EMAIL DELIVERABILITY

CHECKLIST

Data & Emails 🧸

- · Avoid using outdated databases. Instead, utilise LinkedIn Sales Navigator and an email finder to keep lists current and minimise errors like
- "FirstName is no longer with the company."
- · Verify all emails to ensure accuracy.
- · Remove invalid and risky emails.
- Double-check catch-all emails.
- · Favorite tools: Clay and Hunter.



- Verify the First Name field to avoid robotic greetings (e.g., "hi john" or "hi #John").
- · Ensure the first letter is capitalised.
- · Avoid using emojis.
- · Exclude Last Name from greetings.
- · Validate the Company Name field, removing legal suffixes like "Ltd," "Inc," "LLC," "GmbH," etc.
- · Eliminate generic emails (e.g., info, sales, contact).
- Remove invalid emails.
- · Exclude the following from your list:
 - Existing customers
 - Open opportunities
 - Contacts who opted out previously
 - o Partners, competitors, etc.

Prepare Domain for Cold Outreach



- Use your main domain for inbound leads (e.g., trials, demo requests) and bridge-bound leads (e.g., PDF downloads, re-engagement of lost deals).
- · Set up a new domain and email addresses for outbound cold outreach.
- · Gradually increase daily sending limits to warm up the domain.
- · Send test emails to colleagues and friends, asking them to reply to boost domain and inbox reputation.
- · Check your spam score using tools like mailtester.com.

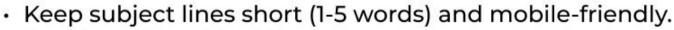
Email Personalization 🚄

- Go beyond basic personalization (e.g., {{FirstName}}, {{Company}}) by including:
 - {Industry}}
 - o {{JobTitle}}
 - o {{Location}}
 - Al-generated or manually researched P.S. snippets or intro lines
- Do not fake personalization.
- · Use intent data for outreach reasons (e.g., new hires, use of specific tools, LinkedIn posts).
- · Implement fallback variables, spintax, and liquid syntax to create unique emails.
- · Personalize follow-up emails with relevant content and insights.

Email Templates

- · Avoid selling in the initial cold email; be polite and tactful.
- · Don't ask for time right away; aim to reveal interest.
- Keep emails concise (50-70 words; maximum 100-120 words).
- Use polite language and avoid strong CTAs.
- · Structure your email with the following blocks:
- Greeting
- CTA
- Intro
- Signature
- Reason for Outreach
- P.S. Sentence
- Value Proposition
- Avoid multiple questions or asks; focus on one simple action.
- · Use soft CTAs that are low-friction and interestbased.
- Talk about the recipient and maintain favourable ratios (e.g., I: You, Your Company: Their Company).
- Keep initial emails free of additional content (e.g., links, GIFs, PDFs, attachments, images).
- Ensure email length is manageable, using 3-5 paragraphs max.
- · Always A/B-test different elements (intros, reasons for outreach, value propositions, CTAs).

Subject Lines



- · Avoid empty subject lines.
- · Use any case except all lowercase.
- Do not use CAPS LOCK.
- Numbers can be used for social proof.
- · Avoid emojis.

Email Deliverability & Technical Setup •

- · Implement technical changes (e.g., SPF, DKIM, DMARC, PTR, MX, A records).
- · Check the age and reputation of your domain and email addresses.
- Use mail testers and branded links.
- Maintain a healthy inbound/outbound email ratio.
- Ensure your domain is not blacklisted and has a low spam rate.
- · Warm up email inboxes gradually and monitor open
- Avoid sending bulk emails too quickly to prevent spam detection. Make it easy for recipients to opt-out to avoid being
- marked as spam. · Use email tracking judiciously; avoid using short link services and broken links.

Planning and Analysis 🣝



- A/B test everything: subject lines, templates, CTAs, ICPs, sequences, schedules.
- · Send initial emails on Tuesday-Thursday; use other weekdays for follow-ups.
- Add city and country variables for timezone-specific scheduling.
- Get feedback from your company's buyer persona to ensure the email resonates.
- · Focus on the interest rate (positive responses vs. sent emails) rather than open and reply rates.
- · Keep the bounce rate low (3-5% is acceptable).
- Continually analyze stats and innovate your personalization techniques.