

— OUTBOUND · MONTHLY PROGRAM

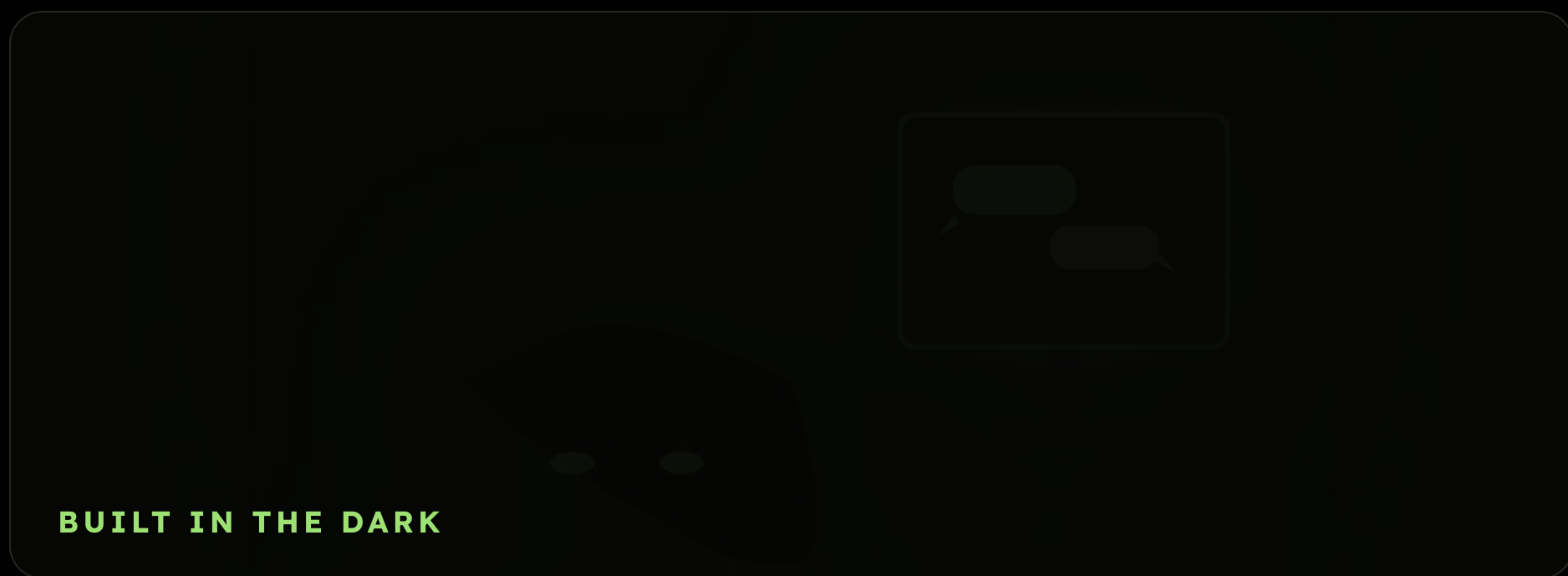
Cold email, done properly.

Infrastructure and creative are two different jobs. We run dedicated sending domains, monthly subdomain rotation, custom warmup software, and DNS audits — the layer that decides whether good copy ever reaches an inbox.

— HOW IT WORKS

What runs on every engagement

Not add-ons or a higher tier — the infrastructure layer that makes the copy layer worth writing.



1

Dedicated sending domains

Outreach never sends from your primary domain. Reply-to and redirect back to where you actually work.

2

Monthly subdomain rotation

Sending subdomains rotate on a schedule so one bad signal never sinks a domain your business depends on.

3

Custom warmup software

Warmup traffic targets the primary inbox — the signal that actually trains mailbox reputation.

4

DNS & deliverability audits

SPF, DKIM, and DMARC checked before a single send, then rechecked on the rotation schedule.

