named `edwin@MYDOMAIN`, `edwin.n@MYDOMAIN`, `edwin.nino@MYDOMAIN`. You get the idea.

On each account, make sure to set a profile picture of yourself. It's a small thing, but it'll add a personal touch when someone receives your email (aka boost response rates).

Configuring DNS

Here's where it can get a bit technical.

You want to make sure every domain that you bought is being redirected to your primary domain.

If your main domain is sunshinecleaners.com and a burner domain is joinsunshinecleaners.com, make sure that when someone visits joinsunshinecleaners.com, they get redirected to your main website, sunshinecleaners.com.

You also want to make sure that for every domain you bought, you configure SPF, DKIM, and DMARC records.

The process is mostly the same for each domain registry. I won't go into all the super technical parts here, but google 'how to add SPF record Namecheap' (or whatever your registry is) and you'll find comprehensive guides on doing so.

This process is a bit tedious, but doing so will tell email providers that your emails are legitimate and you are not spoofing someone else's domain.

(btw, if you want me to set this up for you, just shoot me a dm)

Connect to email sending tool and warm up

The final technical portion is to connect all your email accounts to your preferred cold email tool and warm them up.

As mentioned before, I use pipl.ai, but there are others out there that essentially do the same thing.

I like pipl.ai just because of the price and its fairly easy to connect email senders.

Once you have connected all your email accounts to your sending tool, ensure that warm up is enabled.

Warm up allows the tool to send and receive emails from your accounts to other accounts in the network and imitate a real human. After all, a dead giveaway of a spammer is someone who only sends email and never receives any.

Once you turn on warm up, you'll notice an influx of bogus emails, and this is normal. Each tool should have an email filter you can set up to filter out these messages.

You're going to want to increase the number of warm up emails sent by 1 everyday to a max of 30 warm up emails per day.

This means, on day 1, your sending accounts will send 1 warm up email. On day 10, they'll send 10 warm up emails. All the way up to 30 emails a day.

You NEVER want to turn off email warm up. Warm up is the only thing that is stopping email providers from thinking you're a spammer, so don't do it.

Once warm up is properly set up, let the email accounts sit for AT LEAST 2 weeks. DO NOT send cold emails during this time.

Patience is a virtue and if you're impatient here, you'll increase the likelihood of landing in spam and your efforts will go to waste.

Email signature

Once warm up is on, we want to add signatures to each of our inboxes.

An email signature is the things at the bottom of professional emails with the user's name, company, address, and phone.

I keep mine super simple. In [pipl.ai](#), I have each sender's email signature as:

```
{{sender_first_name}} {{sender_last_name}}  
Owner  
Puget Sound Cleaners  
<MY BUSINESS ADDRESS>  
<MY BUSINESS PHONE NUMBER>
```

You don't have to overthink it.

You just have to make sure all the relevant information is included. If you skip on certain information, email providers are smart enough to detect that and may flag your emails as spam.

After all, spammers typically won't put identifiable information in emails. However, we're not spamming and are seeking to build long term relationships with these leads.

Getting data

While we wait for our email accounts to warm up, we can start getting the data we'll use to send.

There are many different sources for B2B email data. However, I personally like using Apollo.io and then going on fiverr and paying someone to get the data for me.

For the first campaign I did, I targeted property managers in my service area. Property managers manage multiple units at a time and are typically looking for vendors for unit turnover cleans.

In my next campaign, I will be targeting real estate agents.

You can target other B2B leads but I would start with property managers since they're low hanging fruit.

Verifying leads

Once you got your list of leads, now it's time to verify them.

Just because you got a list of 1000+ emails, it doesn't mean all of them are valid. This is where we use a tool to help us find all the valid emails.

I personally use [MillionVerifier](#), but like cold email sending tools, there's a bunch of other alternatives as well.

I buy 10,000 credits at a time and this is enough credits for multiple email campaigns.

You're going to want to upload your leads into the tool and verify them. This can take up to an hour depending on the list.

I've found that around $\frac{1}{3}$ of my leads have invalid emails and another $\frac{1}{3}$ are catch-all emails or unknown.

I make sure to export the verification results as a csv (spreadsheet) and filter where the result is 'ok'. These are the only emails you will be sending to.

I	J	K
quality	result	free
good	ok	yes
good	ok	yes

Sending to other email accounts can potentially ruin your email senders' reputation since a dead give away for spammers are sending emails to addresses that don't exist or are unsafe.

