



The Ability Email Outreach Engine

1,000 human-quality cold emails a day, built to reach the inbox and turn replies into meetings, scopes and clients.

Master plan | 16 September 2026

22

sending domains

44

inboxes

28

emails per inbox

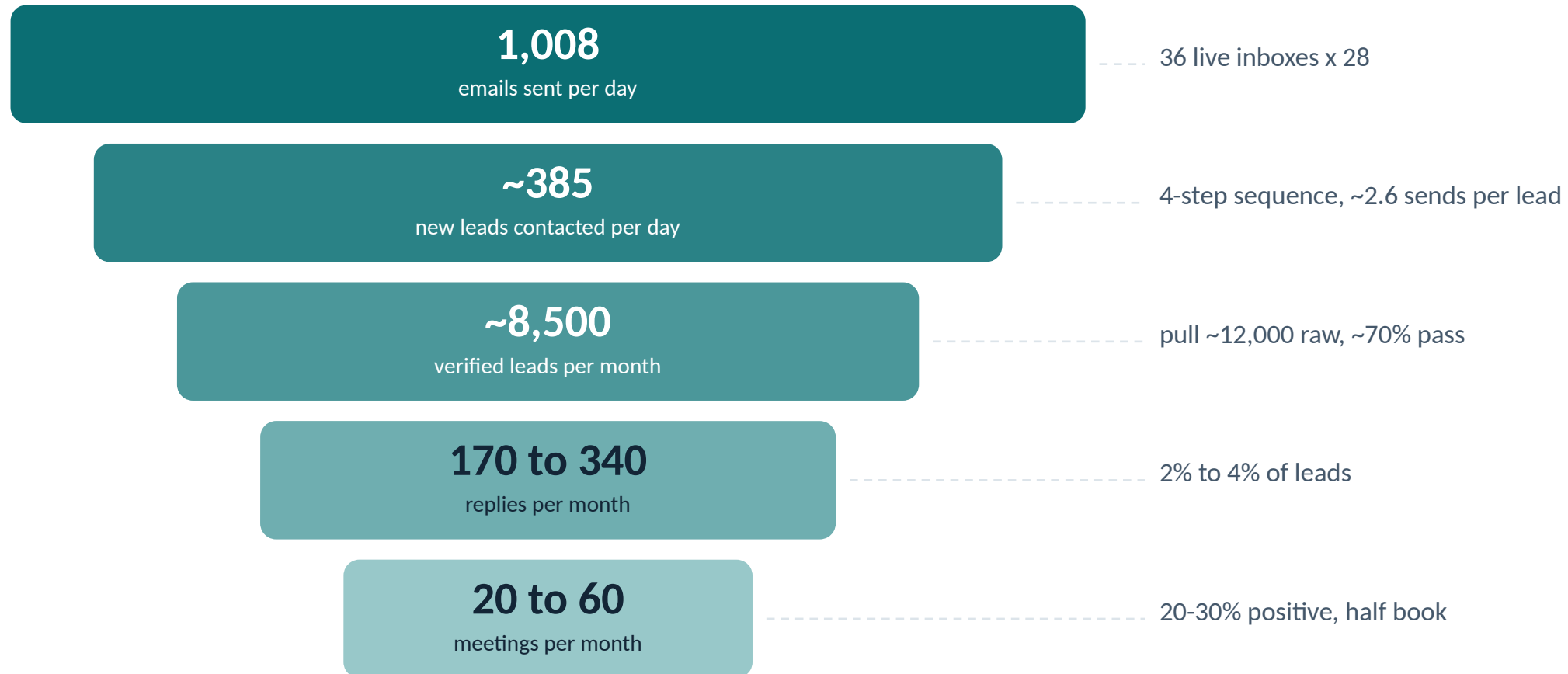
1,008

emails per day



What 1,000 emails a day produces

Planning math per business day and per month. Reply and meeting figures are assumptions to replace with real data after 5,000 sends.



Five pillars hold the whole system up

Every decision in this plan maps to one of your five pillars.



01

Domain

Brand domain protected.
22 lookalike sending
domains that redirect to
abilityglobal.io.



02

Email servers

Native Microsoft 365 and
Google Workspace
inboxes, matched to the
recipient's provider.



03

Content

Plain text, researched first
line, spintax and 3 to 4
angle variants per step.



04

Sending behavior

28 per inbox, recipient
working hours, random
gaps, daily jitter, rotation.



05

Deliverability protocols

SPF, DKIM, DMARC, 4 test
gates, daily monitoring
and auto-pause rules.

Keep the architecture, fix five things

Your model is how serious outbound teams run in 2026. These changes make it survive at 1,000 a day.

