

Tab 1



For B2B SaaS & Service Companies:

How To Predictably Get 30-50 Ready-To-Buy Leads Every Month
- Using Done-For-You Cold Email Outbound

For B2B SaaS & Service Businesses, Founders, CEOs & CMOs.

Author: Conrad Niedzielski, CEO at Client Push

[Book a call](#)

Client Push Case Study #1:

How GrantMatch AI Went from 10 Sales Calls/Month to 1400 New Sales Opportunities and a \$429,500 Qualified Pipeline in Just 6 months Using Cold Email Outbound



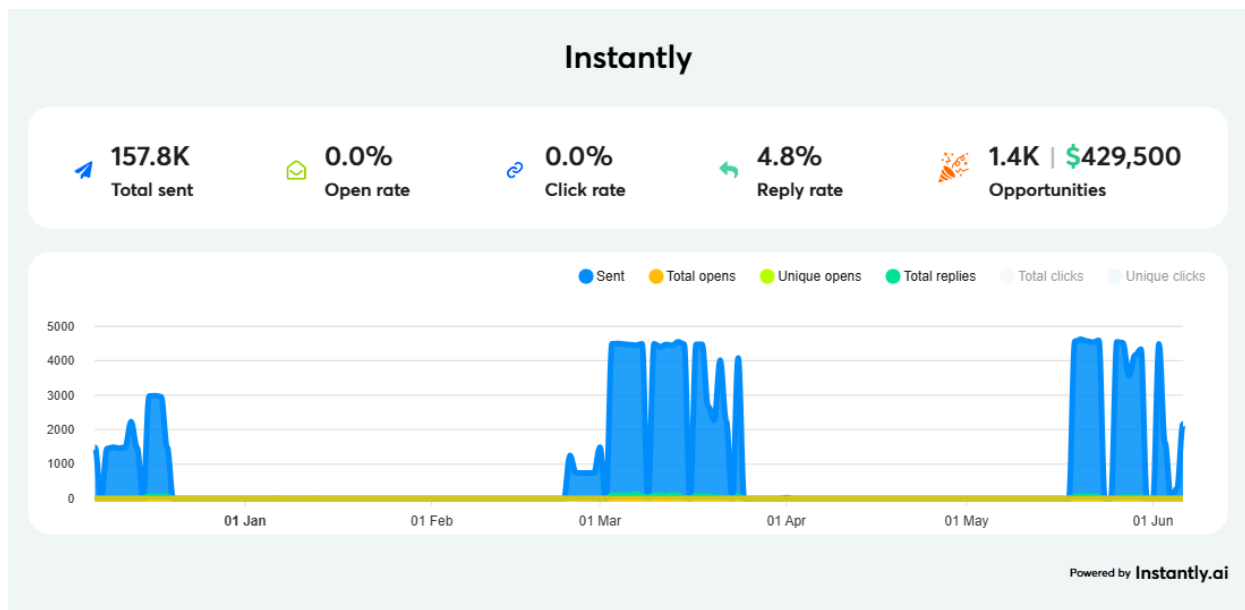
Watch What GrantMatch Says About Working with ClientPush:

 [Video Testimonial: Watch here](#)

Ben Bickerstaff, CEO & Founder — GrantMatch AI

Data Summary:

- 157,800+ Cold Emails Sent
- 1,400+ Sales Opportunities Created
- \$429,500 in Qualified Pipeline (6 Months)
- Booked 10+ Meetings per Day (from ~10 per Month)
- 3× Landing Pages Designed & Optimized
- Expanded from 1 Niche to 3 Target Markets



Context:

GrantMatch AI is a B2B SaaS platform that helps startups and R&D companies find and apply for federal grant opportunities. Initially, the company relied on word-of-mouth and referrals. Their team was highly product-focused, with limited internal bandwidth for sales and marketing, and no scalable outbound system in place.

Before:

Averaging 10 meetings per month, primarily from founder-driven outreach

No cold email system or scalable acquisition strategy
One basic landing page focused on a single grant category
Sales, marketing, and product all managed by the same small team

After:

Built and launched a cold outbound funnel targeting three verticals:

- Startups
- R&D Companies
- Nonprofits

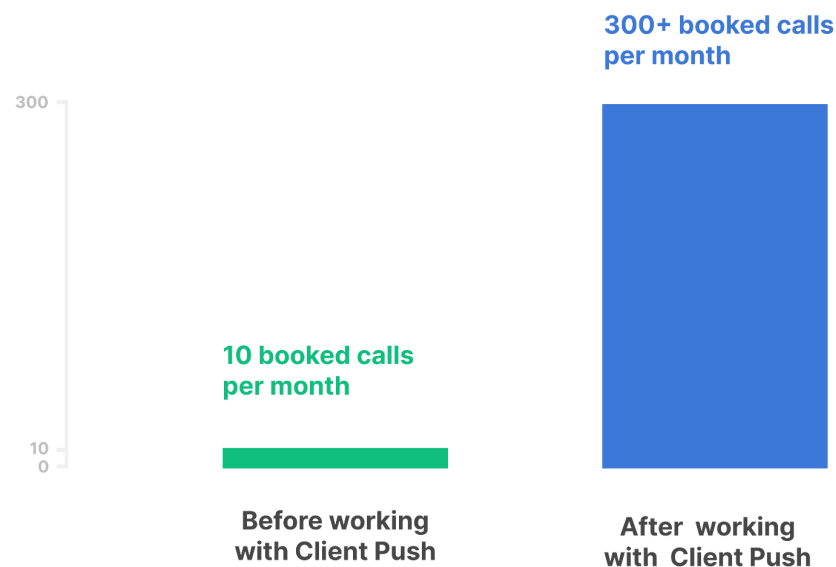
Wrote and tested customized messaging aligned to each ICP's pain points

Designed and implemented conversion-focused landing pages to support outbound traffic

Delivered qualified meetings within 2 weeks of kickoff

Scaled from 10 monthly meetings to 10+ per day

Increased lead volume so significantly that GrantMatch hired new sales reps to handle demand



Results (within 6 months):

800+ Qualified Meetings Booked — enough to conservatively project over **\$429K+ in new sales pipeline**. That's 50x more opportunity volume than they were seeing before partnering with us.

Strategy Breakdown:

GrantMatch had a solid product but lacked a scalable go-to-market system. ClientPush implemented:

ICP Research and Messaging: Identified multiple ideal customer profiles and developed segment-specific outbound messaging

Cold Email Campaigns: Personalized, low-friction campaigns designed to convert busy decision-makers

Landing Page Buildout: Created high-conversion pages that anchored the email traffic and increased booking rates

Execution Speed: First meetings booked within 14 days of project start

“Conrad says he’s going to do X — and then he does X. No ambiguity. The volume and speed were unmatched.”

