



Outbound System Proposal

An outbound system for [marketing agencies](#): how it works, what's included, and what it costs.

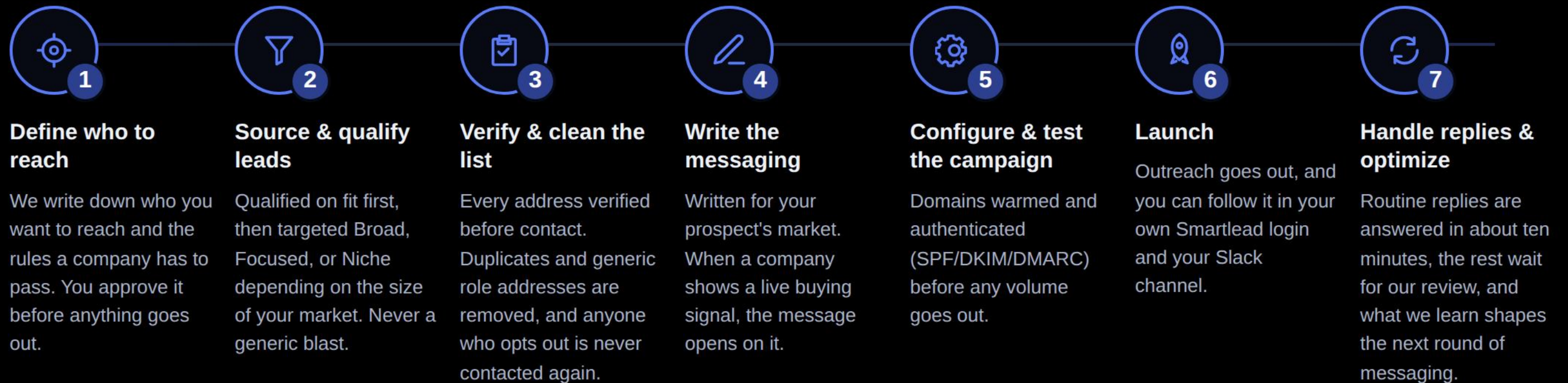
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How we'd get started

How it works: The seven-stage process

WHAT DO WE DO? We run your cold outreach from start to finish: finding the leads, sending, and handling replies, so meetings show up on your calendar without you having to piece it together across tools yourself.

HOW DO WE DO IT?

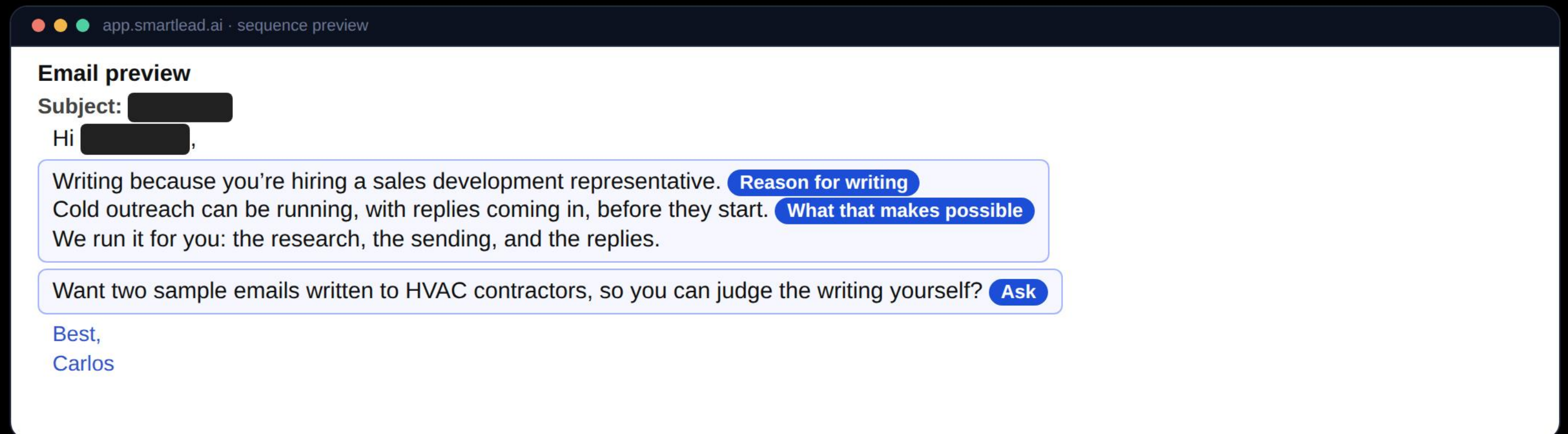


Research-led messaging

WHAT DO WE DO? We check every account for a live buying signal. When there is one, the message opens on it. When there isn't, we don't dress up a detail from their website as research: the message opens on the situation they're most likely in and offers proof. Timing and relevance outperform persuasion technique.

HOW DO WE DO IT?