KEEP

- 25 to 35 per inbox (default 28)
- 2 inboxes per domain
- Apollo + Claude + Apify for leads
- MillionVerifier + NeverBounce
- PlusVibe sequencer with warmup
- Rotation and spintax
- Test runs before campaigns
- Replies, follow-ups, meetings, scope

CHANGE

1

Never cold email from abilityglobal.io

It stays for clients, meetings and proposals

2

Turn on DKIM first

The main cause of spam today

3

Mix Microsoft and Google inboxes

Your buyers mostly use Microsoft

4

Earn the 1,000

3 weeks warmup, 3 weeks ramp

5

Apify for signals only

Do not scrape Apollo; use its connector

abilityglobal.io today

Live DNS lookups, 16 Sep 2026. What Gmail and Outlook see when your mail arrives.

NOTE DNS host Cloudflare Registered at GoDaddy, but edit records in Cloudflare	PASS MX Microsoft 365 Mail hosted correctly
PASS SPF outlook include, ~all Valid and lean	FAIL DKIM Not enabled No aligned signature. Main cause of spam placement
WEAK DMARC p=quarantine Reports go to a GoDaddy address nobody reads	ADD MTA-STS / TLS-RPT Missing Trust signal for banks and enterprise
LATER BIMI Missing Logo in inbox, optional after 45 days	CHECK Blocklists SURBL clean Confirm Spamhaus on MXToolbox

Five moves to a 10/10 brand domain

Owner: Microsoft 365 admin + Cloudflare login. Target: DMARC at reject within 45 days.



```
selector1._domainkey CNAME selector1-abilityglobal-io._domainkey.<tenant>.<x>-v1.dkim.mail.microsoft
_dmarc TXT "v=DMARC1; p=quarantine; rua=mailto:<your-monitor>; adkim=r; aspf=r; fo=1"
```

Protect the brand, send from satellites

Cold volume never touches abilityglobal.io. Interested prospects move to it for meetings and proposals.



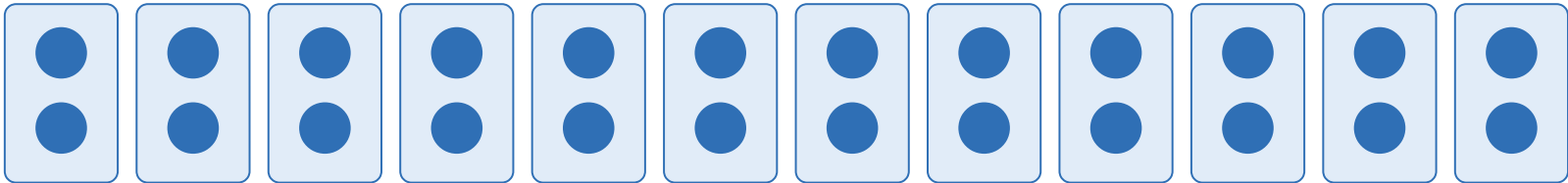
22 domains x 2 inboxes = 1,008 emails a day

Each square is a domain; each dot is an inbox sending 28 cold emails a day.

Microsoft 365 pool

24 inboxes | 672 / day

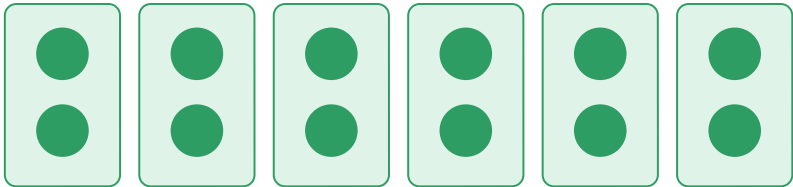
Banks, CISOs, enterprise, Proofpoint and Mimecast recipients



Google Workspace pool

12 inboxes | 336 / day

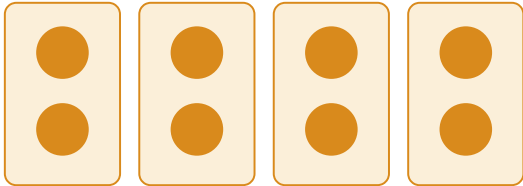
Startups, SaaS, SMBs on Google



Warm reserve

8 inboxes | warmup only

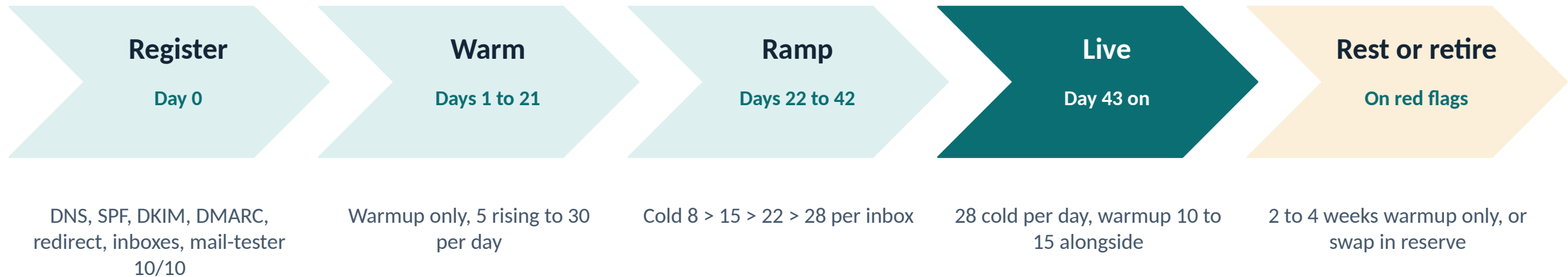
Swapped in within 24 hours if a domain is paused



36 live inboxes x 28 per day = 1,008 emails per business day. Split rebalanced from real MX data after the first 5,000 leads.

