# Cold emailing

Process of reaching out to people by email:

* have never interacted with you before
* did not sign up to receive your emails

## Goals:

* Build relationship and trust : freelancer emailing a manager at a company, offer help
* Introduce yourself, your product, your company
* Generate partenships:

## Tools

* MTA (Mail Transfer Agent): sever that transfers emails using SMTP (Simple Mail Transfer Protocol): used to send email from email clients to mail server.
* SPF (Sender Policy Framework): list of IP addresses.
* DKIM (Domain Keys Identified Mail): adds digital signature to the mail header.
* DMARC (Domain-based Message Authentication): uses SPF & DKIM to protect the domain from email spoofing.
* rDNS(reverse DNS)
* FBL(Feedback Loop): lets you receive reports when someone marks the email as spam.
* BIMI (Brand Indicators for Message Indication): shows your brand logo to the emails in the inbox.
* Dovecot: stock les mails.

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Alice writes => MTA(Postfix) => Amavis (content filter) : manontany ClamAV + SpamAssasin => Postfix => server Google => SPF (senders IP), DKIM (signature), DMARC