

Cold Email Outreach — Workbook

This workbook turns the course into a working cold email system you can launch. Each section maps to one course module and moves you from infrastructure setup through list building, copywriting, and an optimized follow-up cadence. Complete the exercises and templates in order, and by the end you will have a warmed sending setup, a verified list, tested copy, and a measurable sequence.

Infrastructure and Deliverability Foundations

Stand up the sending setup that decides whether your emails reach the inbox: domains, authentication, and a safe warm-up ramp.

Worksheet: Sending Capacity Planner

Plan how many domains and inboxes you need to hit your daily target safely. Fill in your numbers; leave the calculated cells for you to compute by hand.

Daily first-touch email target

Safe emails per inbox per day (e.g. 40)

Inboxes needed (target divided by per-inbox limit)

Sending domains to register

Inboxes per domain

Buffer reserved for follow-ups

Email provider chosen (Google Workspace / Microsoft 365 / dedicated)

Checklist: Authentication Setup Checklist

Complete each step in your DNS and email admin before sending a single cold email. Verify with MXToolbox or Google Admin Toolbox.

- Registered separate sending domains (not the primary company domain)
- Published SPF TXT record listing authorized senders
- Enabled DKIM in email admin and published the DKIM key in DNS
- Added DMARC record at `_dmarc` with policy `p=none` for monitoring
- Verified all three records pass with an external checker
- Set a full sender profile per inbox: name, signature, photo
- Confirmed a real physical mailing address is in the signature

Exercise: Build Your 4-Week Warm-Up Schedule

Map out a safe ramp for one inbox so you never spike volume on a cold domain. Write specific numbers and dates.

- Which warm-up tool will you use (Instantly, Smartlead, Lemwarm, or Warmup Inbox) and why?

• What daily warm-up and real-send volumes will you run in weeks 1 through 4?

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- What spam complaint and bounce thresholds will trigger you to pause an inbox?
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Targeting and List Building

Define exactly who you are emailing, build a verified list that matches, and keep bounce rates low to protect your domain.

Worksheet: Ideal Customer Profile Builder

Define your ICP precisely enough to filter for it in any prospecting tool. End with a one-sentence ICP statement you can read aloud.

Industry / vertical

Company size (headcount range)

Revenue or funding stage

Geography

Target job titles

Decision level (founder / director / VP)

Trigger event (hiring, funding, new tool, leadership change)

One-sentence ICP statement

Exercise: Run a Prospecting Search

Build and document a real filtered search so your list reflects your ICP, not a broad guess.

- Which tool will you use (Apollo, LinkedIn Sales Navigator, or Clay) and which filters map to each ICP attribute?

- How many matching prospects did the search return, and is the list tight enough or too broad?

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- Which verifier (NeverBounce, ZeroBounce, or MillionVerifier) will you run the export through before importing?
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Checklist: Clean List Quality Checklist

Run through this before importing any list into your sending platform.

- Every contact matches the ICP statement
- Each row has name, title, company, and email populated

- List run through an email verifier
- Invalid and risky addresses removed
- Catch-all addresses excluded or routed to a separate domain
- Projected bounce rate is under 2 percent
- Duplicates and competitors removed

Worksheet: Compliance Self-Check

Confirm your campaign meets the legal requirements for your recipients' regions before launch.
From-name and from-address are truthful (yes/no)

Subject lines are non-deceptive (yes/no)

Physical mailing address included (yes/no)

Opt-out method offered (describe)

Process to honor opt-outs within 10 business days (describe)

Regions of recipients (US / EU / Canada / other)

Legal basis for any EU contacts (legitimate interest notes)

Copywriting That Earns Replies

Write subject lines and bodies using proven frameworks, then personalize at scale without sounding automated.

Exercise: Draft and Compare Three Subject Lines

Write three human-sounding subject lines for one campaign, then pressure-test them against spam triggers.

- Write three subjects under 7 words that read like a message from a real person.

- Which spam-trigger words or symbols did you avoid (free, urgent, all caps, exclamation marks)?

- Which two will you A/B test, and will you judge them by reply rate rather than open rate?

Exercise: Write One Email in Each Framework

Draft the same offer three ways using AIDA, PAS, and BAB, then pick the strongest for your audience.

- AIDA version: open with a specific observation, then build to one small ask.

- PAS version: name the problem, sharpen the cost, present your solution.

- BAB version: describe their before state, the after state, and your bridge.

- Which version fits your ICP best, and is the call to action low-friction?

Worksheet: Personalization Variable Map

Define the merge fields and ice-breaker logic your template will use so every email feels personal at scale.
Basic merge fields used (first_name, company, title)

Fallback text for empty first_name

Custom variable name for the researched opener (e.g. ice_breaker)

Source for ice-breaker data (LinkedIn post, funding, hire, launch)

Tool used to draft ice-breakers (manual or Clay)

Spin-syntax greeting options

Spot-check method to confirm accuracy

Checklist: Email Copy Quality Checklist

Run every cold email through this before it enters a sequence.

- Body is 50 to 125 words
- Exactly one clear call to action
- Opens with the prospect, not your company
- Includes one specific number or named result
- Skimmable: short sentences, one idea per line
- No images and at most one link in the first email
- Every merge field has a fallback value

Sequencing, Sending, and Optimization

Build the follow-up cadence, configure human-like sending, and use the right metrics and tests to keep improving meetings booked.

Worksheet: Follow-Up Cadence Planner

Lay out your full sequence so each touch adds something new and spacing stays respectful.

Step 1 day and framework used

Step 2 day and new angle or proof added

Step 3 day and value or resource shared

Step 4 day (break-up email) wording notes

Business days between each touch

Total number of touches

Rule for stopping when a prospect replies

Checklist: Sending Hygiene Checklist

Configure these settings in your platform (Instantly, Smartlead, Lemlist, or Apollo) before launch.

- Inbox rotation enabled across all sending inboxes
- Randomized delays added between sends
- Daily volume capped to the warmed per-inbox limit
- Sends scheduled to recipient business hours and weekdays
- Warm-up running continuously in the background
- Bounces auto-removed and rising-complaint inboxes paused
- First email is plain-text style with no images
- Each inbox monitored for health individually

Exercise: Design Your First A/B Test

Plan one disciplined test so you can improve replies without confusing variables.

- Which single variable will you test (subject, first sentence, or call to action)?

- How many prospects will each variant get, and is the sample large enough to judge?

- What positive reply rate would make you keep the winner and scale the sequence?

Worksheet: Weekly Metrics Review

Track the metrics that matter each week. Fill in raw counts and leave the rate cells for you to calculate.
Emails sent

Bounces (count)

Bounce rate (calculate)

Total replies (count)

Positive replies (count)

Positive reply rate (calculate)

Meetings booked

Spam complaints (count)

Your Action Plan

1. Register 2 to 3 dedicated sending domains and create your inboxes with full sender profiles.
2. Set SPF, DKIM, and DMARC records and verify all three pass with an external checker.
3. Start warm-up tools and run the 4-week ramp before sending real cold email at scale.
4. Write your one-sentence ICP statement and build a filtered prospecting search from it.
5. Export, enrich, and verify your list, removing invalid and risky addresses.
6. Draft your main email in a chosen framework and add personalization variables with fallbacks.
7. Build a 3-to-5 step cadence including a value follow-up and a break-up email.
8. Configure inbox rotation, randomized delays, and warmed daily caps in your sending tool.

9. Launch to a small list of around 200 prospects and run one clean A/B test.
10. Review positive reply rate and bounce rate weekly, then scale only once the sequence proves itself.

