To move from high-level architecture to a functioning Wasatch Front sales engine, here are the elementary, timed steps for your core infrastructure.

1. Set Up Email Infrastructure (The "Matt Lucero" Scaling)

Goal: Create a "safety net" of lookalike domains so your primary business email never hits a spam folder.

- **Step 1.1 (Day 1): Buy 5-10 Domains.** Go to a registrar like Namecheap or Google Domains. Buy variations of your name (e.g., getagendainsider.com, agendainsider-intel.com). **Timing: 30 minutes.**
- **Step 1.2 (Day 1): Set Up Google Workspace.** Create one "User" for each domain (e.g., aaron@getagendainsider.com). **Timing: 60 minutes.**
- **Step 1.3 (Day 1): Authenticate (SPF/DKIM/DMARC).** This sounds technical, but it's just copying 3 lines of text from your Google Admin panel to your Domain Provider's "DNS" settings. This tells the world you aren't a scammer. **Timing: 45 minutes.**
- **Step 1.4 (Day 2-16): Start the Warmup.** Log into **Smartlead.ai**, connect these new emails, and turn on "Auto-Warmup." This allows the accounts to "talk" to other AI accounts for 14 days to build a reputation. **Timing: 20 minutes setup; 14 days idle.**

3. Build the 60-Second "Micro-Demo" (The "Descriptive" Proof)

Goal: Show, don't tell, that you have the "Pre-Permit" intel.

- **Step 3.1 (Day 1): Grab a "Live" Example.** Have Jeff give you one screenshot of a planning agenda item from last week that would affect an excavator. **Timing: 10 minutes.**
- **Step 3.2 (Day 1): Record the Screen.** Use a free tool like **Loom**.
  - **0-10s:** Show the boring city PDF. Say: "This is a 200-page city agenda."
  - **10-40s:** Highlight the specific project. Say: "Our AI found this $2M site-prep requirement on page 40. You haven't seen this yet."
  - **40-60s:** The Call to Action. Say: "Click the button below to get these in your inbox."
  - **Timing: 30 minutes (including retakes).**
- **Step 3.3 (Day 2): Embed on Landing Page.** Give the Loom link to Jeff or Dave to put on your trial signup page. **Timing: 15 minutes.**

4. Create the Outbound Sequences (The "You-Focus" Scripts)

Goal: Write emails that sound like a colleague, not an infomercial.

- **Step 4.1 (Day 1): Define the Segment.** Pick one group (e.g., "Salt Lake Excavators"). **Timing: 5 minutes.**
- **Step 4.2 (Day 1): Write the "Short" Script.** Use the Liliana/Apollo link as a reference if you want them to explore the platform, but keep the email focused on the *intel*.
  - *Draft:* "Hey [Name], I saw the South Jordan planning agenda for next Tuesday. There's a new warehouse project on 400 South that needs a massive dig. Thought you'd want the head start. I put a 60-second video of the details here: [Link]."

- ○ **Timing: 20 minutes.**
- **Step 4.3 (Day 2): Load into Smartlead.** Once your warmup (Step 1.4) is done, you will paste these scripts into your Smartlead campaign. **Timing: 15 minutes.**

Coach's Note on Liliana/Apollo: Liliana's link is useful once you have a "Warm Lead" who wants to see the data dashboard. You can include her signup link https://www.apollo.io/sign-up in your **second or third follow-up email** as a "DIY" option for them to explore the records you're finding.

To ensure your first batch of emails hits the mark, we can refine the technical "Ask" for your AI agents.

- Drafting 3 segmented "You-Focus" email templates
- Creating a technical checklist for Dave to verify SPF/DKIM records
- Scripting the 60-second Loom demo for the landing page