OPULENT

FREE GUIDE

OUTREACH THAT PROTECTS YOUR LIST

Send cold email every day without burning your domain, your list or your name.

ADDRESS-LEVEL RULES · OPT-OUTS · CAPS · BOUNCE CHECKS · CHECKLIST

OPULENT

WHAT IT LOOKS LIKE WHEN IT'S REAL

This is the email our system sends shops for Uncle George's Glazed Nutz, and the summary of today's dry run, the check it does before sending anything. It loaded 120 new shops and blocked 8 addresses that have no working mailbox.



THE REAL EMAIL

```
{
  "market": "milwaukee",
  "new shops loaded": 120,
  "emails it would send": 8,
  "blocked by the guard": 8,
  "why blocked": {
    "no mail server for that address": 8
  },
  "daily ceiling": 150,
  "sent today before this run": 56
}
```

WHAT'S INSIDE

01 **COUNT PEOPLE, NOT ROWS**
One address, one history

02 **RULES THAT NEVER BEND**
Opt-outs, answers, caps

03 **PROTECT THE DOMAIN**
Bounces, ramps, ceilings

04 **WRITE LIKE A NEIGHBOUR**
Short, specific, real

05 **THE CHECKLIST**
Before your first send

01 · COUNT PEOPLE, NOT ROWS

Lists are full of the same person under different names: one owner runs five shops, one organiser runs fourteen events. Track every email by address across every campaign, or you will email one person five times in a week.

1 **KEEP ONE HISTORY PER ADDRESS**
Every send, reply and opt-out is stored against the email address, not the campaign row.

2 **CHECK THE HISTORY BEFORE EVERY SEND**
If the address heard from you recently, skip it, whatever list it came from.

3 **COUNT COMPANIES TOO**
Cap emails to one company domain per day, so a team inbox doesn't get three at once.

02 · RULES THAT NEVER BEND

ABSOLUTE

No setting overrides these:

- Anyone who says stop is never emailed again
- A 'we're full' or 'no' is a no, even if polite
- Two cold emails per address, then wait for a reply

PACING

Rules we run every day:

- At least 4 days between emails to one address
- At most 3 emails to one address in 90 days
- At most 2 emails to one company per day

Why it matters: one over-contacted organiser cost us a whole region of events. The guard exists because of that.

03 · PROTECT THE DOMAIN

1 **CHECK THE MAILBOX EXISTS**
Look up the domain's mail server before sending. No mail server means a bounce, and bounces get you throttled.

2 **DROP PLACEHOLDER ADDRESSES**
name@email.com and template inboxes are not the business.

3 **RAMP UP**
Start around 40 a day, then 70, then 100, with a hard ceiling on everything you send.

4 **EVERY EMAIL CARRIES AN EXIT**
An unsubscribe line and your business address, as the law requires.

04 · WRITE LIKE A NEIGHBOUR

KEEP IT REAL

- Who you are and where you are, in one line
- One specific offer with real prices
- One easy ask: a free sample, a short call

NEVER

- Invent results or numbers
- Pretend you've met
- Send the same body to every category

05 · THE CHECKLIST

- [ ] Every send is logged against the email address
- [ ] Opt-outs and 'no' answers block all future sends
- [ ] Two cold emails per address, then wait
- [ ] 4 days between emails, 3 per 90 days per address
- [ ] 2 per company per day
- [ ] Mail server checked before sending
- [ ] Placeholder addresses removed
- [ ] Daily ramp and a hard ceiling
- [ ] Unsubscribe line and postal address in every email
- [ ] A person approves each new campaign

WE SET THIS UP FOR YOUR BUSINESS

OpulentBots sets up outreach that runs every day with these rules built in: one history per address, opt-outs that stick, bounce checks and daily ceilings, and a person approves every new campaign.

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