E-BOOK 2026 EDITION · 13 CHAPTERS · 10 INDUSTRY TEMPLATES

# THE COLD OUTREACH PLAYBOOK



*From a scraped list to a booked call. Data, validation, domains, warm-up, copy, timing and conversion, in the order that works.*

| | | | |
|---|---|---|---|
| **SCRAPE**<br>Sites + tools | **VALIDATE**<br>Under 2% bounce | **AUTH**<br>SPF DKIM DMARC | **WARM UP**<br>14 to 28 days |
| **WRITE**<br>50 to 125 words | **SEQUENCE**<br>4 to 5 touches | **TIME IT**<br>Their time zone | **CONVERT**<br>Reply to revenue |

◆ WRITTEN BY

Dinesh

AUTHOR, THE COLD OUTREACH PLAYBOOK

READ IT. BUILD IT. SEND IT. »»

# WHAT'S INSIDE

*ll steps from an empty spreadsheet to a booked call. Read it once in order. Then keep it open while you build.*


| | | |
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| 00 | The full workflow on one page | Diagram |
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◆ HOW TO READ THE NUMBERS

Every volume, delay and timing number in this book is a safe starting point, not a law. Run it for 2 weeks, read your own data, then adjust. Your data beats any playbook, including this one.

# THE WHOLE SYSTEM ON ONE PAGE

00

*Cold outreach is not a writing problem. It is a 12-step system. Most people start at step 7 and wonder why nobody replies.*




◆ STEPS 4 TO 6 DECIDE IF YOU LAND IN THE INBOX. SKIP THEM AND NOTHING ELSE MATTERS.

◆ STEPS 1 TO 4

**The list**

Right people, right data, verified emails. A bad list burns domains faster than bad copy.

◆ STEPS 5 TO 9

**The pipes**

Domains, DNS, warm-up and sending limits. This decides inbox or spam folder.

◆ STEPS 10 TO 12

**The money**

Fast replies, booked calls, follow-through. Replies are not revenue until a call happens.

# DEFINE YOUR ICP

01

*Write down exactly who you are emailing before you open a single tool. A tight ICP makes every later step cheaper.*

Your Ideal Customer Profile (ICP) is the filter you will type into every scraping tool. Fill this table for one segment only. One segment per campaign.

| FIELD | WHAT TO WRITE | EXAMPLE |
|---|---|---|
| **Industry** | One industry or sub-niche | D2C skincare brands |
| **Company size** | Employees or revenue band | 11 to 50 employees |
| **Geography** | Country, state or city | India, metro cities |
| **Job titles** | 2 to 4 decision-maker titles | Founder, CEO, Head of Growth |
| **Trigger** | A reason to email now | Hiring a performance marketer |
| **Pain** | The problem you solve, in their words | "Ad spend up, sales flat" |
| **Tech signal** | Tools they use that you fit with | Shopify, Meta Ads |
| **Disqualifiers** | Who you never email | Agencies, students, competitors |

◆ RULE OF ONE

One ICP, one pain, one offer per campaign. If a campaign targets "founders and marketers in any industry", it targets nobody.

# DATA SCRAPING: SITES AND TOOLS 02

*Pull leads from where your buyers already show up. Mix 2 or 3 sources, then deduplicate.*

## LEAD DATABASES

| TOOL | BEST FOR | TYPE |
|---|---|---|
| **Apollo.io** | B2B contacts with filters for title, size, industry, tech stack. Built-in email finder | Database + sending |
| **LinkedIn Sales Navigator** | Precise title and company filters, job change and hiring signals | Search (export via tool) |
| **ZoomInfo** | Enterprise and mid-market data, intent signals | Premium database |
| **Lusha / RocketReach** | Quick emails and phone numbers for named people | Contact finder |
| **Crunchbase** | Funded startups, funding date as a trigger | Company data |
| **BuiltWith / Wappalyzer** | Find companies by the tech on their website | Tech signal |

