

To start generating new clients, you need to make sure your emails actually get delivered to your prospects. If your emails aren't reaching inboxes, you won't see any new leads. Let's go over some key steps to improve your email deliverability and avoid your emails being marked as spam.

Here are the best practices to follow to ensure your emails aren't blocked:

Update Your SPF, DKIM, and DMARC Records

I won't go into too much detail here, as there are many resources that explain this better, but I'll give you a brief overview of these terms.

SPF (Sender Policy Framework), DKIM (DomainKeys Identified Mail), and DMARC (Domain-based Message Authentication, Reporting & Conformance) are types of records used by email service providers to confirm that the emails you send come from a trusted source.

Without these records, your email account is at significant risk of being blacklisted, especially if you're sending large volumes of cold emails.

If you're using Woodpecker, you can refer to their [documentation](#) for more detailed information on this topic.

Avoid Using "Spam Words" in Your Emails

If your emails contain words that are commonly flagged as spam, you run the risk of being hurting your deliverability and increase the risk of your account being blocked. It's important to be mindful of the language you use and ensure your email content remains professional and relevant.

I've attached a PDF containing the most common words that trigger spam blockers below.

Don't Exceed Your Daily Email Limit

Every email service provider (ESP) has a limit on how many emails you can send each day. This is done to prevent spam and abuse. If you consistently exceed these limits, your emails might be flagged as spam, or even worse, your account could be suspended.

To avoid this, consider using multiple email accounts and rotate them using the Sender Rotation feature. This will help you stay within the daily email limits and keep your sending patterns under control.

Also make sure to read up on what your ESP allows, Gmail for examples allow between 500 to 2000 emails a day depending on if you have a regular one or a workspace email.

Choose a Reliable Email Service Provider

Make sure to choose a reputable provider that follows industry standards, has strong security measures in place, and offers high deliverability rates. This will help ensure your emails reach their intended recipients.

I personally use Google for all of my cold emailing and never had any issues with it.

Don't Send Emails to Unverified Prospects

Sending cold emails to unverified or outdated email lists can result in a high bounce rate, which is when your emails fail to reach the recipient.

If your bounce rate increases, email service providers may view this as a sign of poor list management or potential spamming. If you don't clean up your email list by removing invalid addresses, your ESP may block your account.

To prevent this, always ensure your email list is up-to-date and that the recipients you're targeting are legitimate and verified.