— Ben Bickerstaff, GrantMatch

Why It Worked:

- **Volume:** 157,800+ highly targeted emails sent
- **Speed:** Full outbound funnel live within two weeks
- **Accuracy:** Messaging aligned tightly with grant funding pain points
- **Execution:** Seamless calendar booking and pre-qualification funnel

Client Push Case Study #2:

How AntiAgency Booked 170 Qualified Leads and 10–15 Sales Demos Per Week in Just 4 Weeks Using Cold Email Outreach



Watch What Anti Agency Says About Working with ClientPush:

 Video Testimonial: [Watch here](#)

Dylan Repasky, CEO & Founder — Anti Agency

Data Summary:

- *170 Qualified Leads Generated in 4 Weeks*
- *10–15 Weekly Demo Calls Booked*
- *32 Interested Replies from 48 Total Responses on One Campaign*
- *50 Positive Replies from 1,000 Emails Sent*
- *Multiple ICP Angles Tested and Optimized*
- *100% Cold Email, Zero Paid Ads*

Context:

AntiAgency (ANTC) is a B2B podcast placement and guest sourcing agency. They connect founders, creators, and brands with high-fit podcast opportunities by acting as the “connector” layer.

Prior to working with ClientPush, they were generating some leads — but struggled to scale. Their process relied heavily on scraping from databases like Apollo, lacked segmentation, and suffered from a “spray and pray” cold email approach.

Before:

Cold emails sent with no strategy, structure, or targeting

Low reply rates, generic messaging, no direction

Reliance on outdated list sources and big databases

Inconsistent demo volume, mostly manual

After:

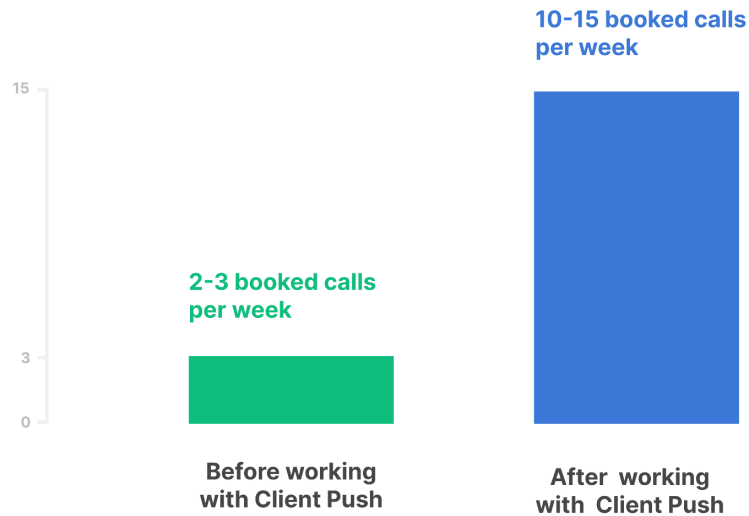
Full list-building system set up with enrichment and targeting by ICP

Offer repositioned to highlight creative angles that stood out (VC network, podcast founder spotlight, etc.)

Cold email frameworks refined to avoid spray-and-pray and instead use high-resonance messaging

Campaigns launched and optimized based on response and conversion data

Weekly performance monitored and iterated like a real growth partner



Results (within 4 weeks):

*170 Qualified Leads in 4 Weeks, resulting in **an estimated \$150K+ in pipeline** — based on their average client value and high demo-to-close ratio.*

10 to 15 Weekly Demos

Best campaign: 32 highly interested responses out of 48 replies

Consistent inbound from cold email alone

Strategy Breakdown:

AntiAgency had a solid offer — but lacked direction in execution. ClientPush rebuilt their GTM playbook:

Deep-dive ICP targeting

Personalized messaging frameworks

Offer positioning that focused on the value of connections, not services

Data-backed campaign structure

Multiple test angles (including a standout “VC Network” campaign)

Performance-based iteration on weekly data

What Dylan Said:

“There’s a lot of fluff in the agency space. Most teams show up for a day or two, collect your check, and disappear.

What Conrad does differently is:

Relentless campaign iteration

True performance buy-in

Exceptional communication

Actually delivering what a fractional CMO should.”

Why It Worked:

- **Volume: 1,000+ highly targeted emails sent**
- **Precision: Messaging that hit the emotional and business needs of founders & creators**
- **Speed: Campaigns launched, tested, and optimized within days**
- **Iteration: Continuous campaign evolution week to week**

Who Is This For

On a macro level, this is for founders and revenue executives in B2B SaaS and service companies.

This is specifically relevant to you if:

- You're exhausted from spending 3-4 hours daily chasing after cold prospects across LinkedIn, Twitter, and Email. The endless spam of outreach messages leaves you drained and questioning if there's a better way to find qualified leads. Your response rates are continuing to drop.
- You're landing retainer clients that drain your resources because they're not properly qualified upfront. Sure, you're getting the revenue, but the constant revisions, scope creep, and never-ending meetings are eating away at your target profit margins.
- You have an exceptional service or software solution priced at \$10K+ annually but struggle to get it in front of the right decision-makers. You know your offering can transform businesses, but breaking through the noise in a saturated market feels impossible.

- You're trapped in the endless cycle of networking events and industry conferences — investing countless hours in small talk that rarely converts. After each event, you're left with stacks of business cards but only 1-2 legitimate opportunities.
- You've tried every marketing channel imaginable — from Google Ads to content marketing and email campaigns — but can't seem to find a predictable way to generate quality leads. Your marketing spend keeps increasing while results remain frustratingly inconsistent.
- Your sales pipeline is moving slow with only 3-5 discovery calls each month, and it's nowhere near your growth potential. Your current lead flow is keeping you stuck at "okay at best growth when you know you could be scaling dramatically with the right lead generation system.

If one of the bullet points above hit close to home, then this is for you.

Core Concept

- Dealflow can now be sourced on-demand. You can take the initiative.
- You don't need to rely on networking, referrals, or outbound reps with patchy results.
- But it's not as easy as it sounds.
- There's a gap in the market for sourcing high-quality opportunities
- Most companies lack the infrastructure, systems, and strategy to build a predictable outbound machine.

ClientPush is the only firm dedicated to sourcing high-quality meeting-ready leads and implementing a cold email outbound engine tailored for B2B SaaS and service companies — so you can scale without worrying about the quality of meetings set or being your own SDR.

Background

My name is Conrad Niedzielski, CEO and founder of ClientPush.

Before launching ClientPush, I built and scaled two companies from scratch — one in the gaming space, and another in the SaaS + social tech world.