## SCRAPERS AND ENRICHMENT

| TOOL | BEST FOR | TYPE |
|---|---|---|
| **Clay** | Waterfall enrichment across many providers, AI research per lead, personalised first lines | Enrichment |
| **PhantomBuster** | Extract Sales Navigator searches, LinkedIn profiles and post engagers | Automation |
| **Apify** | Ready-made scrapers for Google Maps, directories, marketplaces, websites | Scraper platform |
| **Outscraper** | Local businesses from Google Maps: clinics, salons, restaurants, realtors | Maps scraper |
| **Hunter.io / Snov.io** | Find email patterns for a domain, then verify | Email finder |
| **Instant Data Scraper** | Free Chrome extension to pull tables from any directory page | Browser scraper |

## SITES WORTH MINING, BY TARGET

| SITE | WHO YOU FIND THERE | PULL WITH |
|---|---|---|
| **Google Maps** | Clinics, salons, restaurants, realtors, gyms, local services | Outscraper, Apify |
| **LinkedIn** | B2B decision makers by title, company and size | Sales Navigator + PhantomBuster |
| **Crunchbase** | Recently funded startups and their founders | Export, then enrich in Clay |
| **IndiaMART / TradeIndia** | Manufacturers, suppliers, exporters | Apify, Instant Data Scraper |
| **Clutch / GoodFirms** | Agencies and IT service firms | Instant Data Scraper |
| **BuiltWith store lists** | D2C brands on Shopify or WooCommerce | BuiltWith export |
| **Justdial** | Local Indian businesses by city and category | Apify |
| **Event and expo sites** | Exhibitors and speakers, a ready-made trigger | Instant Data Scraper |
| **Job boards** | Companies hiring for a role you support | Apify, manual search |
| **Association directories** | Members of trade and industry bodies | Instant Data Scraper |

## THE SCRAPING WORKFLOW

```
1. Search    Filter by ICP in the source (title, size, location)
2. Export    Pull to CSV with name, company, website, LinkedIn URL
3. Enrich    Find emails and add trigger data (Clay, Apollo, Hunter)
4. Dedupe    Remove duplicates, existing customers and blocklist
5. Validate  Run every email through a verifier (Step 03)
6. Upload    Import only valid emails into your sending tool
```

◆ STAY CLEAN

Respect each site's terms of use. Email business addresses about business topics only. Follow CAN-SPAM in the US, GDPR in the UK and EU, and India's DPDP Act. Keep a record of where every lead came from. When in doubt, check with a lawyer before you scrape.

# EMAIL VALIDATION

03

*Every bounce tells Gmail and Outlook you bought a bad list. Validate every email, every time, right before you send.*

| TOOL | STRENGTH | USE IT WHEN |
|---|---|---|
| **ZeroBounce** | Detailed status codes, spam trap and abuse detection | Lists from unknown sources |
| **NeverBounce** | Fast bulk cleaning, integrations with most tools | Large weekly lists |
| **MillionVerifier** | Low cost per email at volume | High volume on a budget |
| **Bouncer** | Accurate catch-all handling | B2B lists with many catch-alls |
| **Reoon / DeBounce** | Cheap credits, simple bulk upload | Small and medium lists |
| **Kickbox / Emailable** | API checks at capture time | Forms and lead magnets |

## WHAT THE STATUSES MEAN

◆ SEND

✓ **Valid:** mailbox exists. Safe to send.

◆ NEVER SEND

✗ **Invalid:** will bounce. Delete.

✗ **Disposable / spam trap:** delete and question the source.

◆ SEND WITH CARE

- **Catch-all:** server accepts everything. Re-check with a catch-all tool, send in small batches.

◆ USUALLY SKIP

- **Role-based** (info@, sales@): low reply, higher complaint risk.
- **Unknown:** re-verify later.

◆ THE 2% LINE

Keep hard bounces under 2% per campaign. If a campaign goes over, pause it, re-clean the list, and check the source before sending another email.

# OUTREACH TOOLS

04

*You need two things: inboxes that send, and a platform that rotates them, warms them and runs your sequences.*

## SENDING PLATFORMS

| TOOL | KNOWN FOR | GOOD FIT |
|---|---|---|
| **Instantly** | Unlimited inboxes, built-in warm-up, inbox rotation, lead database | Scaling across many domains |
| **Smartlead** | Unlimited inboxes, warm-up, unified reply inbox, agency client views | Agencies running many clients |
| **Lemlist** | Personalised images and video, multichannel with LinkedIn steps | Highly personalised campaigns |
| **Apollo.io** | Database and sequences in one place | Small teams starting out |
| **Saleshandy** | Budget friendly, unlimited inboxes, sender rotation | Cost-conscious teams |
| **Reply.io / Woodpecker** | Multichannel sequences, condition-based follow-ups | Sales teams with SDRs |

