

Aaron, we're locked in and moving forward the smart way—warm channels for trust and quick closes (like those CM customers who inquired about agendas at industry lunches), then safe automated scale with the tools that deliver in 2026. Jeff's scraping is feeding real Utah/Salt Lake teasers (Provo/Orem rezonings with doors/acres/stages), making our outreach stand out. Google Ads is worth a small test (\$500/mo start)—high-intent searches in Utah convert well for construction intel, driving qualified traffic to the landing/demo for trials.

Here are the very simple steps for #1, #2, #3, and #4—elementary, over-explained, with exact timing. This launches us in 4 weeks (your bandwidth on human parts speeds it). Smartlead.ai is our precise choice (\$99/mo unlimited—best deliverability/rotation for B2B construction, no blackholes). Apollo for lists (Liliana's trial link activates fast).

## **#1: Warm Channels + List Building (Days 1-7 Total—Your Human Bandwidth)**

Why: Warmest closes (20-50% meetings)—builds momentum and early trials in Utah/Salt Lake counties.

Step 1 (Days 1-2, 2-4 hours): Contact HBA for speaking slot.

- Open your browser and go to [uvhba.com](http://uvhba.com) (Utah Valley chapter) or [slhba.com](http://slhba.com) (Salt Lake chapter).
- Look for the "Events" page or "Contact Us" section—find the email or phone for the president or events person.
- Send an email or make a call. Say exactly: "Hi, this is Aaron Earnest with Agenda Insider. We provide early planning agenda intel for contractors. I'd love to present a quick 'Early Edge on Rezonings' talk at your next luncheon, with a 60-second demo. Available most dates."
- If no reply by end of day 2, follow up with a second, call or second email.
- Why over-explained: Speaking slots book meetings fast—prep your laptop demo.

Step 2 (Days 3-5, 4-6 hours): Do drop-ins to 10-20 offices.

- Open Google Maps on your phone. Search "excavation companies Provo" or "general contractors Lehi" or "construction companies Orem".
- Make a list of 10-20 addresses (focus Utah/Salt Lake counties).
- Drive a route—visit 5-10 per day.
- Walk in and say: "Hi, Aaron Earnest with Agenda Insider. Quick 2-minute chat on early rezoning intel for your bids? Here's a 60-second demo on my phone." Show map teaser, hand business card, offer trial.
- Write notes in your phone (company name, who you talked to, their reaction).
- Why over-explained: Face-to-face builds trust—aim for 2-5 trials from these visits.

Step 3 (Days 6-7, 2 hours): Build Apollo list.

- Open browser and go to <https://www.apollo.io/sign-up> (Liliana's direct link—free trial starts right away).
- Fill the form with your business email and Agenda Insider details.
- Once in the dashboard, click search box. Type "Construction".
- Add filters: Location "Utah County" or "Salt Lake County", Job Titles "Owner" or "Manager" or "Project Manager", Industry "General Contractors" or "Excavation".
- Look at results—Apollo adds emails and phones automatically. Save 300-500 good ones.
- Click export button—download as CSV file to your computer.
- Why over-explained: Apollo's construction contacts are the smartest start—no extra purchases needed.

## #2: Setup Smartlead.ai (Days 8-14 Total)

Why: Safe, high-volume sending—best 2026 tool for deliverability in construction B2B (auto-warmup/rotation keeps us out of spam).

Step 1 (Day 8, 1 hour): Signup and pay for Smartlead.ai.

- Open browser and go to smartlead.ai.
- Click "Sign Up" or "Get Started".
- Choose the \$99/mo unlimited plan (best for us).
- Fill payment details and create account.

Step 2 (Days 9-10, 1-2 hours): Buy and connect 10 domains.

- Open new tab, go to namecheap.com.
- Search for 10 lookalike domains (examples: utahagenda-insight.com, agenda-insiderutah.com—\$10-15 each, total \$150). Buy them.
- Back in Smartlead dashboard, go to "Mailboxes" or "Domains" section.
- Add each domain one by one—follow instructions to verify (copy DNS records to Namecheap settings).
- Create 10 inboxes (email accounts) on those domains.

Step 3 (Days 11-14, 30 minutes + waiting): Start auto-warmup.

- In Smartlead, go to warmup section.
- Turn on auto-warmup for all 10 inboxes.
- Watch dashboard daily—it starts slow (5-10 emails/day per inbox) and ramps up. Wait until all show green (safe, about 2 weeks total, but monitor).
- Import your Apollo CSV list into Smartlead (upload button in contacts section).
- Why over-explained: Warmup is critical—no sends until green to avoid spam issues.

### **#3: Scripts/Sequences + Landing/Demo (Days 15-21 Total)**

Why: Peer-tone emails + quick demo get replies and trials.

Step 1 (Days 15-17, 4 hours): Craft scripts.

- Open Google Docs on your computer—new document named "Utah Scripts".
- Write 3 short versions:
  - For excavators: Subject line "Question on your Lehi work". Body: "Hey [First Name], Saw [Company Name] on some Lehi sites. Do you track early rezonings? Spotted this 20-acre one. 60-second demo worth it? Reply for link. Aaron"
  - For GCs: Similar, change to "Provo projects" or "bidding early".
  - For builders: Focus "lot acquisition edge".
- Keep each email under 100 words. End with landing page link.

Step 2 (Day 18, 1 hour): Record <60s demo.

- Go to loom.com—sign up free.
- Click record screen. Show mock dashboard—zoom map on rezoning, point to summary (doors/acres/stages/contacts). Say slowly: "Early intel before permits—filter your way. Start free trial below." Stop at 60 seconds. Save and copy share link.

Step 3 (Days 19-21, contract): Build landing page.

- Go to upwork.com—post job "Simple landing page: Embed video + Stripe trial button" (\$500-800 budget).
- Give freelancer: Headline "Utah Early Agenda Intel—Free 14-Day Trial". Put Loom video in center. Add Stripe button below for trial (14 days free, then \$99/mo).
- Why over-explained: Freelancer handles tech—page ready fast.

## #4: Launch + Respond/Close (Days 22+ Ongoing)

Why: Automated volume + your fast replies + ads mimic tireless team (1,000+ touches/day, 3-5% closes).

Step 1 (Days 22-24, 1 hour): Add Google Ads test (\$500/mo budget).

- Open browser, go to ads.google.com.
- Click "New Campaign"—choose "Search".
- Set location "Utah" or "Salt Lake County".
- Add keywords: "Utah construction leads", "Wasatch rezoning intel", "early project agendas Utah".
- Write ad: Headline "Early Rezoning Intel Utah". Description "Spot projects before permits—60s demo + free trial". Link to landing page.
- Set daily budget \$20-30—launch campaign.

**Step 2 (Days 25+, ongoing): Launch sends and respond.**

- In Smartlead dashboard, add your scripts to sequences (Email 1 teaser, wait 3 days Email 2 follow-up, both link landing).
- Start with 200 sends (safe post-warmup)—use HBA/Apollo lists.
- Check Smartlead app/phone for replies—reply within 5 minutes.
- Say: "Thanks for reply—15-minute call on your projects? Tuesday 10am or 2pm work?" Close trial or meeting.
- Jeff/n8n auto-sends welcome/onboarding for new trials.
- Weekly: Look at Smartlead and Google Ads dashboards—add more sends/ads as metrics stay good.

This path is proven and efficient—warm momentum first, safe scale second. We'll hit 25-50 trials in Utah/Salt Lake fast. Start with #1 HBA contact or Apollo signup today? Your word.