Setting up the campaign and the email copy

Setting up a campaign will depend on your specific sending tool.

However, the process will remain mostly the same across all of them. I will talk about [pipl.ai](#) since that's what I use.

In the tool, I create a new campaign. I then upload the verified leads I got from the previous step. It's important to upload the leads' first name, email, city, and company name if possible to use as email variables later on.

Once leads are imported, we can start crafting the email. Below is the exact email sequence I send out:

Subject: Approved Vendor Question

{{random|Hi|Hello|Hey}} {{first_name}},

I noticed you're a property manager in {{city}}.

I wanted to reach out and see {{random|what steps Puget Sound Cleaners could take to|how Puget Sound Cleaners could}} be accepted as an approved vendor for {{company_name}}.

Puget Sound Cleaners is a cleaning and janitorial solutions company based out of Seattle. We provide services such as office, post construction, residential, and short term rental cleaning.

{{random|Would you be able to guide me to resources on becoming an approved vendor|Would you be willing to have a quick chat on becoming an approved vendor}}?

Best,

{{sender_signature}}

****Wait 3 days****

{{random|Hi|Hello|Hey}} {{first_name}},

Just wanted to make sure you {{random|got|received}} my {{random|last|previous}} email about becoming an approved vendor for {{company_name}}.

{{random|Let me know if you need anything from me|Let me know what I can do to speed up the process}},

{{sender_signature}}

****Wait 3 days****

Is there anything else we can do on our end to speed up the process of becoming a vendor for {{company_name}}?

We would love to get you in {{random|touch|contact}} with some of our current clients to help {{random|facilitate|confirm}} your decision.

Let me know,

{{sender_signature}}

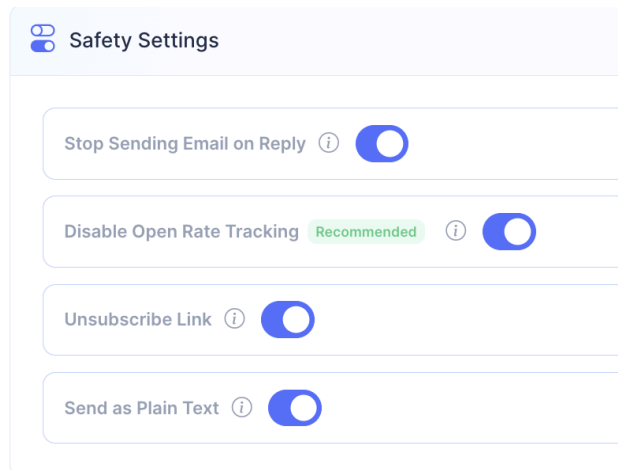
Notice how I sprinkle in the variables from our leads to personalize the emails? This helps improve deliverability and have each lead we contact think we are contacting them personally.

The last thing we want is our leads to think we are sending everyone a generic message and spamming emails.

Additionally, I've added some variation to the emails with stuff like: {{random|facilitate|confirm}}.

This will randomly choose between “facilitate” and “confirm” on each email that is sent out. This helps in improving deliverability since you’re not sending the exact same emails all day.

After you have your copy down, there’s one more thing to take care of in the campaign settings. You’re going to want to make sure all of the features below are turned on.



Turning on these features will improve deliverability. You can research why that is on your own time but trust me on this one.

While it’s awesome and tempting to track open rates, it’s even better knowing your emails aren’t landing in spam.

Save the campaign but make sure it is inactive. Additionally, make sure the sending accounts you want to use are selected in this campaign.

If you have any questions about the steps above, feel free to reach out me.

Sending emails

At this point, at least 2 weeks of warm up have passed and we're now ready to start sending cold emails.

Just like the warm up, we're going to want to slowly scale up the cold email sending.

The first week you start sending, make sure each email account is set to send a MAX of 10 cold emails per day.

The second week you'll then send a MAX of 20 cold emails per day. The third week each account will send a max of 30 cold emails per day.

These steps will further ensure your email accounts don't get flagged and stay out of spam.

Next steps

From here on out, the process is fairly simple. Make sure to check the inbox periodically, follow up with leads, and close some deals!

After a campaign is over, don't throw away the leads. Wait a few weeks before launching another campaign with a different copy and subject line to the leads that didn't respond.

From here you can rinse and repeat for subsequent campaigns.

If you found this guide helpful, please give me a follow on x at <https://twitter.com/edninode1>

If you need help setting up or managing campaigns feel free to reach out as well!