## INBOX PROVIDERS

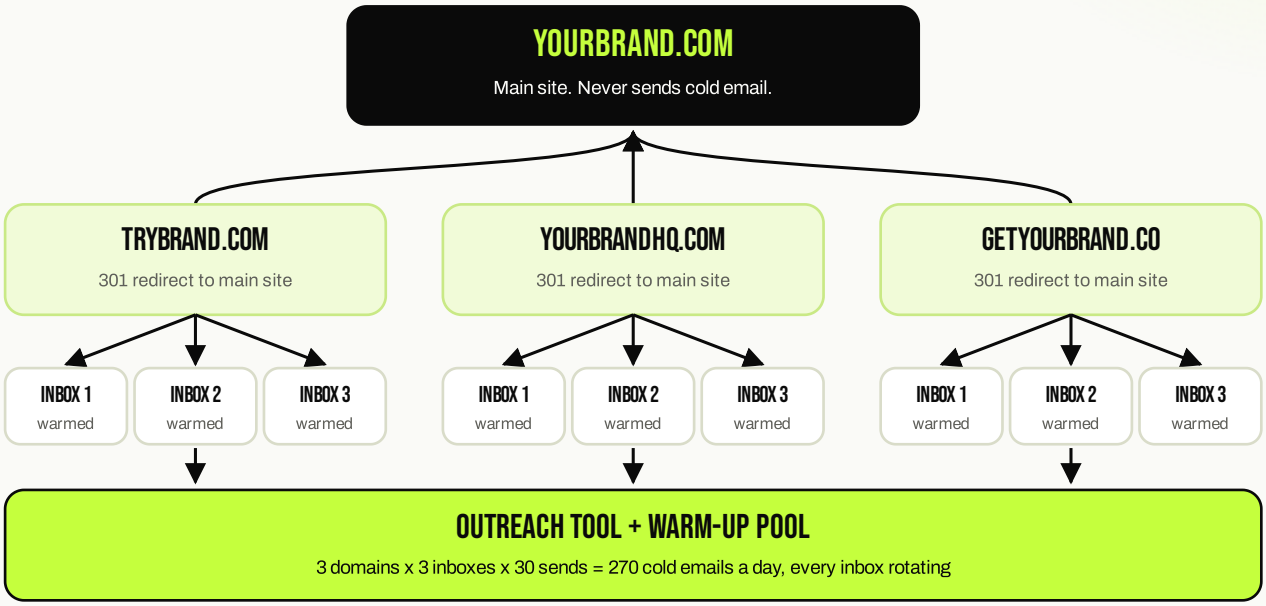
| PROVIDER | WHY | NOTE |
|---|---|---|
| **Google Workspace** | Strong reputation, best for reaching Gmail users | Paid per user per month |
| **Microsoft 365** | Good for reaching Outlook-heavy corporate buyers | Mix with Google for balance |
| **Pre-warmed inbox vendors** | Ready-made domains and DNS setup | Check reputation and terms first |

◆ PICK ONE AND COMMIT

The tool matters less than the setup. Pick one platform, connect your inboxes, and spend your energy on list quality and copy.

# AUTHENTICATION STRUCTURE 05

*Never send cold email from your main domain. Build a separate sending layer so one bad week can never touch your company email.*




## THE DNS RECORDS EVERY SENDING DOMAIN NEEDS

| RECORD | WHAT IT DOES | EXAMPLE VALUE |
|---|---|---|
| **SPF** | Lists the servers allowed to send for your domain | `v=spf1 include:_spf.google.com ~all` |
| **DKIM** | Signs every email so it cannot be faked | `google._domainkey` TXT from your admin panel |
| **DMARC** | Tells receivers what to do if SPF or DKIM fail | `v=DMARC1; p=none; rua=mailto:dmarc@trybrand.com` |
| **MX** | Lets the domain receive replies | From your inbox provider |
| **Tracking CNAME** | Custom tracking domain, so you do not share a tool's link reputation | `track.trybrand.com` to your tool |

◆ SETUP RULES

- ✓ Buy look-alike .com domains of your brand
- ✓ Redirect each one to your main website
- ✓ 2 to 3 inboxes per domain, real names
- ✓ Add profile photo and signature to each inbox
- ✓ Move DMARC from p=none to quarantine after 30 clean days

◆ WHAT INBOXES REQUIRE

Since 2024 Gmail and Yahoo require SPF, DKIM and DMARC for bulk senders, plus easy unsubscribe and a spam rate under 0.3%. Microsoft Outlook added similar rules in 2025. Aim for spam complaints under 0.1%. Test every domain at mail-tester.com before warm-up.

