



FREE RESOURCE · COLD EMAIL DELIVERABILITY

7 checks before you send **anything cold.**

The list we run before a single email leaves a client's domain. If you fail checks 1, 3 or 4, no subject line in the world will save the campaign.

When cold email stops working, almost everyone rewrites the copy. **The copy is rarely the problem.** Three things decide whether your message is seen at all, and none of them is the subject line. Here are all seven, in the order they break.

THE CHECKLIST

1 Never send from your main domain

Fails when: **The domain you invoice from**

Use a separate sending domain. Something close to your brand, registered ^{COPY} only for outbound.

WHY IT'S ON THE LIST

One complaint wave doesn't just kill the campaign — it takes your invoices, your client threads and your calendar invites down with it. The domain your business runs on should never be the one you experiment with.

2

Use person-name mailboxes, never info@

Fails when: **Role addresses**

```
sarah@ · s.miller@ · sarah.miller@
```

[COPY](#)

WHY IT'S ON THE LIST

Role addresses like info@, contact@ or sales@ are filtered harder and answered less. A name reads like a person wrote it, because a person did.

3

SPF, DKIM and DMARC on the sending domain

Fails when: **Any of the three missing**

```
v=spf1 include:_spf.google.com ~all
```

[COPY](#)

WHY IT'S ON THE LIST

All three. Miss one and delivery drops without a single error message — your mail leaves, it just never arrives. This is the check that fails most often and is noticed last.

4

14 days of warm-up before the first real send

Fails when: **Sending on day one**

```
Day 1–14: automated warm-up only. Day 15: first real send.
```

[COPY](#)

WHY IT'S ON THE LIST

Not optional and not compressible. A brand-new domain sending at volume looks exactly like a spammer, because that's what spammers do. Two weeks is the price of admission.

5

A ceiling of 30–50 sends per mailbox per day

Fails when: **Pushing volume through few mailboxes**

Need more volume? Add mailboxes, not sends.

COPY

WHY IT'S ON THE LIST

More volume through the same mailbox isn't more reach — it's more bounce. Capacity comes from more inboxes, each staying under the ceiling.

6

Verify every address before you send

Fails when: **Sending to a list you didn't clean**

Clean the list on the day you send, not the day you built it.

COPY

WHY IT'S ON THE LIST

Even published addresses bounce. Bounce rate is the fastest way to get flagged, and lists rot at roughly 2% a month — a list from March is not a list today.

7

Write to pass the filter, not to shout

Fails when: **Copy that trips the filter**

free · guarantee · cash · act now · 100% · \$\$\$

COPY

WHY IT'S ON THE LIST

Words like these get scored before a human reads a word. Consultative language isn't a style preference here — it's a deliverability decision.

Fail 1, 3 or 4 and it's **not a copy problem.**

It's infrastructure, and no subject line fixes infrastructure. We build and operate the whole sending setup — separate domains, mailboxes, authentication, warm-up and daily operation — so you never touch any of this.

Book a free 15-min diagnostic call

Digital Marketplace

digimarketplace.net · contact@digimarketplace.net · +1 (786) 731-3694
150 SE 2nd Ave, Suite 206, Miami FL 33131