5

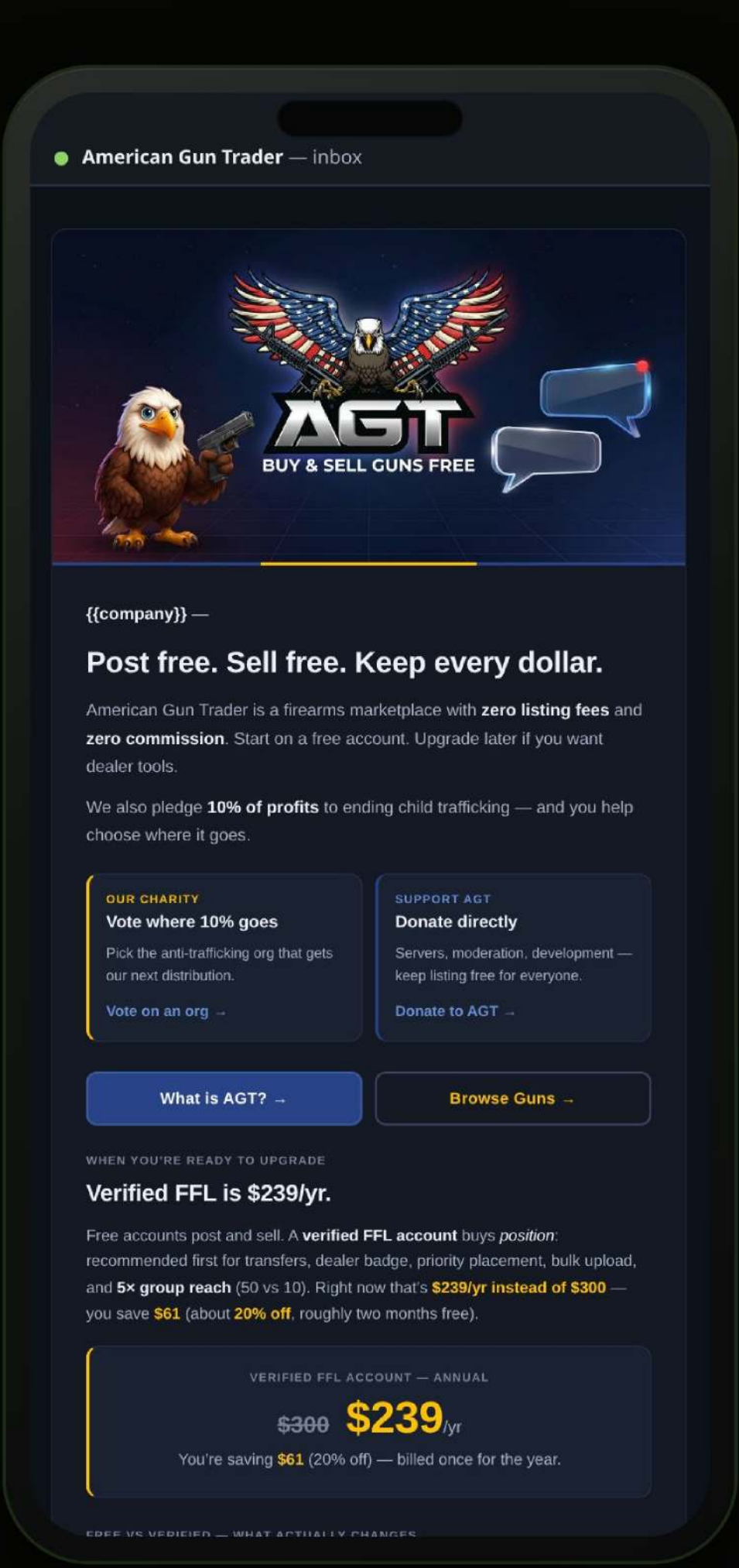
Body optimization & list hygiene

Copy tuned against reply data; lists verified and bounce-pruned before they touch a warmed domain.

— WHAT THEY SEE

This is the email, on a phone.

A live American Gun Trader campaign — the same format we send for every cold-email engagement. Primary inbox, not a flyer dump.



LIVE CAMPAIGN — EXAMPLE

— PAIRS WELL WITH

Launch-day demand stack

Outbound works best alongside search visibility and a solid entity foundation — especially for new software products.

SEO

Starter SEO

Search Console-driven content, EEAT, and schema — inbound and outbound running together from launch.

From \$900 / month



60-Min Jurisdiction Consult

Entity structure and residency before you scale outbound — \$119, one focused hour.

\$119 · one session



60-Min Software Development Consult

Scope the product, get a rough quote, and map the build before growth programs start.

\$119 · one session

— START OUTBOUND

Reach inboxes, not spam folders.

shadowsoftware.com/m/inv-cold-email-outreach-monthly

◆ Full services catalog on shadowsoftware.com/catalog