A signal-led message has three parts: why we are writing now, what that makes possible, then one low-effort question. It never recites what their own website says.



Targeting tiers: Broad, Focused, Niche

*How wide we cast the net is a trade-off we set with you, based on your market and your budget.
The more a company is showing right now, the more specific the message gets.*

01 · BROAD

The widest slice of your market, qualified on role and industry fit. No buying signal is claimed, so the message is short, written for their market, and offers proof instead of a pitch.

app.smartlead.ai · sequence preview

Subject: [REDACTED]

Hi [REDACTED],

I'll assume [REDACTED] has already tried cold email, or wants it running and hasn't had the hours. **Their situation** We run it for you: the research, the sending, and the replies. You pay per qualified call held, plus the real cost of the tools.

I'd rather show you than describe it. Want two sample emails written to dental practices, so you can judge the writing yourself? **Proof offered**

Best,
Carlos

02 · FOCUSED

Same role and industry fit as Broad, plus one trigger event that gives a reason to write now. Common examples include: a hire, a funding event, or a tech-stack change.

app.smartlead.ai · sequence preview

Subject: [REDACTED]

Hi [REDACTED],

Writing because you're hiring a sales development representative. **Reason for writing**
Cold outreach can be running before they start.
We run it for you: the research, the sending, and the replies.

Want two sample emails written to restaurant owners, so you can judge the writing yourself?

Best,
Carlos

03 · NICHE

Multiple trigger events stacked on the same company, such as funding paired with a first sales hire. They decide who we write to and when. The message names only the one that matters most.

app.smartlead.ai · sequence preview

Subject: [REDACTED]

Hi [REDACTED],

Writing because you're about to make your first sales hire. **Reason for writing** Cold email can be running, with replies coming in, before that person starts. We run it for you: the research, the sending, and the replies.

Want two sample emails written to clinic owners, so you can judge the writing yourself?

Best,
Carlos

Infrastructure and deliverability

WHAT DO WE DO? We set up and look after the domains and inboxes your campaign sends from.

Deliverability isn't one setting: it's dozens of small things done right, continuously, for the life of every campaign. Domains and inboxes scale to your outreach volume, not a fixed number. A campaign at 5,000 touches a month runs on roughly 8 domains and 16 inboxes.

HOW DO WE DO IT? THE CHECKLIST EVERY CAMPAIGN IS BUILT AGAINST: 64 CHECKS ACROSS FOUR CATEGORIES



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Sending Infrastructure & Auth

1. Multi-week inbox warm-up before any domain goes live, ramped gradually
2. Fresh, purpose-built sending domains, so cold outreach never touches your primary domain
3. SPF configured on every sending domain
4. DKIM signing on every message
5. DMARC enforced in stages, tightened as confidence builds
6. Only pre-warmed accounts enter live sending
7. Sending rotated across the full inbox pool
8. Reputation monitored per inbox and domain; underperformers pulled fast
9. Daily send caps, sized to a human account
10. Tracking pixels and open-tracking disabled by default
11. First-touch messages sent as plain text, not HTML
12. Every message copy-checked for spam-trigger language
13. Rendering checked across major mail clients and mobile
14. Sent through mainstream mail providers, not obscure private servers
15. Warm-up continues in the background for the life of the account
16. No outreach ever comes from a no-reply address
17. DNS changes confirmed fully propagated before a domain ever sends
18. MX records configured so a domain can send and receive
19. Outreach domains redirect back to the company site
20. SSL certificates on every sending domain
21. BIMI and ARC support layered on where supported
22. Domains given time to age before first use where feasible
23. IP paths rotated where applicable
24. Sender platform matched to the recipient's mail server
25. Simulated human engagement during warm-up
26. Sending never flipped to full volume on day one



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List Hygiene & Compliance

1. Every address verified before it's ever contacted
2. Stale or long-dormant addresses cleared before a list goes live
3. New emails validated the moment they're added
4. List cleaning runs on an ongoing automatic schedule
5. Duplicate contacts removed so nobody's contacted twice
6. Address formatting checked for basic validity
7. Domains confirmed to have working mail records
8. Server-level checks confirm an address is deliverable
9. Catch-all domains flagged and handled more cautiously
10. Free consumer providers segmented from business domains
11. Generic role addresses (info@, admin@) filtered out
12. Common domain typos corrected automatically
13. Greylisted addresses retried later, not written off
14. Permanent suppression list, honored on every send
15. Blacklist and reputation checked on an ongoing basis
16. Lead data refreshed on a regular cycle
17. A re-engagement nudge before permanent suppression
18. A clear, working opt-out on every message