In high school, I founded GuardianBoost, a coaching platform for competitive Destiny 2 players. I turned it into a fully remote operation with 24/7 coverage, a contractor network across three continents, and an internal communication stack built for scale — using tools like Discord, Google Suite, Mailchimp, and WooCommerce. I didn't just play games — I built a business around one.

In college, I co-founded Tale, an interactive digital keepsake platform. We launched on the Apple App Store, raised \$150K in funding, and became finalists at the New York Business Plan Competition, where we pitched in front of hundreds of investors. That experience taught me how to craft a compelling narrative, sell a product, and build from zero.



Today, I share the exact strategies we use to generate qualified B2B leads on my

YouTube channel, where I break down cold outreach frameworks, targeting tactics, and case studies — all based on real campaigns that fill our clients' pipelines.

I decided to create ClientPush after recognizing a critical gap in the market — there had to be a better way for B2B SaaS companies and service providers to generate leads instead of:

- Relying solely on referrals and word-of-mouth
- Wasting budget on ineffective marketing campaigns
- Spending hours each day on manual outreach that yields poor results

Working closely with high-growth B2B teams, I noticed a consistent pattern: many had exceptional services, strong offers, and a real ability to deliver — but lacked a system to consistently reach their ideal clients.

Traditional methods like cold calling, generic outreach, and expensive networking events weren't delivering the volume or quality of leads needed for meaningful growth.

This led to the development of our Cold Email Outbound Engine — a systematic, tech-enabled approach to generating qualified, meeting-ready leads for high-ticket B2B solutions.

ClientPush Process Overview

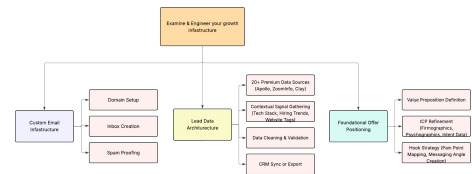
At ClientPush, we've revolutionized the outbound prospecting game for B2B SaaS and service-based businesses that are tired of outdated approaches — spammy cold emails, spray-and-pray list buying, or relying on costly inbound ads that don't scale.

Our system isn't built around guesswork. It's data-driven, AI-powered, and fully managed from end to end — so all you have to do is show up to qualified meetings and sell.

We call this the **CESRP-Powered Outbound Engine**, and it's been designed to consistently deliver high-intent leads to your calendar, without sacrificing your time, budget, or brand reputation.

Here's how the ClientPush Process works.

Step 1: Examine & Engineer Your Growth Infrastructure



Before a single email is sent, we get under the hood of your business like an embedded team member.

This isn't surface-level onboarding — we conduct a deep diagnostic of your offer, current sales assets, ICP (ideal customer profile), and existing outbound efforts. We then reverse-engineer success based on your goals.

What We Build:

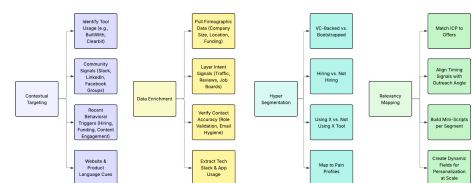
- Custom Email Infrastructure (domain setup, inbox creation, spam-proofing with SPF/DKIM/DMARC)
- Lead Data Architecture using 20+ premium databases
- Foundational Offer Positioning + Hook Strategy

ClientPush Difference:

While others rush to launch, we start with strategy. Every inbox we create is AI-warmed to avoid spam traps. Every list is hand-built using contextual and enriched data (via CESRP). Every script is crafted based on behavioral signals and tech triggers.

We build like engineers, not generalists.

Step 2: Target with Laser Precision



Spray-and-pray is dead.

At ClientPush, targeting starts with **data triangulation** — identifying high-signal prospects using our proprietary CESRP methodology:

- **Context:** Who they are, what tools they use, and what buying signals they've shown.
- **Enrichment:** Firmographics, tech stack, funding rounds, job changes, reviews, hiring signals.
- **Segmentation:** Micro-groups formed around common pain points.
- **Relevancy:** Offers and angles tailored to current buying triggers.
- **Personalization:** Copy written *to them*, not *at them*, based on real-time context.

Example: Instead of targeting "Marketing Directors in SaaS", we target "CMOs at 50–100 person SaaS companies currently hiring for content roles and using HubSpot but not Clearbit."

What We Deliver:

- Hyper-personalized lead lists
- Dynamic segmentation
- Enriched intent signals
- Opportunity mapping per persona

The Secret Sauce Behind Our Targeting

Powered by  **Peeker.ai**

Most outbound agencies pull basic contact lists from tools like Apollo or ZoomInfo and blast out generic messaging.

We don't do that.

Our targeting is data-engineered, not guesswork — and our not-so-secret weapon is [Peeker.ai](https://peeker.ai), the AI-powered sales intelligence platform that makes our campaigns

outperform everyone else's.

How We Build Smarter Lead Lists

Instead of just filtering for job titles, we go deep using Peeker + CESRP, our proprietary framework.

For every client, we enrich and segment leads across multiple layers:

- Firmographics (company size, funding, industry, hiring activity)
- Tech stack (what tools they use — e.g., HubSpot but not Clearbit)
- Behavioral signals (recent job changes, leadership hires, news mentions)
- Competitor usage (who they're following, reviewing, or replacing)
- Follower graphs (who they follow on Twitter/LinkedIn = intent clues)
- ICP clustering (we build mini-groups around shared pain points)

We even source custom micro-groups like:

- Marketing Directors following your competitor's CEO
- Founders recently hiring BDRs, using Outreach.io but not Salesloft
- Companies who recently raised seed but have no VP of Marketing yet

Why It Matters

When your competitors are sending “Hey {{FirstName}}” emails to 5,000 random contacts, you're sending a hyper-relevant message to 200 people who actually care — and respond.

That's why our reply rates are 4–7× higher than industry averages.

That's why our clients generate \$75K–\$400K+ in pipeline within weeks.

Real Example

For RedRover, we used Peeker to build a list of founders on Reddit talking about growth challenges, with recent funding but no outbound infrastructure.

Within 45 days, they closed \$35K in new MRR, entirely from cold email.

Our Lead Sourcing is More Like R&D Than List-Buying

We treat your outbound like a lab-tested growth engine — not a spray-and-pray campaign. Every list is handcrafted. Every angle is tested. Every contact is sourced for intent, not just identity.

That's the ClientPush difference — and it starts with Peeker.