## SETUP ORDER, DAY BY DAY

| WHEN | TASK | DONE WHEN |
|---|---|---|
| **Day 1** | Buy 3 to 5 look-alike domains, set 301 redirects to main site | Each domain opens your website |
| **Day 1** | Create 2 to 3 inboxes per domain with real names and photos | Inboxes can send and receive |
| **Day 2** | Add SPF, DKIM, DMARC (p=none) and MX records | All checks pass in MXToolbox |
| **Day 2** | Set custom tracking domain in your sending tool | Tracking CNAME verified |
| **Day 3** | Connect inboxes to the tool, switch warm-up on | Warm-up emails flowing |
| **Day 3 to 28** | Warm up (Step 06), test placement weekly | Placement above 90% |
| **Day 30+** | Move DMARC to p=quarantine after clean reports | No failures in DMARC reports |

# THE WARM-UP PROCESS

06

*A new inbox has no reputation. Warm-up builds one by sending and replying to real-looking emails that get opened, replied to and rescued from spam.*

| WEEK | WARM-UP EMAILS / INBOX / DAY | COLD EMAILS / INBOX / DAY | WHAT TO CHECK |
|---|---|---|---|
| **Week 1** | 5 to 10, rising daily | 0 | DNS passes, mail-tester score 9+ out of 10 |
| **Week 2** | 15 to 25 | 0 | Warm-up inbox placement above 90% |
| **Week 3** | 25 to 30 | 5 to 10 | No bounces, no spam folder replies |
| **Week 4** | 25 to 30 | 15 to 20 | Reply rate holds, complaints near zero |
| **Week 5+** | 20 to 30, never off | 30 to 40 max | Weekly placement tests |

◆ WARM-UP TOOLS

Built into Instantly and Smartlead. Standalone options: Lemwarm, Warmup Inbox, Mailreach. Use one warm-up network per inbox, not two.

◆ IF PLACEMENT DROPS

Cut cold volume by half, keep warm-up running, re-check bounces and DNS. Give it 7 days before ramping again.

◆ THE ONE RULE

Warm-up never stops. Keep it running at all times on every inbox, even after the campaign is live.

# THE RULES OF COLD EMAIL

07

*Break these and you land in spam, get flagged, or annoy the exact people you want as customers.*

### ◆ DO

- ✓ Send from secondary domains only
- ✓ Plain text. Write like a person, not a newsletter
- ✓ Personalise the first line for every lead
- ✓ One clear question as the call to action
- ✓ Include an easy opt-out line in every email
- ✓ Use your real name and a real postal address in the signature
- ✓ Honour opt-outs immediately and keep a blocklist
- ✓ Rotate across inboxes and vary wording with spintax
- ✓ Send in the lead's local time zone
- ✓ Test one variable at a time

### ◆ DO NOT

- ✗ Send cold from your main company domain
- ✗ Add images, attachments or HTML designs in email 1
- ✗ Put links in email 1, or more than 1 link later
- ✗ Use spam words: free, guarantee, act now, 100%
- ✗ Use fake "Re:" or "Fwd:" subjects
- ✗ Exceed 40 cold emails per inbox per day
- ✗ Send the same email body to thousands of people
- ✗ Buy lists you cannot trace to a source
- ✗ Email personal addresses for B2B offers
- ✗ Keep sending after someone says stop

### ◆ LEGAL BASICS

US (CAN-SPAM): honest headers and subject lines, a postal address, opt-out honoured within 10 business days. UK and EU (GDPR, PECR): business contacts, a clear legitimate interest, easy opt-out. India (DPDP Act): collect and use personal data lawfully and keep it secure. Check local rules before you send.

