XEVOLUTION — FREE FILES

The six sending files, and a sample.

Six pages from the same working set, plus one before-and-after sample so you can judge the writing before reading the rest. No price, no sign-up, no tracking, no email asked for. Read whichever one matches the problem in front of you today.

The Target List Standard

Read before you buy or build a list: the five fields every row needs, the disqualifiers that save money, the sizing maths.

The 90-Day Sending Calendar

The volume ramp with week zero included, plus the failure table. This is the file that stops a fresh domain being burned in three days.

Permission and Compliance Sheet

The three questions before an address joins a list, the unsubscribe rule, what a purchased list really costs, the records to keep.

Inbox Triage Decision Tree

One branch per kind of reply, the action for each, three timing rules and the filing tags.

Objection Library

The twelve replies that actually come back, each with an answer you can paste and one line of reasoning.

Failure Runbook

The five-step diagnostic order for the day a send goes sideways, then the ordered moves for each failure.

Sample: three cold emails, before and after

Not an excerpt. Three real cold emails shown twice, with the plain reason each rewrite works. Start here if you want to see the writing.

Everything in this document prints and reads as-is. If you want to check whether any of it applies to your own setup, write to support@xevolution.biz.

The Target List Standard

Most outreach that fails was decided before the first email ever went out — on the list. This is the standard I hold a list to, given here in full. It is file 01 of seven in The Outreach Operating System. There is no price on this page and nothing to sign up for.

> If you cannot write down the exact page where an address appeared, it is not a lead — it is a guess. Delete it.

The Outreach Pack writes the email. This is where you get the addresses, and what makes an address legitimate enough to send to without harming your domain.

THE ONLY KIND OF LIST WORTH BUILDING

A legitimate address is one the business **published itself, on purpose, for exactly this**:

- A mailto: link or a contact form address on the business's own site.
- A named person's address in a team page, staff directory, about page, or signature.
- An address printed in a document the business distributes (proposal, deck, price sheet).
- An address a person gave you directly: conference list, reply to your post, a referral.

Every one of those has a **source URL you can log**. If you cannot write down the exact page where the address appeared, it is not a legitimate address, it is a guess. Delete it.

WHAT NEVER GOES ON YOUR LIST

SOURCE	WHY NOT
A purchased list	You did not obtain consent, the addresses are stale or trap-laden, and one spam-trap hit can blackhole your domain for months.
A scraped dump of a directory	The address was published for people to look up an individual, not to receive bulk mail. High complaint rate.
An address guessed from a pattern (firstname@domain)	Bounces. Enough bounces and the provider throttles you, then blocks you.
Any list a vendor sold you as "opted in"	You cannot show the opt-in. In the US you carry the burden of proof.
An address from a role inbox you never verified	info@ often does not exist. Verify it first (see below).

BUILD ORDER (DO IT IN THIS ORDER, NOT THE REVERSE)

1. **Define the buyer in one sentence.** Not "SMBs" — "owner of a 5-to-40-person B2B services firm that already sends cold email and complains it does not work."
2. **Pick three sources you can search.** Company registry, a niche directory, LinkedIn search, conference attendee pages, "powered by" footers. Three, not ten.
3. **Gather 40 to 60 raw rows** into a spreadsheet with these exact columns: company · domain · person · role · address · source_url · date_found · verified · notes.
4. **Verify every address before it enters the send list.** Look the domain up on its own site and confirm the address appears; if you have a verifier available, run it and drop anything that is not valid. A 5 percent bounce rate is a warning; 10 percent is an emergency.
5. **Dedupe on the domain, not the address.** Two people at one company are one company. Send to the one who owns the problem.
6. **Log the source URL for every single row, no exceptions.** When someone asks "how did you get my address", the answer is a URL you can paste, not a shrug. This one habit is the difference between outreach and spam.

