SAMPLE DELIVERABLE · LEADFLOW AUTOMATION

A done-for-you *personalised* cold email outreach system

From a target list to verified decision makers, researched first lines, guarded sending and a daily reply digest. Shown here on one fictional prospect.

Pipeline
Source, research, verify, load

Data
Fact-backed lead cards

Copy
Short, role-first, 2 steps

Guards
Limits, bounce stop, plain text

Reporting
Daily digest, weekly view

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Sample built from our own outbound system; prospect is fictional.

WHAT YOU GET

One system, built and run for you

We set up the same kind of pipeline we run for our own outreach, adapted to your offer and market. You approve the copy and the first leads; the system does the repeat work.

1 A researched lead list

Named decision makers at companies that fit your ideal customer profile, each with a verified e-mail and a quote from the company's own site.

2 Copy written per lead

A short two-step sequence in your voice. The first line is built from a fact found on that company's pages.

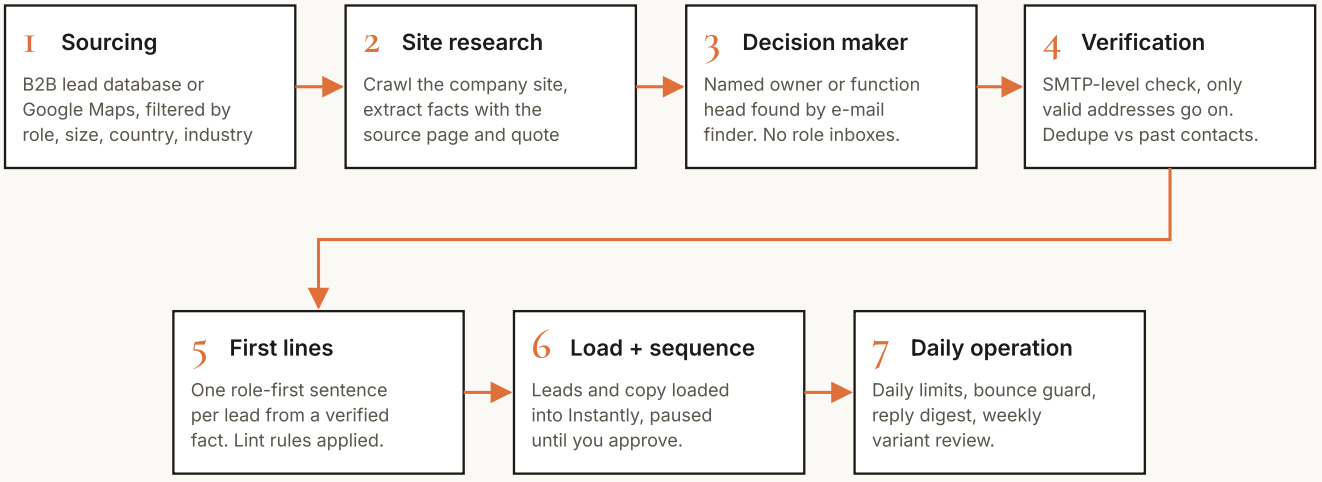
3 A guarded sending setup

Separate sending domains, warmed inboxes, daily caps, plain-text mail and an automatic bounce stop.

4 Reporting and handover

A daily digest with sends, bounces and classified replies, plus a runbook so your team can own it.

THE PIPELINE



GUARDS AT EACH STAGE

Before any paid step: dedupe against everyone contacted before, drop generic inboxes, check the address.

Before load: lint every e-mail (no links, no quotes, no exclamation marks, length limits).

While live: caps per inbox, one follow-up only, stop on reply, bounce above 5% pauses the campaign.

Always: nothing is activated without your approval; replies come to you.

SAMPLE: ONE PROSPECT, DATA TO E-MAILS

Northwind Logistics, fictional

Company, person and the sender (Brightfield Systems) are all invented.

COMPANY	Northwind Logistics (fictional)
SEGMENT	International freight forwarder, UK, est. 30 to 45 staff · source: Google Maps, then site crawl
DECISION MAKER	Dana Fields, Operations Director (named person with authority for the offer)
E-MAIL	d.fields at the company domain, **valid** after SMTP-level check (not a role inbox)
CHECKS	Never contacted before · fit: real team, services page, not a franchise or software vendor · pitch variant B (by domain hash)

> *"We quote every international freight enquiry by hand, usually within four hours."*
>
> Verified fact · Services page, "Get a quote" section · stored with the source URL and crawl date

Two-step sequence written from that card

E1, day 0 · Subject: Dana - quotes rebuilt by hand every time

Hi Dana,

Every international enquiry your operations team quotes starts from a blank sheet, and the rate logic that makes a quote right sits with two or three senior people.

We build a private quoting assistant that drafts each quote from your own past quotes and rate sheets, so a coordinator reviews and sends it instead of rebuilding it. Nothing leaves your systems and every figure shows which quote it came from.

Brightfield is a small team that builds quoting assistants for freight firms.

We offer a free 20-minute consultation on how this would run at Northwind, and what it would not do. Would a slot next week suit you?

Kind regards,
Alex
Brightfield Systems
Reply STOP and you receive no more emails.

E2, day 3 · Subject: Re: Dana - quotes rebuilt by hand every time

Hi Dana,

A short follow-up on my note about quotes being rebuilt from scratch at Northwind. In the 20-minute call I can show how the assistant would draft one of your recent lane quotes from the older ones.

Shall I send two time options by reply?

Kind regards,
Alex
Brightfield Systems
Reply STOP and you receive no more emails.

DATA AND COPY RULES

Why the first line is never invented

Each personalised line has to trace back to a quote on the lead card. If the site gives us nothing checkable, the lead is dropped rather than padded with flattery.

