

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- Avoid using outdated databases.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.

Contact Lists 📄

- 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
 - 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 mail-tester.com.

Email Personalization ✍️

- Go beyond basic personalization (e.g., {{FirstName}}, {{Company}}) by including:
 - {{Industry}}
 - {{JobTitle}}
 - {{Location}}
 - AI-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
 - Intro
 - Reason for Outreach
 - Value Proposition
 - CTA
 - Signature
 - P.S. Sentence
- Avoid multiple questions or asks; focus on one simple action.
- Use soft CTAs that are low-friction and interest-based.
- 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 📄

- Keep subject lines short (1-5 words) and mobile-friendly.
- 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 rates.
- 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.