# ANATOMY OF A COLD EMAIL

08

*A good cold email is 50 to 125 words, readable on a phone in 20 seconds, and asks one easy question.*

| | |
|---|---|
| SUBJECT | 2 to 5 words. Lowercase is fine. Sounds internal, not like an ad. `quick question, {{company}}` |
| PREVIEW LINE | Your first sentence shows in the inbox. Make it about them, never "My name is". |
| OPENER | 1 line of real personalisation: a post, a hire, a launch, a review, a funding round. |
| PROBLEM | 1 to 2 lines naming a pain they likely feel, in their words. |
| PROOF | 1 line: a similar client and a real result. Never invent numbers. |
| CTA | An interest question, not a meeting demand. "Worth a look?" beats "Book 30 minutes". |
| SIGNATURE | Name, role, company, postal address. No logos, no banners. |
| OPT-OUT | One soft line: "Not relevant? Reply 'no' and I will not follow up." |

## PUT TOGETHER

◆ EXAMPLE — 88 WORDS

Subject: `{{company}}` ads

Hi `{{firstName}}`,

Saw `{{company}}` just launched `{{newProduct}}`. Congrats on the launch.

Most founders I speak with at this stage see ad spend climb while repeat orders stay flat. The first sale gets paid for, the second one never comes.

We helped `{{similarClient}}` fix exactly this, and `{{realResult}}` in `{{timeframe}}`.

Worth sending you the 3-step breakdown we used?

Dinesh
`{{role}}`, `{{yourCompany}}`
`{{postalAddress}}`

Not relevant? Reply "no" and I will not follow up.

# VOLUME, DELAYS AND SEQUENCE

09

*Volume comes from more inboxes, never from pushing one inbox harder.*

◆ PER INBOX

**30 TO 40**

cold emails a day, maximum

◆ GAP BETWEEN SENDS

**4 TO 9 MIN**

random delay per inbox

◆ TOUCHES

**4 TO 5**

emails over 2 to 3 weeks

## THE SEQUENCE

| DAY | EMAIL | JOB | THREAD |
|---|---|---|---|
| **Day 1** | Opener | Personal line, pain, proof, interest question | New thread |
| **Day 3** | Bump | 2 lines. "Did this land at a bad time?" | Same thread |
| **Day 7** | Value add | A useful insight, case study or teardown idea | Same thread |
| **Day 12** | New angle | A different pain or a different proof | New subject |
| **Day 18** | Break-up | "Should I close your file?" Polite and short | Same thread |

## DO THE VOLUME MATH

```
Daily sends   = domains x inboxes per domain x sends per inbox
Example       = 5 x 3 x 30  = 450 emails a day
New leads/day = daily sends / touches in sequence  =  450 / 5  = 90
Leads/month   = 90 x 22 working days  = 1,980 new prospects
```

◆ STOP RULES

A sequence stops the moment someone replies, books, bounces or opts out. Set this in your tool before launch.

# BEST TIME TO SEND

10

*Send when your buyer clears their inbox. Always in their time zone, not yours.*

| REGION | START WINDOW (LOCAL TIME) | BEST DAYS | AVOID |
|---|---|---|---|
| **India** | 10:00 to 11:30 am, 2:30 to 4:00 pm IST | Tue, Wed, Thu | Monday morning, festival weeks |
| **US East** | 8:00 to 10:30 am ET | Tue, Wed, Thu | Friday afternoon, US holidays |
| **US West** | 8:00 to 10:30 am PT | Tue, Wed, Thu | Weekends |
| **UK / Europe** | 8:30 to 10:30 am local | Tue, Wed, Thu | August holidays |
| **UAE / GCC** | 9:00 to 11:00 am GST | Mon to Thu | Friday, Ramadan evenings |
| **Australia** | 8:00 to 10:00 am AEST | Tue, Wed, Thu | Late December to January |

◆ FOUNDERS AND CXOS

Early morning and late evening often work, because that is when they read email themselves.

◆ LOCAL BUSINESSES

Clinics, salons and shops: mid-morning before customers arrive, or after closing.

◆ TEST IT

These windows are starting points. Split one campaign into two send windows for 2 weeks and keep the one with more positive replies.