SIZING, HONESTLY

- **A first batch is 20 to 30 sends, not 500.** You are learning whether the offer lands, and a small batch is reversible.
- **Expect 40 to 60 percent of a raw list to survive verification.** Plan to gather roughly twice what you intend to send.
- **A hundred good rows beats a thousand scraped ones**, always, at every volume.

THE LINE NOT TO CROSS

If gathering the list requires you to do something you would not want done to your own inbox, stop. That instinct is the whole compliance standard compressed into one sentence.

File 01 of seven. Quoted in full from *The Outreach Operating System* by Xevolution. No tracking, no email capture, no expiry — save it, print it, keep it next to whatever you send from.

The other free files: the 90-Day Sending Calendar and the inbox triage decision tree start at **/free**; the Objection Library is at **/free/objection-library**, the Permission and Compliance Sheet at **/free/permission-and-compliance-sheet**, and the Failure Runbook at **/free/failure-runbook**. Questions about your own setup: support@xevolution.biz

The 90-Day Sending Calendar

The single thing most likely to get a new cold sender blocked is volume, not copy. This is the shape that keeps a fresh domain alive: what to send, to how many, on which day, and what to do the moment a number moves the wrong way. It is one of seven files in The Outreach Operating System. This one is yours to keep and to pass on.

Before anything else: do not send cold mail from your main domain. A separate domain costs about the price of a domain, and if it burns your business mail survives.

> Six rules come first. They are not optional and they are cheaper than a burned domain. If you are already sending and have not done these, stop and fix them before reading the calendar.

SIX RULES BEFORE THE CALENDAR

1. **Send from a separate domain, never your main one.** If it burns, your business mail survives.
2. **Warm up for two weeks before the first cold send.** Real conversations, 10 to 20 a day, growing — see week 0 below.
3. **Authenticate first.** SPF, DKIM and DMARC must be live and passing before day one. If you have not done this, stop and do the audit (B1 in the Outreach Pack) now.
4. **One send per day per address, and never more than 30 in a day on a new domain** for the first 30 days.
5. **Weekends off.** Business mail on a business day looks like business mail.
6. **Stop the moment any bounce rate hits 5 percent or a spam complaint appears.** Diagnose before you send again.

WEEK 0 — WARM-UP, NO COLD MAIL

DAY	SEND	TO WHOM	PURPOSE
1-3	10/day	Your own accounts	Opens, replies, forwarding. Teach the domain it is used.
4-7	15/day	Colleagues, real conversations	Genuine two-way mail. Do not automate this.
8-10	20/day	Existing contacts	Anything real. Reply to replies.

Two weeks of ordinary mail, then cold send. Skipping week 0 is the most common way a good list gets burned in the first three days.

IF SOMETHING BREAKS

SIGNAL	FIRST MOVE	SECOND MOVE
Open rate drops below 20%	Check authentication still passes	Change subject lines (A5), not the body
Bounce rate above 5%	Stop sending to new rows	Re-verify the whole list before the next batch
A complaint appears	Remove that person permanently, same hour	Cut daily volume by half for a week
Replies stop cold	Read the last twenty sent emails out loud	Rewrite the first line of the opener

Every number above is a ceiling, not a target. The calendar you follow on a bad week is the one that keeps you sending next month.

This is file 02 of seven. Everything on this page is quoted from *The Outreach Operating System* by Xevolution. No tracking, no email capture, no expiry — save the file, print it, hand it to someone who needs it.

The other free files: **/free/target-list-standard** (where a list that will not burn actually comes from), **/free/inbox-triage-decision-tree** (what to do with each kind of reply), **/free/permission-and-compliance-sheet** (the three questions before any address joins a list), **/free/objection-library** (twelve replies that come back, with an answer you can paste) and **/free/failure-runbook** (what to change first when a send goes sideways).

Questions about your own sending setup: support@xevolution.biz

The Permission and Compliance Sheet

Every rule below exists because one of two things happens to small senders: a burnt domain, or a complaint you cannot answer. Neither is a copywriting problem. This is the sheet I check a list against before a single email goes out. It is file 03 of seven in The Outreach Operating System, given here in full. It is not legal advice and it does not replace a lawyer.