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Campaign Operations

1. Multi-step sequences with genuinely varied follow-ups
2. Sends timed to the recipient's business hours, not the sender's
3. Volume spread across the full inbox pool
4. Open tracking off across the board
5. Underperforming campaigns paused and reworked
6. Sequences stop the instant someone replies
7. Bounce-rate thresholds monitored; sending paused if they spike
8. Inbox placement checked regularly with seed-testing tools
9. Volume ramped gradually, like a human sender would
10. Contacts never hit from more than one campaign at once
11. Multiple sender identities in rotation
12. Replies handled from the same account the message came from
13. Sends scheduled on weekdays only
14. Consent and opt-out handling built to meet GDPR and equivalent rules



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Copy & Message Design

1. Written for the recipient's market and situation
2. Written in a natural, conversational voice, never obviously templated
3. Subject lines and body copy varied across every send
4. Minimal links and images per message
5. Profile photos on every sending account
6. Reply patterns varied too, not the same script on autopilot

Reply handling

WHAT DO WE DO? We make sure a reply never sits waiting. Even the fastest person can't watch every inbox around the clock, and a reply that sits for hours cools off.

HOW DO WE DO IT?



Every reply is read and sorted

Each incoming reply is sorted by what it is: a question, interest, a meeting request, an out-of-office, or a no.



Routine replies are answered fast

Common questions and meeting requests are answered from material you approved. Each answer waits 10 minutes before it sends, and you can stop it from your Slack channel.



Anything that commits you waits for us

Negotiation, unusual requests, and anything your approved material doesn't cover are held until we've reviewed them.



A no gets no reply

A flat no or an opt-out is taken off the list and never contacted again. Hostile messages get no reply either.



Logged and visible

Every message sent is recorded. You can read it any time in your own **Smartlead** login (see Pricing), and replies show up in your **Slack** channel as they happen.

Timeline

Broken into the same stages every setup goes through.

MONTH 1 · SETUP

Research & Alignment

- About 2 hours of your time in the first week, in writing or on a call: your offer, who you want to reach, and account access
- Accounts set up in your name (you keep ownership)
- Target industry and buyer research
- Targeting written down and approved by you
- Verified prospect list built

Tech Setup

- Sending domains and email accounts set up, warm-up started
- Sending infrastructure authenticated (SPF/DKIM/DMARC)
- Your own Smartlead login set up

Create Messaging

- Knowledge base built for reply handling
- Messaging and sequences written
- Signal-led openers written where a prospect shows a signal

Launch!

- Campaigns launched
- Reply handling starts

MONTH 2+

- Campaigns analyzed and improved against reply data
- New targeting, messaging, and offer angles tested as needed
- Domains and inboxes monitored and maintained
- Continual support for the length of the engagement
- Updates on your schedule: in writing, or on a call if you want one

The 30-day guarantee

If your outbound system isn't live within 30 days, we keep working at no extra service charge until it is.

Month-to-month by default: no long-term contract, cancel any time. Everything built for your campaigns (domains, inboxes, contact data, and lists) is registered under your own accounts, not ours. What we don't guarantee is performance metrics or sales results, because nobody can honestly predict or control the market. What we guarantee is that the system gets built, and that it runs.

Your role



Access

A way for us to set up separate sending domains and their DNS records. Your main domain and inbox are never touched.



Alignment

About 2 hours in total in the first week, in writing or on a call, to agree on who you want to reach and your offer.



Approvals

Sign-off up front on targeting, the campaign emails, and approved proof points. Day-to-day work then runs inside what you approved, fully visible to you.



Ongoing check-ins

Reach out any time once campaigns are live to keep targeting and messaging sharp. There's no fixed schedule to keep to.

Pricing

You choose how you pay: \$250 for each qualified call that's held, with no retainer, or a \$700/mo retainer that's waived for the first 30 days. Either way, you pay the real cost of the tools and data your campaign uses (domains, inboxes, sending and reply software, lead data), nothing on top.

Tools and data you pay for (either option)

Lead data (estimate, depends on the source your market needs)	\$200/mo
Reply software (estimate)	\$100/mo
Sending software (Smartlead.ai)	\$94/mo
Your own Smartlead login	\$29/mo
16 email accounts	\$56/mo
8 domains	\$16/mo
Calendly	\$12/mo
Approximate total at 5,000 touches/mo	\$507/mo

Sample at 5,000 outreach touches a month. It scales with your volume, and the two estimates are replaced with the actual cost once your campaign is scoped.

PER QUALIFIED CALL

\$250

For each qualified call that's held. No retainer.

MONTHLY RETAINER

\$700/mo

Waived for the first 30 days.

Qualified call: a call that takes place with a decision-maker at a company that matches the targeting we write down together before launch. No-shows aren't billed. If a call falls outside that targeting, you tell us and it isn't billed.

Next steps



Apply

A few quick fit questions, about 2 minutes



Talk it through (optional)

15 minutes if you want it, or we cover the same things by email



Targeting & setup

Targeting agreed in writing, sending set up



Live within 30 days

Guaranteed, or we keep working at no extra service charge

Thank you

Looking forward to building this with you.

Email: carlosalminaque@leadvolley.com

Apply: leadvolley.com/#apply