Fields collected per lead

GROUP	FIELDS
Company	Name, domain, country, industry, estimated team size band, source (database or Maps), fit decision and reason
Person	Name, title, seniority, how the contact was found, decision-maker flag
Address	E-mail, verification result and date, generic-inbox flag, previously-contacted flag
Evidence	Verified fact, exact quote, source page, crawl date
Copy	Subject pain phrase, role-first first line, pitch variant tag, lint result
Outcome	Sent, bounced, replied, reply class, next step

Copy structure we use

Subject — Name plus a three to six word pain taken from the prospect's own pages.

Line 1 — The pain this role carries, anchored in one specific thing from their site. We never describe their company back to them; they know it.

Pitch — One short paragraph, split-tested in variants A, B and C by domain so results stay comparable.

Proof — One honest credibility sentence. No claims beyond what you can show.

Ask — A single call to action, normally a free short call. No links in the e-mail itself.

Day 3 — One follow-up that refers back to the first e-mail and repeats one ask. Nothing after it.

Lint checks before anything is loaded

Word-count window, no links, no double quotes, no exclamation marks, no unsupported numbers, signature on separate lines with a stop line, and a ban on literal translations of brand words for local-language copy.

DELIVERABILITY

Setup checklist

Most cold campaigns fail on infrastructure before copy matters. This is what we set up and then monitor.

Infrastructure

- ☐ **Separate sending domains**, never your main company domain
- ☐ **SPF, DKIM and DMARC** configured and tested on every domain
- ☐ **Dedicated inboxes** in your own sending-platform workspace
- ☐ **Capped at 20 sends per inbox per day**
- ☐ **Warm-up on** and kept on while campaigns run
- ☐ **Main mailbox never used** for cold sending

List quality

- ☐ **Named decision makers only**; no info@ or sales@ inboxes
- ☐ **SMTP-level verification** of every address; only valid is loaded
- ☐ **Dedupe** against past contacts and the workspace
- ☐ **Verify first, pay later**: cheap checks run before research and writing
- ☐ **Consent-law screen** by country before a market is added

Message and campaign settings

- ☐ **Plain text** e-mails, no images, no HTML template
- ☐ **No open or click tracking**, and no links in the body
- ☐ **Unsubscribe header on, plus a visible stop line** in the signature
- ☐ **Stop on reply**, and stop for the whole company once one person replies
- ☐ **Weekday sending windows** in the prospect's working hours
- ☐ **Campaigns created paused**; leads are added only after you approve the copy

Bounce thresholds

DAILY BOUNCE RATE	WHAT HAPPENS
Under 3%	Normal operation
3% to 5%	**Watch.** New leads stop being added; the waiting leads are re-verified
Above 5%	**Pause.** The guard pauses the campaign automatically and flags it in the digest

Measured per sending day on the leads contacted that day, with a minimum of 20 sends before judging, so one old bad batch does not hide today's rate.

REPORTING

What lands in your inbox each morning

A short digest, written for someone who has two minutes. It leads with what needs a human.

Illustrative sample numbers. Every figure on this page is invented to show the layout. They are not results from any campaign.

Daily digest (mock, illustrative sample numbers)

CAMPAIGN	SENT	NEW LEADS	FOLLOW-UPS	BOUNCE	REPLIES	STATUS
Freight firms, UK	64	38	26	1.6%	2	OK
Warehousing, IE	40	24	16	3.4%	1	WATCH
Customs brokers, EU	56	32	24	0.9%	3	OK
Total	**160**	**94**	**66**	**1.9%**	**6**	

Replies needing a human (mock)

CLASS	EXCERPT (FICTIONAL)	SUGGESTED NEXT STEP
Interested	“Send two times next week.”	Reply with two slots
Question	“Does this work with our TMS?”	Answer, offer call
Not now	“Revisit in spring.”	Tag, resurface later
Auto-reply	Out of office until Monday	None, sequence continues

Weekly view (mock, illustrative sample numbers)

PITCH VARIANT	LEADS	REPLIES	POSITIVE
A	120	6	1
B	118	8	2
C	122	5	1

The digest also shows supply and cost (leads loaded against target, lookup spend), warnings, and what the system chose not to do and why. Small samples are labelled as such rather than ranked.

TIMELINE AND HANDOVER

From kickoff to a system you own

Typical timeline for one offer and one market. Warm-up runs in parallel with the build, so it sets the earliest launch date.

Days 1 to 2	**Kickoff.** Offer, ideal customer profile, countries, exclusions, proof you can honestly cite. You buy or grant access to the domains and sending platform; we configure them.
Days 2 to 5	**Infrastructure.** Sending domains and inboxes created, authentication records set, warm-up started.
Days 3 to 7	**Sample batch.** A first set of leads with cards and drafted e-mails for you to review. You approve, cut or change the copy.
Days 7 to 14	**Warm-up window.** Full list build and verification continue; the campaign stays paused.
About day 14	**Launch.** Campaign activated by you at a low daily volume, then stepped up while bounce stays low.
Weeks 3 to 4	**Run and tune.** Daily digest, reply triage support, variant review, list refills to target.

What you receive at handover

- Lead list with evidence cards
- Approved copy pack and the lint rules
- Sending workspace in your name
- Runbook: daily check, refill, pause, resume
- Bounce-guard and limit settings explained
- Reporting template and a walkthrough call

What we do not promise

We do not promise replies, meetings or revenue. Cold outreach depends on your offer, market and timing. We promise a clean list, honest copy, safe sending settings and clear reporting so you can judge the channel on real numbers.

Timing assumes domain and platform access on day 1 and copy feedback within two working days.

Questions or a different market?

Book a call at calendly.com/gergelyracz0/30min, or visit leadflowautomation.net.