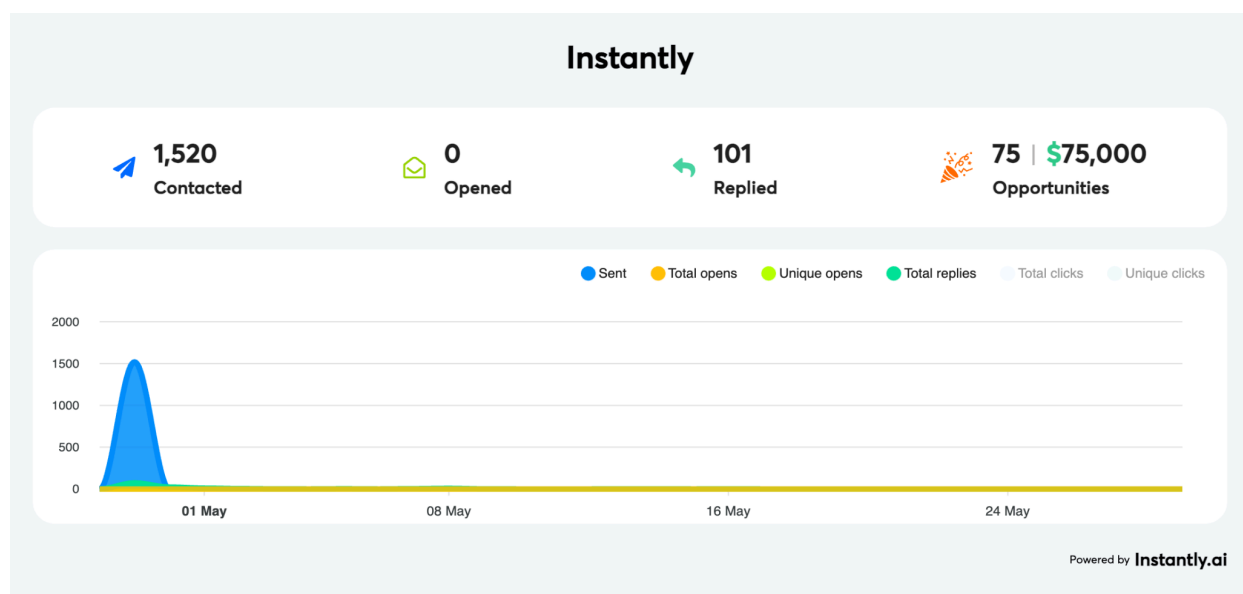
Client Push Case Study #3: Touchpoint



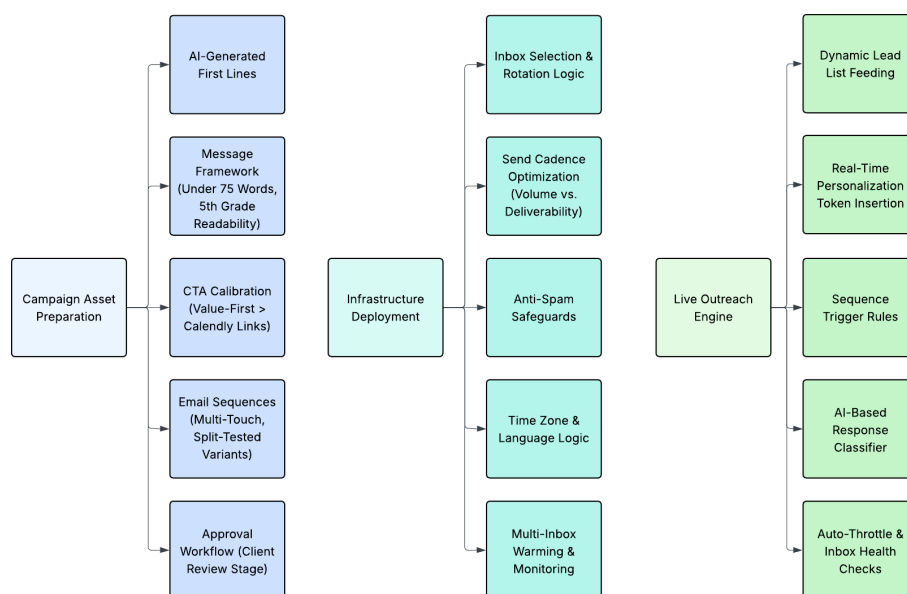
GrantMatch AI is a B2B SaaS platform that helps startups and R&D companies find and apply for federal grant opportunities. Initially, the company relied on word-of-mouth and referrals. Their team was highly product-focused, with limited internal bandwidth for sales and marketing, and no scalable outbound system in place.

75 qualified leads generated in just 2 days

Pipeline Impact: These leads translated into over **\$75,000 in sales pipeline** — all from a single cold email sprint.



Step 3: Launch Your Cold Outreach Engine



Now comes execution. We launch outbound campaigns that are impossible to ignore — not because they're loud, but because they're **relevant**.

Our outreach combines AI-personalized copy, fifth-grade readability, and under-75 word messaging proven to get replies.

What Happens:

- Tailored cold email sequences go live
- AI-generated first lines based on LinkedIn, websites, and tech tools
- A/B tested variations for open and reply rates
- Replies managed by us → Hot leads pushed to your inbox

We do not blast messages — we *engineer conversations*.

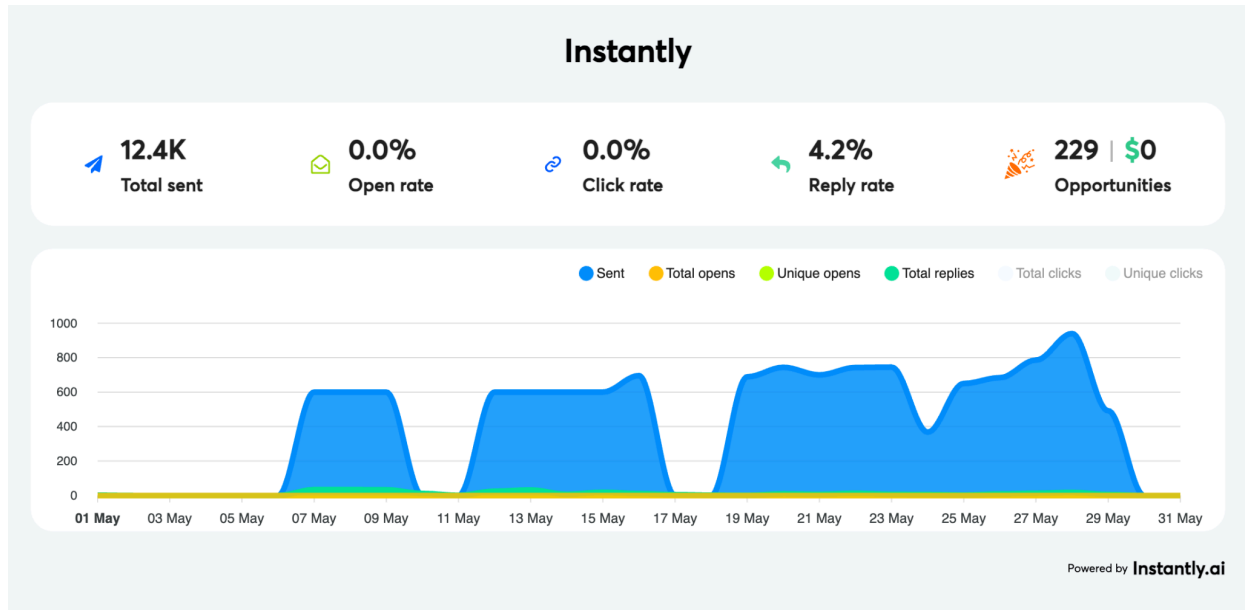
Client Push Case Study #4: Anymail Finder