> All three questions must be yes before an address joins a list. One no is the whole answer.

Plain English. This is not legal advice and it does not replace a lawyer. It is the working standard that keeps you out of the two failures that actually end small outreach operations: a burnt domain and a complaint you cannot answer.

THE THREE QUESTIONS THAT DECIDE EVERYTHING

Before any address goes on a list, all three must be yes:

1. **Did the business publish this address itself?** If yes, you have a source URL. Log it.
2. **Would I be comfortable if this exact email arrived in my own inbox?** If no, stop.
3. **Can I tell the recipient, in one line, where I got their address?** If no, stop.

Rules you cannot buy your way around, in the US (CAN-SPAM), the EU/UK (GDPR + PECR), and Canada (CASL) all point the same direction for a small sender:

WHAT MUST BE TRUE OF EVERY COMMERCIAL EMAIL

REQUIREMENT	WHAT IT LOOKS LIKE IN YOUR MAIL
Accurate sender identity	Your real name, your real business, a real reply address that a human reads
Truthful subject line	No "Re:" on a first touch, no fake forwarding, no invented urgency
A physical address	A real postal address in the footer, or a registered PO box
A working opt-out	One clear way to say stop, honoured within 10 business days — do it same day
No deceptive routing	The from-domain must match the business you claim to be

For a first cold touch, keep it short, identify yourself and the business, say why you are writing to that specific person, and give the opt-out line. That is the whole standard in one paragraph.

THE UNSUBSCRIBE, EXACTLY

- Any clear request counts: "stop", "remove me", "take me off", "not interested, don't contact again". You do not get to require a magic word.
- **Suppression is permanent.** Keep a file of every address that said stop and check every new batch against it, forever. Removing someone from one list and re-adding them from another is the single most common compliance failure among small senders.
- Honour it the same day. Waiting is not a permitted interpretation.

WHAT A "PURCHASED LIST" REALLY COSTS

You are not buying addresses. You are buying the right to be accused. Purchased lists carry spam traps — addresses that exist only to catch bulk senders. One trap hit can put you on a blocklist, and a blocklist entry takes weeks to remove and cuts off real mail, including invoices and password resets. The economic argument alone settles it: a $50 list can cost you a domain worth more than the campaign.

GDPR, IN ONE PARAGRAPH

If you are mailing into the EU or UK, a business address is still personal data. You need a lawful basis; for B2B cold outreach the usual one claimed is legitimate interest, and it holds only if the message is relevant to that person's job, minimal, and offers an easy opt-out. If your message would read as irrelevant to them, the basis is not there. Do not mail consumer addresses on legitimate interest.

RECORD KEEPING

For each batch, keep for two years:

- The list as sent (addresses + source URLs + date gathered)
- The exact message sent and the date
- The suppression file as of that date
- Any complaints received and what you did

Four files. If a complaint ever escalates, this is the difference between a misunderstanding and a problem.

THE ONE-LINE STANDARD

Send to people who could reasonably expect to hear from a business like yours, tell them the truth about who you are, and make stopping effortless. Everything above is that sentence with paperwork attached.

File 03 of seven. Quoted in full from *The Outreach Operating System* by Xevolution. No tracking, no email capture, no expiry — save it, print it, hand it to whoever owns the list.

The other five free files: **/free** (90-Day Sending Calendar), **/free/target-list-standard** (Target List Standard), **/free/inbox-triage-decision-tree** (Inbox Triage Decision Tree), **/free/objection-library** (Objection Library) and **/free/failure-runbook** (Failure Runbook).

Questions about your own setup: support@xevolution.biz

The Inbox Triage Decision Tree

A reply lands. You have about an hour before answering it feels like a form letter. This is the tree I use: one branch per kind of reply, one action per branch, and the three timing rules that matter more than the wording. It is file 04 of seven in The Outreach Operating System. This one is yours to keep, print, and pass on.

> Classify in five seconds, then act. Re-reading a hostile reply three times is how a good prospect becomes a complaint.

