

How To Book 50+ Calls Every Month For Your Agency - Nureply.com

WARNING: This is the highest ROI outbound email system in the whole industry for B2B agency owners & consultants with high ticket offers. No BS. Stick around.

This setup takes up to 2 hours. Then you just have to wait for your new emails to warm up for around 14 days and you're ready to ramp up to 50+ calls booked every month for your agency.

Before we start, create a free [Nureply account here](#). We're going to be using Nureply for automating our cold email icebreakers for our entire list of leads.

Let's check out the unit economics of this system before anything else.

Numbers:

1. 10K emails sent monthly
 2. 6K opens (60% open rate)
 3. 60 meetings booked (1% meeting booked rate)
 4. 54 meetings show up (90% show up rate)
 5. 16 close (30% close rate)
 6. \$160k closed & cash collected over 60 days ideally (\$10K ticket)
- Monthly Cash Collected: ~\$80k (\$160k/2 months to collect cash)**

Cost to Fulfill:

1. 5 Domains - \$45
2. 10 Google Workspace accounts - \$60
3. 10K Qualified Leads (DFY) from lead sourcer/VA - \$1k-3k (\$0.10/lead-\$0.30/lead)
4. Personalized first lines from [Nureply](#)
5. [Instantly](#) for unlimited email accounts sending - \$97
6. 10K Leads (DIY) Cleaning with NeverBounce - \$30

Total: \$3600 maximum

Investment Gain - \$76,400

ROI - 2222%

Math doesn't lie. Now, let's see how to set this up...

Domain & Email Setup

Here's the [checklist](#) you can use to keep track of all the steps for Domain & Email setup and also give to your VAs.

We want to buy alias domains for cold emailing so we don't damage the reputation of your main domain. From each email we're going to be sending only 50 emails a day to not get stuck in spam.

Buying Domains (10 mins)

Buy domains that are similar to your main domain. Top-level domains work best. We've had success with domains like .agency .tech too, but if possible, buy .com domains.

If your business is called Nureply.com, then buy domains like:

Getnureply.com

Trynureply.com

Here's a [list of domains](#) with the worst reputation. Don't use these.

We use Google Domains for buying Domains, because we've used it for a long time and it has tons of integrations and tutorials. You do you.

Setting Up Google Workspace (3 mins)

Go to <https://workspace.google.com/> and click Get Started. Follow the on-screen instructions until your Google Workspace account is set up. You can safely create 2-3 emails per domain (by adding users in your Google Workspace admin).

Create a new Workspace account for each of the domains you bought.

Setting Up Domains - SPF, DKIM, DMARC & Forwarding (15-20 mins)

Now we get to the fun part! You should authenticate all the domains you are sending emails from. Here are the three parameters you have to set up for each domain: SPF, DKIM and DMARC.

1) Set up SPF

Assuming you are using Google Workspace you can follow [this guide](#) to set up SPF.

You can check if your SPF is properly set up using [this tool](#).

2) Set up DKIM

Again, assuming you are using Google Workspace you can follow [this guide](#) to set up DKIM.

You can check if your DKIM is properly set up using [this tool](#).

3) Set up DMARC

Important: Configure DKIM and SPF before configuring DMARC. DKIM and SPF should be authenticating messages for at least 48 hours before turning on DMARC.

Assuming you are using Google Workspace you can follow [this guide](#) to set up DMARC.

You can check if your DMARC is properly set up using [this tool](#).

4) Set up Forwarding

Also, you want to forward the new domains to your main domain. This can be done in the settings of your domain provider. If you are using Google Domains, you can follow [this guide](#).

Setting Up Forwarding (10 mins)

Forward all of your created email accounts to your main account for easier monitoring. You can do this in Gmail by following [this guide](#).

This way you will have a master inbox where all the replies are stored.

Warming Up Emails (15 mins)

Go to [Instantly](#) and sign up. It's our favorite tool :) You should now connect all of your emails to the Warmup feature and start the warm up process.

We recommend using the suggested sending limits.

Warm Up your emails for at least 2 weeks before starting your campaigns. That will allow you to really scale it up and get to that 50+ calls/month mark sooner.

Always keep the warm up inbox on - never turn it off.

