

Cold Email Outreach Strategy Checklist

Objective: Build a cold email outreach strategy to generate leads and engagement.

- 1. Create Ideal Customer Profile (ICP):**
 - Define the ideal customer profile based on industry, company size, role, and pain points.
 - Ensure all email targets align with this profile for better outreach results.
- 2. Scraping Emails from Various Sources:**
 - Use provided tools to scrape emails from LinkedIn, Google, and websites.
 - Allocate specific time for each source to ensure diverse email collection.
- 3. Draft Cold Emails:**
 - Draft 1–2 cold emails with personalized messaging.
 - Ensure each email includes a clear and compelling call-to-action (CTA).
- 4. MailChimp Setup (if not done):**
 - Create an account on MailChimp (or similar email marketing platform).
 - Set up email templates for outreach, including personalization options.
- 5. Follow-Up on Previous Outreach:**
 - Review the status of previous outreach emails.
 - Send 5–10 targeted follow-up emails to those who haven't responded.
- 6. Monthly Reporting:**
 - Submit a report summarizing the number of cold emails sent.
 - Track and report responses received.