A reply arrives. You have about one hour before it feels like a form. Open this, find the branch, do the action. One page per branch.

STEP 0 — BEFORE YOU READ IT

Classify it in five seconds, then act. Do not re-read a hostile reply three times.

THE REPLY IS…	BRANCH
Auto-reply / out of office / bounce	A
"Not now" / "not this quarter" / "too busy"	B
"We already have someone" / "we do it in-house"	C
"Send me some info" / a question about price or scope	D
"Yes, let's talk" / a calendar suggestion	E
Angry, "how did you get this", "stop emailing me"	F
Anything you cannot classify	G

A — AUTO-REPLY

Do: nothing, except note the return date. Put the address back in the queue for 3 days after that date, in the same thread. **Do not:** reply to it. Replying to an out-of-office is how a thread becomes

noise.

B — NOT NOW

Do: one line back — "Understood. I'll leave it there and check back after [their date]." Then put it in the 60-day file with the date they named. **Do not:** ask "when would be a better time?" That is the question they already answered. **If they named no date**, the check-back is 90 days, one email, then archive.

C — WE ALREADY HAVE SOMEONE

Do: acknowledge it in one line and make **one** non-pushy offer: "If that ever changes, or if you want a second pair of eyes on deliverability before your next campaign, I'm here." **Do not:** argue, compare, or trash the incumbent. Ever. That reply gets screenshotted.

D — SEND ME INFO

Do: answer the actual question asked, in the body of the email, in under 150 words. Then one line: "Want me to send the one-page version you can forward?" **Do not:** send a PDF deck to someone who asked a question. Answering the question is the demo.

E — YES, LET'S TALK

Do: within the hour, offer **two specific slots** with a timezone, plus "or send me a time that works". Confirm in the calendar yourself. **Do not:** send a booking link as the first response. A link is a wall; two times is a decision.

F — ANGRY, OR "HOW DID YOU GET THIS"

Do: answer in one line, truthfully, with the source: "Your address is published on yoursite.com/contact. I've removed you and you won't hear from me again." Then remove them permanently and record it. **Do not:** explain your process, defend cold email, or ask them to reconsider. The only goal is to end the conversation cleanly. One reply, then silence.

G — UNCLASSIFIABLE

Do: reply with one honest sentence that names what you think they meant and asks a single yes/no question. If the reply is hostile in any way, treat it as **F**.

THE THREE TIMING RULES

1. **Reply within one business day; within one hour for branch E.** Speed is the only thing in outreach that reliably converts.
2. **Never send two emails in a row without a reply from them.** Follow-up sequences are scheduled, not reactive.
3. **One thread.** Never open a new subject line to the same person about the same thing.

THE FILING THAT MAKES THIS WORK

Every reply gets one of these tags, in one place: `auto`, `later:date`, `incumbent`, `info`, `meeting`, `stop`, `unclear`. The `stop` file is permanent and is checked before every future batch. If you keep that one file honestly, you will never have a complaint you cannot answer.

File 04 of seven. Everything on this page is quoted in full from *The Outreach Operating System* by Xevolution. No tracking, no email capture, no expiry — save it, print it, hand it to someone who answers their inbox.

The other five free files: **/free** (90-Day Sending Calendar), **/free/target-list-standard** (Target List Standard), **/free/permission-and-compliance-sheet** (Permission and Compliance Sheet), **/free/objection-library** (Objection Library) and **/free/failure-runbook** (Failure Runbook).

Questions about your own setup: support@xevolution.biz

The Objection Library

Twelve replies that actually come back, each with an answer you can paste. Every answer is under sixty words and ends with a question or a clear next step, so the thread has somewhere to go that is not another pitch. Three of the twelve are refusals you should accept immediately. They are at the bottom and they matter more than the other nine. This is file 05 of seven in The Outreach Operating System, quoted here in full.

> One rule for all twelve: do not sell past the objection. Answer it, then stop.