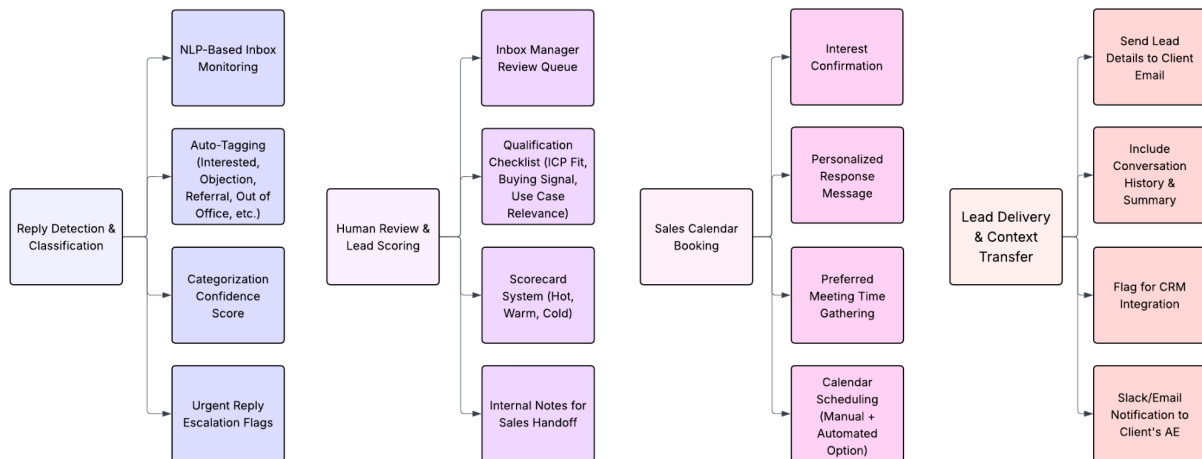
Anymail finder

Anymailfinder is an email lookup tool that helps users find verified email addresses using only a person's name and company domain. It scans public sources and internal databases to provide accurate, deliverable email addresses. Designed for sales and outreach teams, it only charges for verified results, making it a cost-effective option for lead generation.

229 new software users in 7 days



Step 4: Respond, Qualify, and Convert



Every reply is reviewed and triaged by our human team, not bots. We vet every lead against your ICP, then escalate only qualified prospects directly to your calendar.

What's Included:

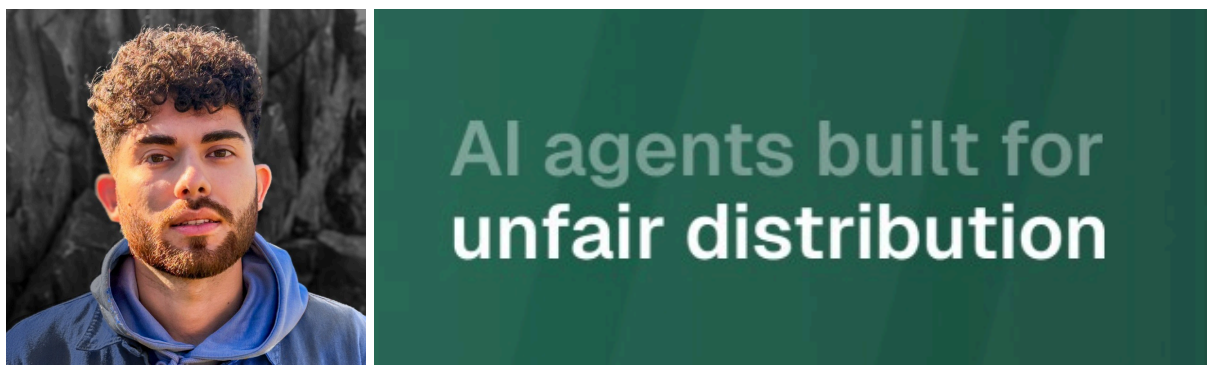
- Reply management
- Conversation warm-up

- Calendar booking
- Lead qualification notes & context

Each lead is meeting-ready. Not “maybe” interested — but **actively raising their hand**.

ClientPush Case Study #5

How RedRover Went from Idea to \$35,000 in Monthly Revenue in Under 45 Days Using Cold Email Alone



Watch What RedRover Founder Matt Had to Say:

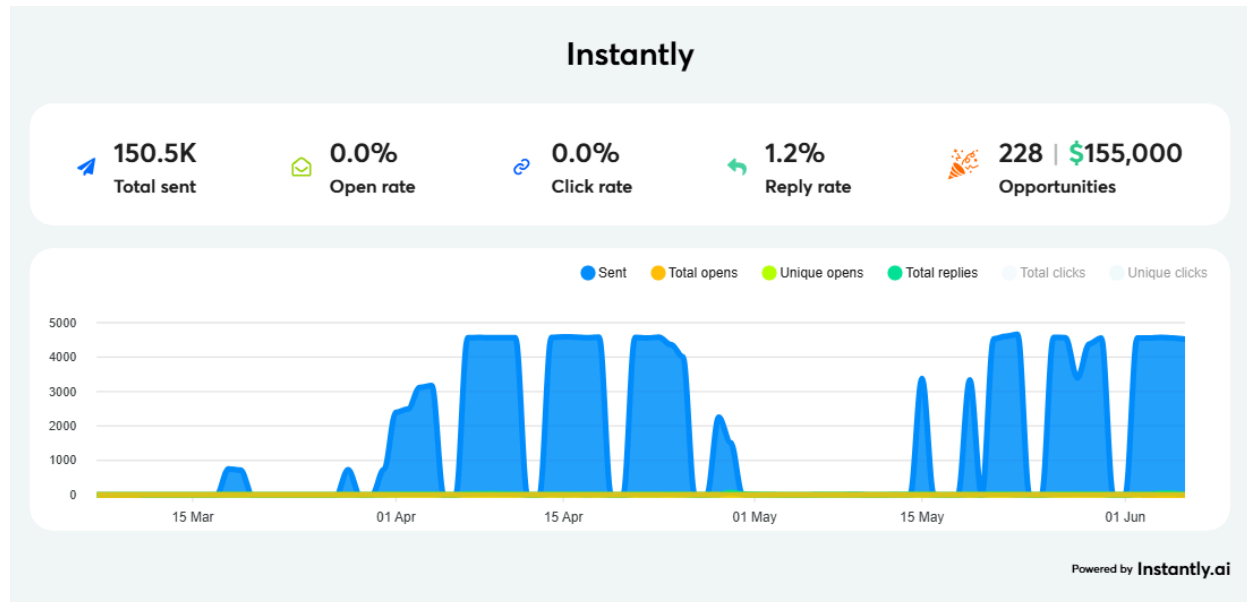
 Video Testimonial: [Watch here](#)