Making sure everything is set up correctly

Before starting your campaigns, you want to make sure the domain and email set up is done correctly.

For domains, use [SPF & DKIM check](#).

For testing email spamminess, use [Mail Tester](#).

If something's wrong, go back and quickly fix it :)

Leads & Targeting

Finding leads is easy, the harder part is knowing exactly which kinds of leads are the best. We approach it based on case studies. Who are the people who have gotten the most value out of your service? And who in that company is in charge of dealing with your offering (CEO, CMO, etc.)

If you don't exactly know who to target just try different options until you find a targeting & email combo that works. Then just get as many similar leads as possible.

Getting Leads (10 mins) - DIY

Apollo: <https://www.apollo.io/>

They have a huge database of B2B leads and you can filter them with tens of filters like revenue, employee count, niche, tech stack etc.

- + Great Database

- + Great Filters

- The main plan allows you to export 25 leads at a time.

Cleaning Leads (5 mins) - DIY

<https://www.zerobounce.net/> or <https://neverbounce.com/>

Sourcing Already Qualified Leads From VA - DFY

This will save you the time and headache of sourcing 10k leads every month yourself then having to verify them lol. Just hire a VA to do this process for you and this usually costs up to \$0.30 cents per qualified lead. 10k leads per month DFY will cost you up to \$3k but since this is paid in bulk you could probably get a deal for around \$1.5k per month totally DFY. (This is ROI justified and 110% worth it. The math proves this case). You do you.

Generate Personalized Cold Email First Lines In Seconds

If you want to instantly 10x your reply rates and booked call rates then make sure you're sending personalized first lines for every lead you contact. This can take you hours of time and it can get expensive even with a VA as you scale your outreach so sign up for a free trial for [Nureply](#) which is an AI platform that lets you upload a list of your own first lines that you absolutely love and generates personalized first lines based on your voice so it's totally congruent to the rest of your email. Then, you can upload a CSV of your entire lead list and it instantly scrapes their company website and generates up to 5 unique personalized first lines that you can use for your cold email icebreaker! It takes seconds and you can then download the first lines in a CSV

and drop it into Instantly or Lemlist for example. (Plus the throughput is faster and accuracy is higher too compared to alternative tools)

Sign up for a free trial here and you won't go back: <https://nureply.com/>

Connecting Email Accounts (10 mins)

Simply connect all your emails with [Instantly](#) or an email sending software of your choice.

Uploading Leads (1 min)

Just upload all the leads from [Nureply](#) via CSV.

Setting Up The Sequence (5 mins)

Email Copy

If you don't have your own stuff then get ideas from:

Here are a bunch of great [cold email sequences](#) from Lemlist users.
Here's another list of [cold email templates](#) from Hunter.io

For the personalized first lines we recommend [Nureply](#) :)

We use a 4 step sequence.

Scheduling (1 min)

Here just start with work-hours in the time zone where your leads for this campaign are located at. We use New York Office Hours - Mon-Fri 9am-5pm EST.

Stop sending emails on reply - Stops the sequence for the user who has replied. This is recommended.

Daily Sending Limit - We recommend sending max 50 emails a day for best results.

That's it. Now you can launch your campaign.

Congrats! Instantly will start sending out emails every day automatically and you just need to keep an eye on the campaigns.

Benchmarks

We want to hit:

50% Open Rate

1% Meeting Booked Rate

If the open rate is lower, try a different subject line and make sure your emails are not getting stuck in spam. If they are in spam, pause the campaign for a couple of days and let the warm-up run until you're out of spam.

If the meeting booked rate is lower, change your email copy and/or targeting. It can take a couple of different tests until you find a working combo.

Scaling Up

Scaling up is super easy. Just create more domains/email accounts, and add them to your campaign and increase the daily sending limit.

Feel free to send this tutorial to VA's and just have them set up as many domains and emails as you need.

That's it. Thanks for learning and now it's time to start executing.

Always happy to hear from you what you think we can improve to make this system even better/cheaper/quicker.

If you have any questions or want us to automate your personalized first lines to help you instantly increase your meeting booked rates and reply rates then sign up for a free trial to our AI platform below:

⇒ [Instantly increase your cold email reply rate using Nureply](#) ⇐

PS: If you liked this tutorial feel free to share it with your friends.