Twelve replies that actually come back, each with an answer you can paste. Short beats clever: every answer below is under 60 words and ends with a question or a clear next step.

Rule for all of them: **do not sell past the objection.** Answer it, then stop.

1. "Not interested."

> Understood — thanks for the reply. I'll leave you alone. If outreach ever becomes a bottleneck you can't staff, my door's open.

Then stop. Do not add a follow-up. A person who said "not interested" and got one respectful reply remembers that; one who got three does not.

2. "We already work with an agency."

> Fair enough. Out of curiosity, is deliverability ever a fight for them or is that handled? If it ever becomes one, happy to be a second opinion — no pitch.

3. "How much does it cost?"

> Depends on volume and whether you want the sending done or just the system built. For a first project most people start around [your figure]. Want me to put a one-page scope together against what you're actually sending today?

Never quote a number you have not sized against their situation, and never answer price with a link.

4. "We don't have the budget right now."

> That's a real answer, thanks. Two options: I can send you a one-pager you keep for when budget opens, or we check back in [month]. Which is more useful?

5. "Send more information."

See branch D. One paragraph answering them, not a deck:

> Short version: [one sentence on what you do], [one sentence on who it's for], [one sentence on what the first project looks like]. Anything specific you want me to expand on?

6. "How did you get my address?"

> It's published on [page]. I've taken you off my list — you won't hear from me again.

Full stop. Never justify the method.

7. "We're too small for this."

> Actually that's often the case where it works fastest — fewer addresses to warm and you can feel the reply rate in two weeks. Is it volume you're worried about, or the time to run it?

8. "We tried cold email and it didn't work."

> Usually that's one of three things: the domain was never warmed, the list was unverified, or the opener was about us instead of them. Which one was it? Happy to say what I'd change without you hiring anyone.

This is the best reply on this page. Diagnosing for free converts far more than any pitch.

9. "Can you guarantee results?"

> No — and anyone who does is selling you something they can't control. What I can tell you is what I'd measure in the first 30 days and what I'd change if it doesn't move.

10. "Send me a proposal."

> Will do. Two questions so it's not generic: roughly how many contacts would you want per month, and is the sending yours or mine? Proposal by [day], one page.

11. "Who else have you done this for?"

> [Answer truthfully.] If I don't have a public case study to hand you, I say so and offer to walk you through the last build. An invented reference is the fastest way to lose a deal you had.

12. Silence after two follow-ups.

Not an objection, still the most common outcome. The break-up email (A4) closes the loop:

> I'll stop here so I'm not clutter. If this becomes a priority later, one line and I'll pick it back up. Either way — good luck with [specific thing they mentioned].

Then archive for 90 days. Do not re-open it in thirty.

THE THREE REFUSALS YOU SHOULD ACCEPT IMMEDIATELY

1. **Any hostile reply.** One clean removal, no reply after.
2. **Any request to stop.** Permanent suppression, same day.
3. **Any "we're a competitor."** Remove and note it. There is nothing to win there.

WHAT NOT TO DO WITH THIS FILE

Do not paste these verbatim forever — swap in their words, their company name, their actual situation. The library is a shape, not a script. Read it before you reply, then write something that could only have been sent to that one person.

File 05 of seven. Quoted in full from *The Outreach Operating System* by Xevolution. No tracking, no email capture, no expiry — save it, print it, keep it beside your inbox.

The other five free files: **/free** (90-Day Sending Calendar), **/free/target-list-standard** (Target List Standard), **/free/inbox-triage-decision-tree** (Inbox Triage Decision Tree), **/free/permission-and-compliance-sheet** (Permission and Compliance Sheet) and **/free/failure-runbook** (Failure Runbook).

Questions about your own setup: support@xevolution.biz

The Failure Runbook

Something is wrong and you want the one change that fixes it, not a list of twenty things to try. This is the order I work in when a send goes sideways, given here in full. It is file 07 of seven in The Outreach Operating System. There is no price on this page and nothing to sign up for.

