

1. **Infrastructure**

The actual tools that are going to be used to send and receive emails

1. **Email Service Providers - What - these are the accounts you send cold emails from**

- a. Google (Google Workspace)
- b. Microsoft (Outlook)
- c. Resellers - [Icemail.ai](https://icemail.ai) (the cheapest and best google reseller)
- d. **Resellers - [Zapmail.ai](https://zapmail.ai) (this saves you 50% compared to the above)**
- e. Resellers - [Mailforge.ai](https://mailforge.ai) (can get fewer accounts than Zapmail, Zap min order is 30)

2. **Email Sending Software - How - this is the software you load email accounts into, to scale your messaging**

- a. [Smartlead.ai](https://smartlead.ai)
- b. [Instantly.ai](https://instantly.ai)

3. **Email Data Providers - Who - this is the data where you get emails from**

- a. [Apollo.io](https://apollo.io) and exportapollo.io -
<https://www.linkedin.com/in/abdul-wahed-7a52bb201/> - my VA to pull apollo data for me - \$4-\$5 per 1000 emails
- b. SalesNavigator
- c. Crunchbase
- d. [SaaSyDB](https://saasydb.com)
- e. [Clay](https://clay.com)
- f. Others - D7, rocketreach, zoominfo

4. **Email Hygiene**

- a. Only send to Double Verified Email Addresses
- b. [Prospeo.io](https://prospeo.io) is best
- c. [LeadMagic.io](https://leadmagic.io) is a bit better but costs more
- d. Monitor Bounce Rates
 - i. Keep them less than 4%
- e. Don't track Open Rates
- f. Don't Track Click Rates
- g. Only track Replies (ignore OOO) and Positive Replies
 - i. 2-3% average reply rate
 - ii. 25% average positive reply rate
 - iii. Aim for 1 positive reply for every 300 ppl you email
- h. <https://www.mail-tester.com/>

- i. This is a tool to test your setup is correct, if you dont use a tool like Zapmail to setup your accounts

2. Setup

Technical setup is fundamental

1. DKIM, DMARC, SPF

- a. This is done at the Domain level
- b. You just have to update the DNS settings for each domain

2. Secondary or Subdomains Only

- a. Never send from your primary domain, you will burn it so fast, will wreck your SEO, your Email and your Visibility
- b. Forward secondary domain to primary

3. Warm accounts

- a. Spend 3-4 weeks warming up new email accounts
- b. 2-3 emails a day for a few days, then 5-7 a few days
- c. Work your way up to 15 per day with 50% reply rate
- d. Always keep warming on

4. Sending Limits

- a. 15 COLD emails per day per email accounts (max 3 email accounts per domain)
- b. 15 WARMUP emails per day per email account

5. You will burn Domains, You will burn Email, Buy more move on

3. Copy/Offer/Angle

ABC - Always Be cTesting

The C is silent

1. 1-3 Sequences

- a. Dont keep emailing if you're not getting replies

2. Subject

- a. Short, to the point
- b. Add custom variable

3. Body

- a. Short,
- b. Value driven
- c. Soft CTA

4. Email Examples

Subject examples

1. Curious {{first_name}}
2. Thoughts on {{topic}} {{first_name}}
3. Is this right {{first_name}}?
4. {{your company name}} x {{their company name}}
5. Just quickly {{first_name}}
6. Quick one {{first_name}}
7. Noticed {{something}} on your site

Linkedin

Just use <https://www.heyreach.io/>

Cold Email Setup

Email Accounts - \$300pm

[Zapmail.ai](https://zapmail.ai)

Email Sending - \$97pm

[Smartlead.ai](https://smartlead.ai)

[Instantly.ai](https://instantly.ai)

Automation - \$350

[Clay](https://clay.com)

Email Verification - \$200 - \$400

[Prospeo.io](https://prospeo.io)

[Apollo.io](https://apollo.io)