Matt, CEO & Founder — Redrover

Data Summary:

- *\$35,000 in New MRR in 45 Days*
- *4–7 Demo Calls Per Day*
- *1 Cold Campaign = 23 Interested Replies in a Few Hours*
- *100% Outbound-Driven Growth*
- *No Paid Ads, Referrals, or Affiliates*
- *PMF Validated Before Building Product*

- *Built Offers Around Real-Time Campaign Feedback*



Context:

RedRover is an AI-powered Reddit growth agent that allows users to scale outreach on Reddit without getting banned. The software posts contextually relevant content at scale while enabling brands to join conversations around competitive keywords.

When RedRover launched, they had no scalable go-to-market engine — just a founder Dming people in his network. That tapped out quickly.

ClientPush came in to launch a cold email system that would not only generate qualified leads, but also validate product-market fit before building new features.

Before:

No structured acquisition system — early customers came from the founder's personal network

No cold outreach framework

Product ideas weren't tested before building

No visibility into which offers or messaging would convert

After:

Built and launched cold outbound campaigns in days

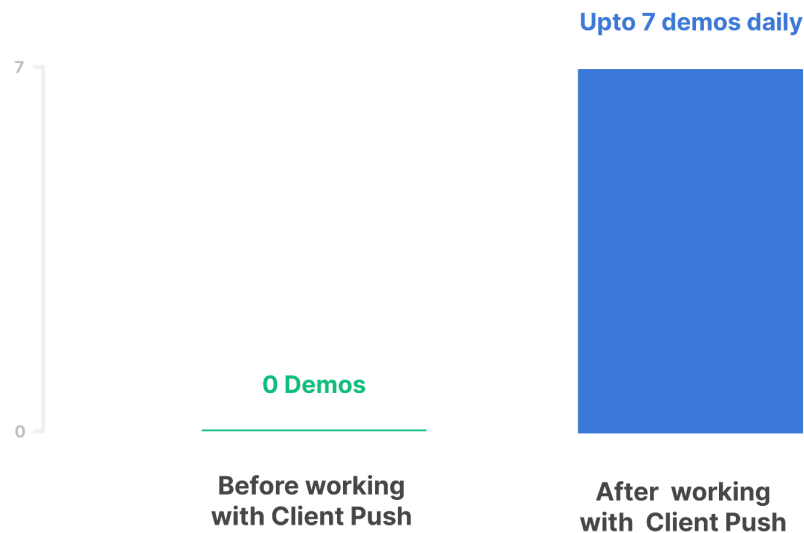
Developed cold messaging that emphasized the product's ability to generate visibility on Reddit — without bans

Ran offer tests to gauge market demand before writing code

Used reply and booking data to validate PMF

Delivered up to 7 demos per day, including 23 interested replies from a single campaign

Used sales conversations to fund product development — before launch



Results (within 45 days):

\$35,000 in Monthly Recurring Revenue — and climbing.

*With 4–7 demos daily, their **30-day pipeline surged past \$100K** — entirely from outbound.*

PMF identified before any code was written

Cold email = Only acquisition channel needed

Strategy Breakdown:

RedRover didn't just need leads — they needed real signal on which product ideas would convert.

ClientPush helped them:

Rapidly test product concepts through outbound
Optimize reply rate, CTA friction, and targeting
Scale campaigns and continuously track attribution
Diagnose funnel inefficiencies at every step using Powerfunnel
Build real revenue before building infrastructure

What Matt Said:

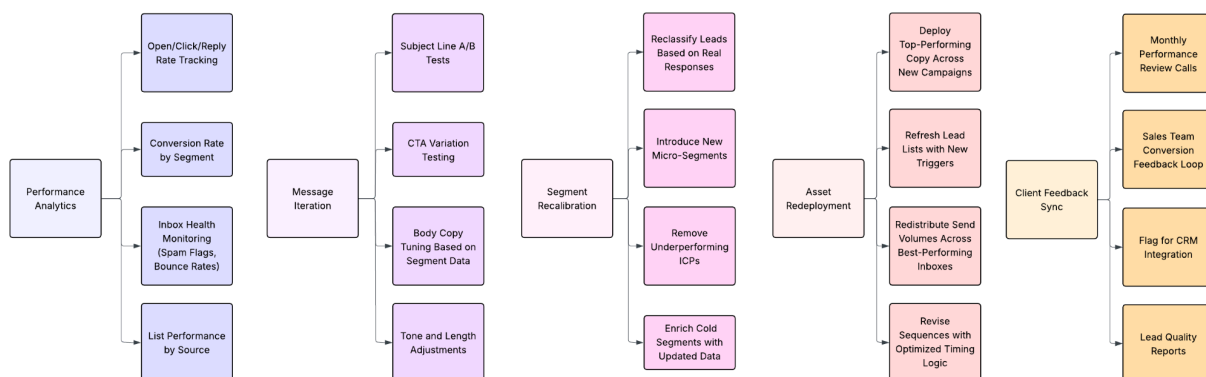
“What ClientPush did was much deeper than just send emails. We tracked every index of the funnel — reply rate, offer clarity, openers, CTA velocity — and iterated quickly. We even pre-sold products before writing a single line of code. That’s what funded the builds.”

Why It Worked:

- **Message-Market Fit:** Offers validated before building product
- **Execution Speed:** Cold campaigns live in days
- **Iteration:** Each reply used to improve messaging

Channel Depth: Cold email wasn’t just a source — it became the engine

Step 5: Optimize Relentlessly with Feedback Loops



We don’t “set and forget.” Every campaign is a living system, continuously optimized through data-driven iterations.

We Measure:

- Open, click, and reply rates (per inbox and per copy variant)
- Lead conversion feedback (from your calls)
- Segment-level performance (who's converting best)
- Spam signal detection + inbox health

Monthly Actions:

- Campaign tuning
- New angles tested
- Updated lead criteria
- Reporting & ROI tracking

You'll always know what's working — and what's next.

What Makes ClientPush Different

End-to-End Execution — From tech stack setup to copywriting, campaign launch to inbox management.

Built-In CESRP Intelligence — A proprietary system that makes every campaign 10x sharper.