> Change one variable, then wait long enough to learn something. Most outreach operations are not broken — they are unread.

Something is wrong and you need to know what to change first. Work the steps in order. Do not change two things at once.

FIRST: IS IT THE MAIL OR THE MESSAGE?

Check in this order, every time:

1. **Authentication passing?** Send yourself a test to a Gmail address and open the original. If SPF, DKIM or DMARC shows fail, stop — nothing else matters until this is fixed.
2. **Any blocklist hit?** Look your sending domain up on a blocklist checker. A listing explains everything downstream.
3. **Bounce rate this batch?** Above 5 percent, the list is the problem.
4. **Delivered but unread?** Open rate below 20 percent, the subject line is the problem.
5. **Opened but no replies?** The body or the offer is the problem.

Only after those five do you get to "the market is tough". That answer is nearly always wrong and it stops you looking.

SYMPTOM: OPEN RATES COLLAPSED

Order of moves:

1. Confirm authentication still passes (mailbox providers break DKIM silently when a DNS record changes).
2. Check whether you changed anything about how you send — a new tool, a new IP, a new domain.
3. Change **subject lines only** (prompt A5). Run two variants, 50/50, one week.
4. If opens do not recover, the domain is tired. Rest it two weeks and send from a second one.

Do not: rewrite the body. Opens are not caused by the body.

SYMPTOM: BOUNCE RATE ABOVE 5 PERCENT

Order of moves:

1. Stop sending to new rows today.
2. Re-verify the entire list. Anything not `valid` comes off.
3. Check the source of the bad rows — usually one directory that has rotted.
4. Restart at half your previous daily volume for one week.

Why it matters: providers measure bounce rate as a reputation signal. Two bad days can cost you a month of warm-up.

SYMPTOM: A SPAM TRAP FIRED / YOU APPEAR ON A BLOCKLIST

Order of moves:

1. Identify the listed address, remove it, and record it as a trap.
2. Find where it came from — almost always a purchased or harvested list, or a list older than a year.
3. Submit a delisting request; be brief and truthful about what you changed.
4. Cut volume by 50 percent for two weeks after delisting and monitor.
5. If it was a purchased list, delete the whole source. Never "clean" it.

SYMPTOM: A CLIENT THREATENS TO LEAVE

Order of moves:

1. Reply the same day and ask one question: what number did not move that you expected to move?
2. Show the data you have — sent, opened, replied, meetings — even if it is bad.
3. Name the single change you would make and a date you would judge it by.
4. Offer to pause billing for the two weeks while it is tested.

Do not: discount to keep them. A discount keeps a client who was already leaving and teaches them the price was never real.

SYMPTOM: REPLIES ARE HOSTILE OR COMPLAINTS ARRIVE

1. Remove the person, same hour, permanently.
2. Stop the batch. Diagnose the list before the next one.
3. Read the last fifty sends for anything that reads as deceptive — a false "Re:", an invented referral, an unclear sender.
4. If there were multiple complaints, cut the volume in half for a month and tighten the list standard.

SYMPTOM: YOU HAVE NO TIME TO RUN THIS

This is the real failure mode and it is not technical. Choose one, in this order:

1. **Cut the volume** to 15 a day. A small consistent operation beats a large abandoned one.
2. **Cut the channels** — one list, one sequence, no A/B testing until it is stable.
3. **Raise the price** on the Run tier so the hours are paid for.
4. **Say no to the next client** until the current one is stable.

The order matters: reducing scope before raising price is how an operator ends up busy and broke.

THE ONE RULE UNDER ALL OF THIS

Change one variable, then wait long enough to learn something. Most outreach operations are not broken — they are unread, because a dozen changes were made in a week and nothing can be attributed. Patience is a technical skill here.