# TEMPLATES FOR 10 INDUSTRIES 11

*Replace every highlighted variable. Never send a template with an invented result: use your real numbers or remove the line.*

### ◆ SAAS / B2B SOFTWARE — EMAIL 1

Subject: `{{company}}` pipeline

Hi `{{firstName}}`,

Noticed `{{company}}` is hiring `{{roleHiring}}`. Usually that means pipeline is the priority this quarter.

Most SaaS teams at your size get demos from paid ads, then lose half of them before the second call.

We helped `{{similarClient}}` `{{realResult}}`.

Open to a 3-line breakdown of how?

### ◆ D2C / E-COMMERCE — EMAIL 1

Subject: repeat orders at `{{company}}`

Hi `{{firstName}}`,

Loved `{{productName}}`. The reviews on your site say a lot.

Quick question: how many first-time buyers come back for a second order?

For most D2C brands it is the cheapest growth lever and the most ignored. We helped `{{similarClient}}` `{{realResult}}` without raising ad spend.

Worth a look?

### ◆ COACHES / CONSULTANTS — EMAIL 1

Subject: your `{{programName}}` launch

Hi `{{firstName}}`,

Caught your post about `{{topic}}`. The point on `{{detail}}` was sharp.

Most coaches I talk to fill calls from referrals, then hit a ceiling when referrals slow down.

We built a booking system for `{{similarClient}}` that `{{realResult}}`.

Want me to send the outline?

### ◆ EDUCATION / EDTECH — EMAIL 1

Subject: admissions for `{{intake}}`

Hi `{{firstName}}`,

Saw `{{institute}}` opened admissions for `{{intake}}`.

Enquiries are easy to get. Turning them into admissions before a competitor calls them back is the hard part.

We helped `{{similarClient}}` go from `{{before}}` to `{{after}}` admissions in `{{timeframe}}`.

Should I share how the follow-up worked?

### ◆ REAL ESTATE — EMAIL 1

Subject: `{{projectName}}` site visits

Hi `{{firstName}}`,

Noticed `{{company}}` launched `{{projectName}}` in `{{location}}`.

Most developers tell me the leads are fine, but site visits are low and the sales team chases cold numbers.

We set up a WhatsApp and email follow-up for `{{similarClient}}` that `{{realResult}}`.

Worth 15 minutes next week?

### ◆ HEALTHCARE / CLINICS — EMAIL 1

Subject: new patients at `{{clinicName}}`

Hi Dr. `{{lastName}}`,

Came across `{{clinicName}}` on Google Maps. `{{reviewCount}}` reviews is impressive.

Many clinics get calls from Google but lose patients who never get a callback after hours.

We helped `{{similarClient}}` `{{realResult}}` with a simple reply system.

Open to seeing how it works?

### ◆ MANUFACTURING / EXPORT — EMAIL 1

Subject: `{{product}}` buyers

Hi `{{firstName}}`,

Found `{{company}}` on `{{directory}}`. Your range of `{{product}}` stands out.

Most manufacturers I speak with rely on trade fairs and a few distributors, so one lost buyer hurts the whole quarter.

We helped `{{similarClient}}` add `{{realResult}}` through outbound to importers.

Should I send the buyer list approach we used?

### ◆ IT SERVICES / AGENCIES — EMAIL 1

Subject: `{{company}}` on Clutch

Hi `{{firstName}}`,

Saw `{{company}}` on Clutch. The `{{caseStudy}}` work looks solid.

Most service firms grow on referrals until referrals go quiet for a month.

We built an outbound engine for `{{similarClient}}` that `{{realResult}}`.

Worth a quick look at the setup?

### ◆ RECRUITMENT / STAFFING — EMAIL 1

Subject: hiring for `{{roleHiring}}`

Hi `{{firstName}}`,

Noticed `{{company}}` has `{{openRoles}}` open roles for `{{roleHiring}}`.

When a role stays open past 30 days, the cost is usually lost output, not the job ad.

We placed `{{placements}}` similar roles for `{{similarClient}}` in `{{timeframe}}`.

Want 2 profiles to compare?

### ◆ HOSPITALITY / TRAVEL — EMAIL 1

Subject: direct bookings at `{{propertyName}}`

Hi `{{firstName}}`,

Came across `{{propertyName}}` on `{{platform}}`.

Most properties pay high commissions on OTA bookings, even from repeat guests.

We helped `{{similarClient}}` `{{realResult}}` through direct booking campaigns.

