

Recap of the Complete Workflow



A well-organized workflow is key to scaling your cold email campaigns. It keeps you on track, helps you monitor progress, and ensures you never miss a prospect.

Step 1: Define Your Target Audience

- Have a clear target audience for each campaign (e.g., specific roles or industries).
- Use client personas to guide your outreach.

Step 2: Create Your Offer

- Craft a valuable offer your target audience will care about.
- Put yourself in their shoes: Would you respond to this offer?

Step 3: Write Your Emails

- Create your intro email and follow-ups with clear goals for each step.
- A/B test subject lines.
- Use tools like ChatGPT to get creative feedback.

Step 4: Gather Your Prospects

- Collect at least 100 email addresses, you can start with fewer and add more as you go.
- Take time with this step to ensure quality prospects.

Step 5: Create Your Campaign

- Use email automation tools like Woodpecker.
- Have at least 3 emails: intro and 2 follow-ups.
- If using a new domain, warm it up for 2 weeks to avoid being marked as spam.

Step 6: Analyse and Improve

- Review campaign results to see what worked and what didn't.
- Make improvements based on your analysis and test new ideas in each campaign.
- Don't be discouraged by low replies—keep tweaking to improve.