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The other free files: the 90-Day Sending Calendar at **/free**, the Inbox Triage Decision Tree at **/free/inbox-triage-decision-tree**, the Objection Library at **/free/objection-library**, the Permission and Compliance Sheet at **/free/permission-and-compliance-sheet**, and the Target List Standard at **/free/target-list-standard**. Questions about your own setup: support@xevolution.biz

XEVOLUTION · SAMPLE

Three cold emails, before and after

The same three emails most people write, and what they look like after the two changes that matter: one ask, and a reason the reader should believe you wrote it to them.

Nothing here is a template to copy word for word. The point is the shape.

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1. The first touch

BEFORE

```
Subject: Quick question / Partnership opportunity

Hi there,

I hope this email finds you well. I'm reaching out because we help
businesses like yours generate more qualified leads and grow revenue
through our proven done-for-you system. We've worked with many companies
in your space and delivered outstanding results.

Would you be open to a quick 15-minute call this week to explore how we
could add value? I'd also love to send over our case studies and pricing.

Best regards,
[name]
```

- It asks for a call, case studies, and pricing in one breath. Three asks means no ask.
- "Businesses like yours" is the tell that nothing was read before sending.
- No number, no name, no specifics. The reader cannot tell if you are real.
- "I hope this finds you well" spends the only line they will read on nothing.

AFTER

```
Subject: your Tuesday ad — the form behind it

Hi Dana,

Your spring campaign is running two ads into one landing page with a form
that asks for company size before the email. On a phone that is six
fields down before anyone can start.

I strip that down to two fields for a living. Want me to send the
rewritten version of your page — same copy, fewer fields — so you can
look at it and decide?

If it is not useful, say so and I will not write again.

— [name], [link]
```

- One ask, and it is small enough to answer with a yes.
- The first two lines could only have been written to that person.
- An exit line that is honest. It usually raises the reply rate, and it costs nothing to mean.
- There is a real link, so they can check you exist without replying.

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2. The follow-up nobody answers

BEFORE

```
Subject: Following up

Hi,

Just following up on my previous email. Wanted to make sure this didn't
get lost in your inbox. Let me know if you're interested.

Thanks!
```

- It contains no new information, so there is no reason to open it.

- It puts the work on the reader: "let me know".

AFTER

```
Subject: one more thing about the form

Dana — one addition, then I will stop.

The accounts that lose money on Meta are almost never losing it at the
ad. They lose it at the handful of fields between the click and the
calendar.

Your page has six of those fields. Two of them can go today.

Want the rewrite?
```

- New information, not a nudge.
- A specific, checkable claim instead of an adjective.
- It names the end: "then I will stop." That is credibility, not weakness.

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3. The one that closes

BEFORE

```
Subject: Re: our call

Great talking to you! As discussed, I've attached our proposal. Our
pricing is flexible depending on scope. Let me know your thoughts and we
can move forward.

Looking forward to working together!
```

- "Pricing is flexible" reads as "I have not decided what this costs."
- No next action, no date, no named owner of the next step.
- "Looking forward to working together" assumes a decision they have not made.

AFTER

```
Subject: the two options from today

Dana, as promised — two ways to do this, and the honest difference
between them.

Option A: I rebuild the form and the landing page. $600, five working
days, one revision.

Option B: I do A and run the ads myself for 30 days. $1,200 plus ad
spend, and I report every Friday whether it worked.

If you want B, I need your Meta account access by Thursday to keep the
five-day start. If neither is right, tell me which part is wrong and I
will say whether I can fix it.

— [name]
```

- A price, a date, and a definition of done.
- Two options instead of one, so the decision is "which", not "whether".
- The close is a real constraint, not pressure: access, or the date moves.
- An invitation to say what is wrong. That is what gets an honest reply.

What actually changed

- One ask per email, phrased so a yes is cheap.
- One specific, checkable fact in the opening lines — proof you looked.
- A price and a date wherever money is being discussed.
- A real exit. Every email that says "tell me to stop" is an email that can be trusted.

All three rewrites are written to a business owner, not to a marketer. If your buyer is a marketer, the specifics move from the form to the numbers, but the shape does not change.

Written by the agent system behind Pack 1. Questions: support@xevolution.biz · xevolution.biz
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