Worth seeing the playbook?

# FOLLOW-UPS THAT WORK IN ANY INDUSTRY

◆ FOLLOW-UP — DAY 3 · BUMP

Subject: (same thread)

Hi `{{firstName}}`, did this land at a bad time? Happy to send the short version.

◆ FOLLOW-UP — DAY 7 · VALUE

Subject: (same thread)

Hi `{{firstName}}`,

One idea for `{{company}}`, no strings: `{{specificIdea}}`.

It took `{{similarClient}}` `{{timeframe}}` to set up. Want the details?

◆ FOLLOW-UP — DAY 18 · BREAK-UP

Subject: should I close your file?

Hi `{{firstName}}`,

I have not heard back, so I will assume the timing is off.

Should I close your file, or check back in `{{month}}`?

Dinesh

**◆How to use these**

Swap every highlighted variable. Keep the first line personal. Add one real result or cut the proof line. Read it out loud before you send: if it sounds like an ad, rewrite it.

# SUBJECT LINE BANK

| PATTERN | EXAMPLE | BEST FOR |
|---|---|---|
| **Company + topic** | `{{company}} pipeline` | B2B, SaaS |
| **Quick question** | `quick question, {{firstName}}` | Any industry |
| **Trigger** | `congrats on {{newProduct}}` | Launches, funding |
| **Hiring signal** | `hiring for {{roleHiring}}` | Growing teams |
| **Location** | `{{service}} in {{city}}` | Local businesses |
| **Peer reference** | `{{similarClient}} + {{company}}` | Strong case studies |
| **Idea** | `idea for {{company}}` | Value-first openers |
| **Break-up** | `should I close your file?` | Last email |

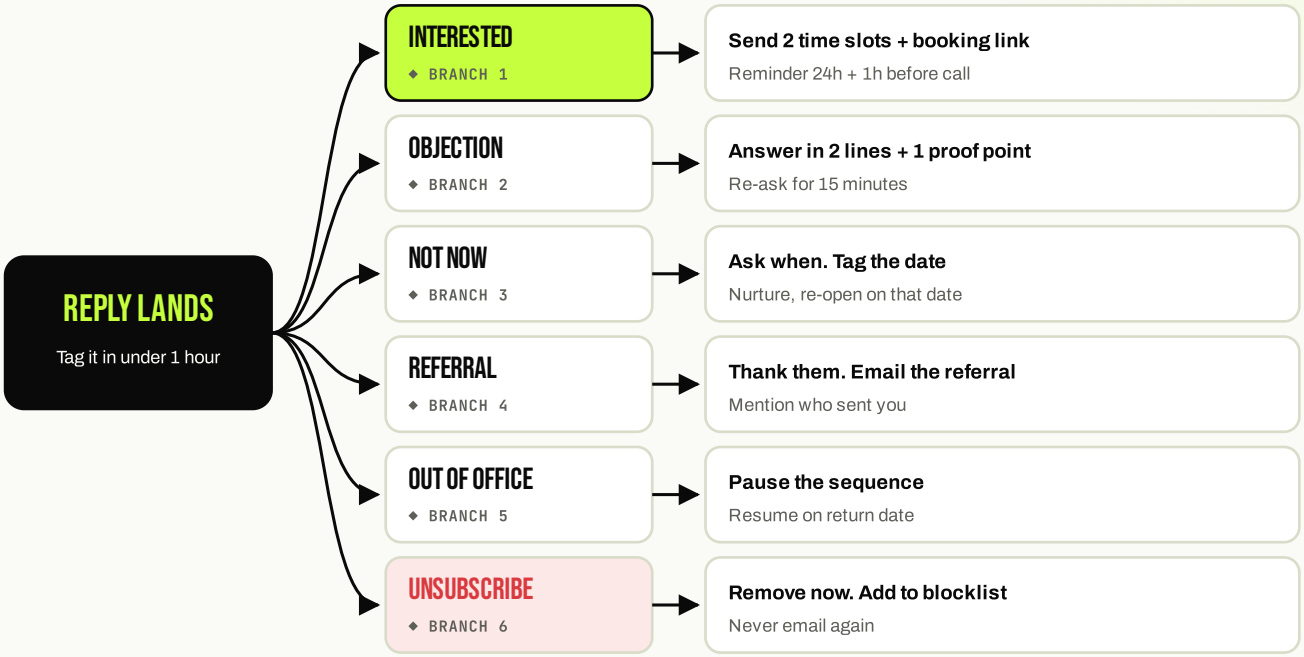
◆ SUBJECT RULES

2 to 5 words. No emoji, no ALL CAPS, no "Re:" tricks. If it would look odd in a colleague's inbox, rewrite it.