Performance-Based Engagement — We win when you win. Flat retainer + pay-per-qualified-lead options.

Real Results — Our clients routinely go from "nothing booked" to "calendar full" in weeks, not months.

What Other Alternatives Do I have to Follow This Process?:

	Alternative	Alternative Results	Alternative Price	Alternative Time
1	Hiring a Full-Time SDR or BDR Team	High salary and overhead, long ramp-up time, and	\$70,000–\$150,000/year + overhead (training, tools,	3–6 months minimum before results

		unpredictable performance.	benefits)	
2	Doing It Yourself	Massive time sink, inconsistency, low volume. You become your own SDR.	Opportunity cost + tool costs	3–4 hours/day + 3–6 months to see consistent traction
3	Buying Lists & Using Templates	Generic, burned-out leads, poor response rates, potential domain blacklisting.	\$1,000–\$5,000/month	2–3 months, if ever, to break even
4	Running Paid Ads (Google/Facebook/LinkedIn)	Expensive learning curve, misaligned clicks, hard to track ROI without a funnel.	\$3,000–\$10,000/month (excluding ad spend)	2–5 months to optimize & convert

You can either hire an internal team, do it yourself or run paid ads

But here's why these options often fail:

- Internal teams require months of hiring, onboarding, and training—without any guaranteed ROI.
- DIY outreach consumes your time, drains your energy, and pulls you away from actual selling.
- List buying and mass emailing is outdated, impersonal, and quickly damages your sender reputation.
- Paid traffic often attracts “curious” browsers—not the high-intent buyers your sales team needs.

Or... you could plug into ClientPush’s cold email growth engine and receive hand-built, pre-qualified meetings booked straight into your calendar.

We combine proven outbound strategy, AI-personalization, and rigorous testing to get actual buying conversations on your calendar—fast.

Quick & Dirty Benefits of the Cold Email Growth Engine:

Here's what happens when you work with us:

- You receive meetings with buyers who've already shown interest in what you sell.
- No more random networking, cold DMs, or inbound waiting games. You get booked calls with decision-makers, not gatekeepers.
- All infrastructure is handled: inbox setup, deliverability, lead lists, scripts, and replies.
- You get both strategy and execution—no guesswork, no more wondering where leads will come from.
- First leads often land within 7 days of campaign launch.

We deliver three core advantages:

- **Predictability:** Consistent, qualified leads coming in weekly from prospects who say “yes, I’m interested.”
 - **Control Without the Work:** You review the copy and leads; we do the rest.
 - **Scalability:** Ramp volume, test new ICPs, and expand into new markets—all without hiring or extra operations.
-

What You Get:

Deliverable	Breakdown
Complete Campaign Strategy	Strategic deep-dive into your ICP, offer positioning, and messaging angles to build a high-converting cold email system.
Lead List Building	Manually enriched, Peeker-powered lead lists tailored to intent, tech stack, funding, and competitor behavior.
Email Copywriting & Personalization	Cold email scripts with AI-first-line personalization, optimized for replies and built for conversion
Cold Infrastructure Setup	Full domain setup, inbox warming, SPF/DKIM/DMARC configuration — ready to launch without deliverability issues.

Deliverable	Breakdown
Complete Campaign Strategy	Strategic deep-dive into your ICP, offer positioning, and messaging angles to build a high-converting cold email system.
Campaign Launch & Inbox Management	End-to-end campaign execution, inbox monitoring, and performance testing — we handle everything.
Sales Meeting Handoff	Only qualified replies pushed to your calendar with context — no guesswork, just ready-to-buy leads.
Dedicated Account Manager	A direct point of contact managing strategy, performance, and communication throughout the campaign
Conversion Support & Optimization	Weekly insights, reporting, and refinement to increase your reply-to-close ratio and campaign ROI.

Total Value: \$30,000+ & Potential Revenue / Deals

Pricing: \$2,900/mo starting

**Discounts available if paid upfront (for 3 months minimum)*

ClientPush Case Study #6

How BDEX Uncovered a Broken Outbound System and Booked 5 SQLs in 3 Days After 3 Months of Zero Results — Just From a Test Campaign



Watch What BDEX Sales Director Adam Had to Say:

 Video Testimonial: [Watch here](#)

Matt, Enterprise Sales Director — BDEX

Data Summary:

- *3 Months with Previous Vendor: 0 SQLs*
- *ClientPush Test Campaign: 5 SQLs in 3 Days*
- *Broken Deliverability, List Strategy & Messaging Diagnosed*
- *Built Infrastructure Blueprint for Outbound Success*
- *Consultant Engagement, No Long-Term Contract*

Context:

BDEX is one of the largest identity resolution and website deanonymization data providers in the US, offering highly accurate and actionable consumer identity graphs.

The company had recently launched new technology and was actively trying to scale early adoption with an outbound strategy. They engaged a traditional SDR agency, but three months in, there were no results — not a single SQL.

They brought in ClientPush for consulting and campaign rescue.

Before:

Hired an outbound agency promising SQL guarantees

3 months in, they had zero results to show

Delivery was broken, targeting was vague, and messaging was generic

Felt like a “number,” not a partner

After:

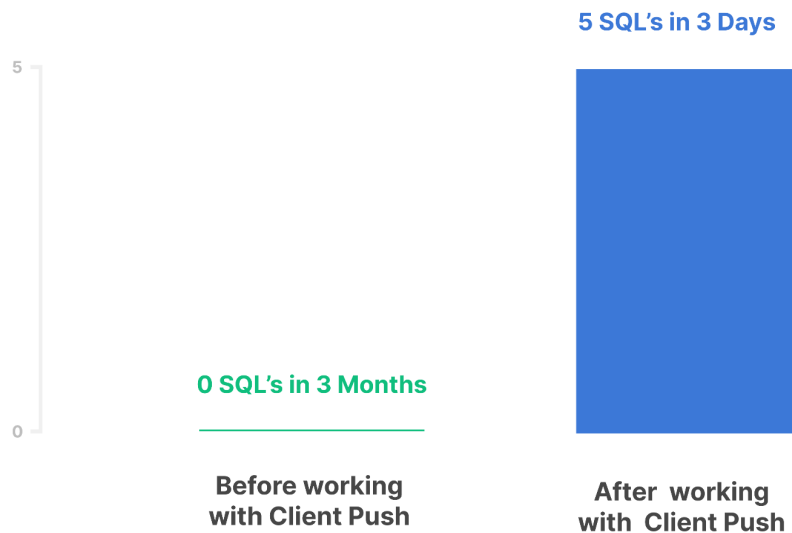
ClientPush ran an A/B test comparing the existing SDR agency’s infrastructure with a rebuilt funnel

Fixed deliverability, wrote new copy, and rebuilt list targeting

Within 3 days, generated 5 SQLs from the new campaign

Diagnosed root issues: poor tech stack setup, no attribution, bad copywriting, and mismatched ICPs

Created a repeatable outbound playbook BDEX could run in-house



Results (within 3 days):

*Just 3 days into launch, BDEX booked 5 high-quality SQLs — translating to **over \$50K** in new pipeline from a single test campaign.*

100% of SQLs from a single test campaign

Identified breakdowns in delivery, list logic, and copy

Transitioned from agency dependency to internal control

Strategy Breakdown:

This wasn't about a massive outbound system. It was about pinpointing failure and proving what worked — fast.

