



Email Infrastructure:

I'm currently running email infrastructure on outlook tenant inboxes. [Peeker.ai](#) (recommended) and Maildeck.co are currently my service providers. This gets me 100 email accounts per domain for 500 emails sent per day.

If your domain does get burned from your own cold email sending, you can simply exchange it for a new domain and email accounts for no additional cost since it works on a subscription model.

Using Outlook is a great option because it is cheap and still reliable at landing in inboxes. In a hierarchy order of inbox placement, Google inboxes rank the highest, then Outlook, then other private SMTP providers.

I buy all of my domains off Porkbun since they are cheap and easy to use. The end of the domain doesn't really matter as much (.com, .ca, .co, .xyz) so feel free to buy any one you want.

Domain and Email Warmup:

I use Instantly's warmup service. The warmup settings I use for the email accounts are listed below

Reply rate - 30-35%

Daily Warmup Limit - 8

Increase per day - 2

Daily campaign limit - 5 until I want to scale a campaign

Minimum wait time - 61 minutes between emails

Sending Rules:

Open tracking disabled - If you keep the tracking pixel enabled, you are sending the equivalent of a link in the first email, which is likely to trigger spam filters.

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Don't **bold** words in the copy

Make sure to use the HTML cleaning tool provided by Instantly.ai



Allow the unsubscribe link header

Send emails at the same time every day

Don't worry about provider matching

To keep an eye out for potential deliverability issues between ESPs, separate campaigns by receiver email inbox into Gmail, Outlook and other inboxes

Send out campaigns at 5 emails per day (per inbox) and ramp up only if they are performing well.

Writing Cold Email Copy:

Some general tools to help writing emails - [Wordcounter.net](https://www.wordcounter.net/), Hemingway Readability checker, Mailmeteor spam checker or other spam checker.

Avoid using spam words which are suspected to be:

Free
Guaranteed
Risk-free
100%
Act now
Limited time
Urgent
Instant
Cash
Profit
Earnings
Income
Make money
Get paid
Financial freedom
Millionaire
Double your

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No obligation
Amazing

Revolutionary
Breakthrough
Best ever
Incredible
Once-in-a-lifetime
Game-changing
Next-gen
Cutting-edge
Disruptive
Ultimate
Click here
Buy now
Order now
Sign up today
Register now
Claim your
Download now
Apply now
Verify your account
Password
Login
Security alert
Confirm identity
Suspended
Unauthorized
Wire transfer
Bitcoin / Crypto (in cold email = instant suspicion)

These scream “template spam”:

Just checking in
Following up
Touching base
Hope you're well
Circling back
Quick question
Checking back
Per my last email
Bumping this
Friendly reminder

Inbox providers recognize these patterns across millions of emails.

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Avoid entirely unless unavoidable

Formatting Triggers:

ALL CAPS SUBJECTS

Excessive !!!

Emoji in subject lines

Colored fonts

Large images

Shortened links (bit.ly, etc.)

HTML-heavy layouts

Multiple links

Attachments on first touch

Use Spintax to make sure emails vary. Sending the same emails again and again are likely to get your sending flagged.

How To Tell If You're Landing in Spam

Make sure all of the rules above have been followed. Before you even send out the sequence, use Instantly's feature called Inbox Placement Test. This sends placement tests to Instantly's own set of emails to test if they are landing in spam or in their primary inbox. You should be landing here 95% of the time, minimum.

Once the campaign is running, keep a close eye on your OOO (Out-Of-Office) replies. A completely dead inbox will not even receive OOO. If you're getting less than 0.5% replies from OOO inboxes, this is a sign something is wrong.

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