# HOW TO CONVERT REPLIES

12

*A reply is a door opening. Speed and a clear next step decide if anyone walks through it.*




## FROM REPLY TO REVENUE

◆ BEFORE THE CALL

- ✓ Reply the same business day, ideally within the hour
- ✓ Offer 2 specific times plus a booking link
- ✓ Send a short agenda and one case study
- ✓ Remind 24 hours and 1 hour before

◆ ON AND AFTER THE CALL

- ✓ Ask about their numbers before you pitch
- ✓ Show one relevant case, not your whole deck
- ✓ Agree the next step and date before hanging up
- ✓ Send the proposal within 24 hours

# TRACK THESE WEEKLY

| METRIC | FORMULA | WATCH FOR |
|---|---|---|
| **Bounce rate** | Bounces / sent | Above 2%: pause and clean |
| **Reply rate** | All replies / delivered | Falling: refresh copy or list |
| **Positive reply rate** | Interested replies / delivered | Your real copy score |
| **Meeting rate** | Meetings booked / positive replies | Low: reply faster, simpler CTA |
| **Show rate** | Calls attended / booked | Low: add reminders |
| **Close rate** | Deals won / calls attended | Low: fix offer or targeting |

Open rates are unreliable since Apple Mail Privacy Protection. Judge campaigns on replies and meetings, not opens.

# REPLY SCRIPTS

◆ REPLY — INTERESTED

`Subject: (same thread)`

Great, `{{firstName}}`.

Does `{{day1}}` at `{{time1}}` or `{{day2}}` at `{{time2}}` work for 15 minutes? If neither fits, grab any slot here: `{{bookingLink}}`

I will bring the breakdown for `{{company}}`.

Dinesh

◆ REPLY — OBJECTION · PRICE / TIMING

`Subject: (same thread)`

Fair point, `{{firstName}}`.

`{{similarClient}}` said the same before we started. `{{realResult}}` in `{{timeframe}}` changed their mind.

Worth 15 minutes to see if the numbers work for `{{company}}`?

Dinesh

◆ REPLY — NOT NOW

`Subject: (same thread)`

Thanks for the honest reply, `{{firstName}}`.

When would be a better time to pick this up? I will note it and only reach out then.

Dinesh

◆ REPLY — REFERRAL

`Subject: to the referred person`

Hi `{{referralName}}`,

`{{referrerName}}` suggested I speak with you about `{{topic}}` at `{{company}}`.

Open to a quick 15 minutes this week?

Dinesh

# THE LAUNCH CHECKLIST

13

*Tick every box before the first cold email leaves your inbox.*

### ◆ LIST

- ✓ One ICP, one pain, one offer
- ✓ Leads from 2 or more traceable sources
- ✓ Duplicates and existing customers removed
- ✓ Every email validated in the last 7 days
- ✓ Catch-alls in a separate small batch

### ◆ INFRASTRUCTURE

- ✓ Secondary domains redirect to main site
- ✓ SPF, DKIM, DMARC pass on every domain
- ✓ Custom tracking domain set
- ✓ Warm-up running 14+ days, placement above 90%
- ✓ Daily cap 30 to 40 per inbox

### ◆ COPY

- ✓ 50 to 125 words, plain text
- ✓ Personal first line for every lead
- ✓ No links or images in email 1
- ✓ Real proof only, no invented numbers
- ✓ Opt-out line and postal address

### ◆ CONVERSION

- ✓ Sequence stops on reply, bounce, opt-out
- ✓ Sends in the lead's time zone
- ✓ Reply owner named, same-day replies
- ✓ Booking link and reminders ready
- ✓ Weekly metrics sheet set up

*Cold email still works. It just stopped working for people who skip the boring steps. Do steps 1 to 6 properly and the writing becomes the easy part.*

Dinesh

Author, The Cold Outreach Playbook