ClientPush provided:

Infrastructure Audit (domains, ESP, DNS, ramping strategy)

Copy and CTA overhaul

Target persona realignment

In-house enablement: Built a go-forward strategy for the BDEX team

Hands-on consulting to guide the internal shift away from reliance on broken vendor systems

Q&A: Building a Cold Email Outbound Engine for Your B2B SaaS or Service Business

How do I know the leads will be qualified?

Simple — you'll approve the lead list before we launch. We only count leads as qualified if they're on your approved list and respond with clear interest in hopping on a call. There's no grey area. You get exactly what you paid for: meeting-ready prospects.

What's included in your service?

You get a fully-managed outbound growth system:

- Strategy & campaign buildout
- Inbox & domain setup (with warming and deliverability checks)
- Targeted lead list building
- Custom copy and AI-powered personalization
- A/B tested cold email sequences
- Response handling and lead handoff
- Weekly reporting and performance reviews
- A dedicated account manager to oversee everything

You focus on closing. We handle everything else.

How long does it take to see results?

Our proven infrastructure requires a 2-week warm-up and prep phase, where we:

- Set up domains
- Warm inboxes
- Write and approve copy
- Build your lead lists

Once the campaign is live, you can expect sales meetings booked within the first 5–7 days.

Will this work for my industry?

If you're in B2B — SaaS, services, consulting, or high-ticket sales — and you have an established offer that solves a real pain point, this works. We've run successful campaigns for AI startups, creative agencies, finance providers, and recruiting firms alike.

If you're not sure if your niche is a fit, book a strategy call. We'll tell you upfront if it's not a good match.

Do I need to write the copy or provide anything?

Nope. We write everything for you — using a combination of expert copywriters, AI-assisted personalization, and your unique offer positioning.

You'll review and approve the copy before launch. That's it.

What do you need from me?

We require:

- An initial strategy session to understand your business, offer, and target audience
- Access to any existing case studies or client success stories
- Review and approval of the lead list and email copy prior to launch
- Availability for occasional optimization discussions during the campaign

Our team handles all implementation, outreach execution, inbox management, and lead delivery

What if my team can't keep up with the leads?

Good problem to have — and we've seen it happen. One client had to hire two new salespeople after working with us. If volume becomes an issue, we'll scale things back or throttle the campaign until you're ready to scale again.

How do you ensure lead quality?

We maintain high lead quality through:

- Precise targeting of your ideal client profile
- Strategic content that pre-qualifies prospects
- A systematic DM conversion process
- Lead magnet delivery that builds trust
- Continuous funnel optimization based on performance data

What makes Client Push different from other agencies?

We differentiate ourselves through:

- We've built our own in-house tech stack
- We obsess over deliverability, copy, and personalization
- We don't just hand off lists — we deliver ready-to-buy conversations
- And we only win when you do — our success is tied to yours

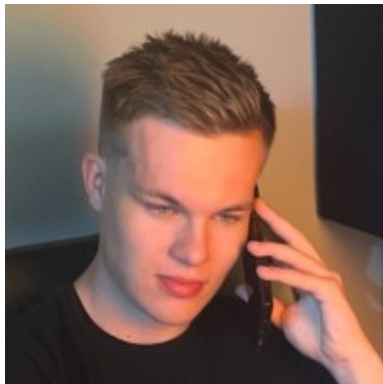
What if I don't close the leads?

We generate interest. You close the deal.

That said, we only target the right buyers from the start, which is why many of our clients report closing rates north of 25–40%. We also offer guidance on improving your pitch and calendar conversion process if needed.

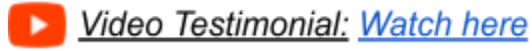
ClientPush Case Study #7

How LeadHero Booked 18 Qualified Leads on Day One — and Converted 45–50% of Them into Booked Sales Calls



Lead Hero

Watch What Justin (Founder of LeadHero.io) Had to Say:



Justin, Founder – LeadHero.io

“We submitted the onboarding form... and within the first couple days we already had 17–18 hot leads. We booked nearly half of them into meetings. The messaging just worked.”

Data Summary:

- *17–18 Qualified Replies on Day 1*
- *45–50% Conversion Rate from Replies to Booked Calls*
- *30+ Sales Meetings Booked in First Few Days*
- *No Paid Ads — 100% Cold Email*
- *Rapid ICP and Offer Development Framework*

Context:

LeadHero is a B2B appointment-setting service helping businesses get more calls through trained cold callers. Before working with ClientPush, they knew cold email was a valuable channel — but were too focused on scaling delivery for their clients to build a system internally.

They needed speed, results, and a done-for-you system they could trust.

Before:

No cold outbound system in place
Relying on other channels for client acquisition
General offer not fully positioned or ICP-targeted
No internal bandwidth to execute campaigns

After:

Onboarded with a short form — ClientPush handled the rest
Defined and narrowed ICP targeting
Created niche-specific offer around “Growth Giants”
Used high-converting frameworks to write and launch campaign

First batch of leads came in within 48 hours
17–18 replies on Day 1
45–50% of those leads converted into calls with business owners



Results:

Pipeline built on day one
30+ meetings booked within the first few days
Zero manual outreach from LeadHero team
Clear offer-market resonance from campaign messaging

*With an average client value of ~\$2,000, LeadHero booked over **\$60,000 in projected pipeline** within their first week — entirely from cold email.*

Strategy Breakdown:

LeadHero's service is valuable — but needed to be clearly framed and distributed at scale.

ClientPush stepped in to:

Analyze past clients and verticals to isolate best-performing ICP
Reposition the offer as a “no-brainer” outcome
Develop cold email scripts that communicated that value clearly
Execute a high-volume cold outreach campaign targeting SMB owners
Iterate with a focus on speed, replies, and conversions

Next Steps:

If your business:

- Has product-market fit and generates over \$30,000/month
- Has a defined offer and proven sales process
- Is ready to grow pipeline without hiring or wasting budget on ads

Speak with Conrad and the team to help start, launch and scale your own cold email growth engine for your SaaS/service business

<https://cal.com/conrad-niedzielski/15lr>