Every sending domain follows the same path

Warmup never switches off. Red flags send a domain back to rest, or out of rotation.

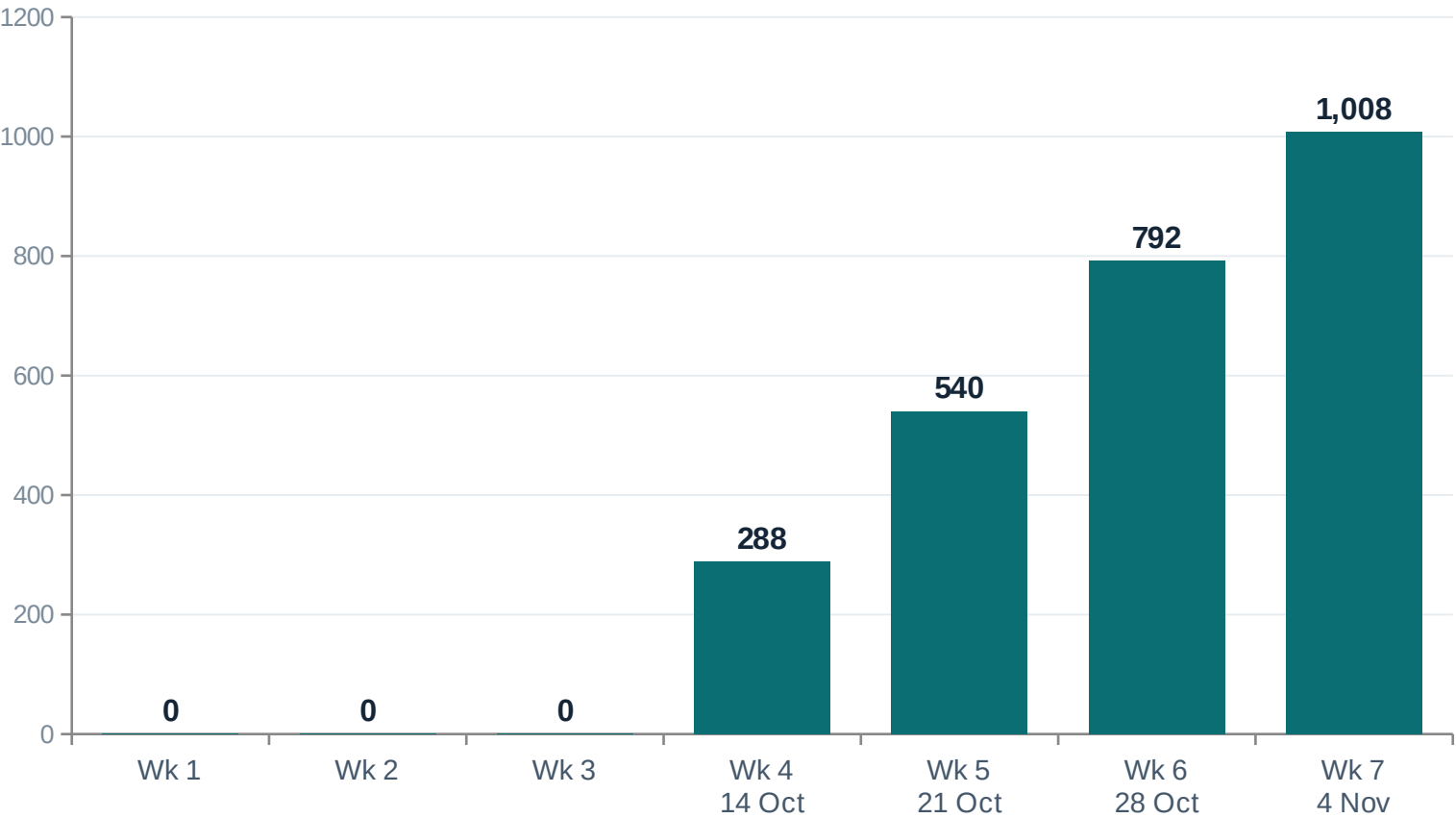


Red flags that trigger rest

Bounce above 3% in 24h | Placement under 70% | Gmail spam rate above 0.1% | Major blocklist listing (retire)

From zero to 1,008 a day in seven weeks

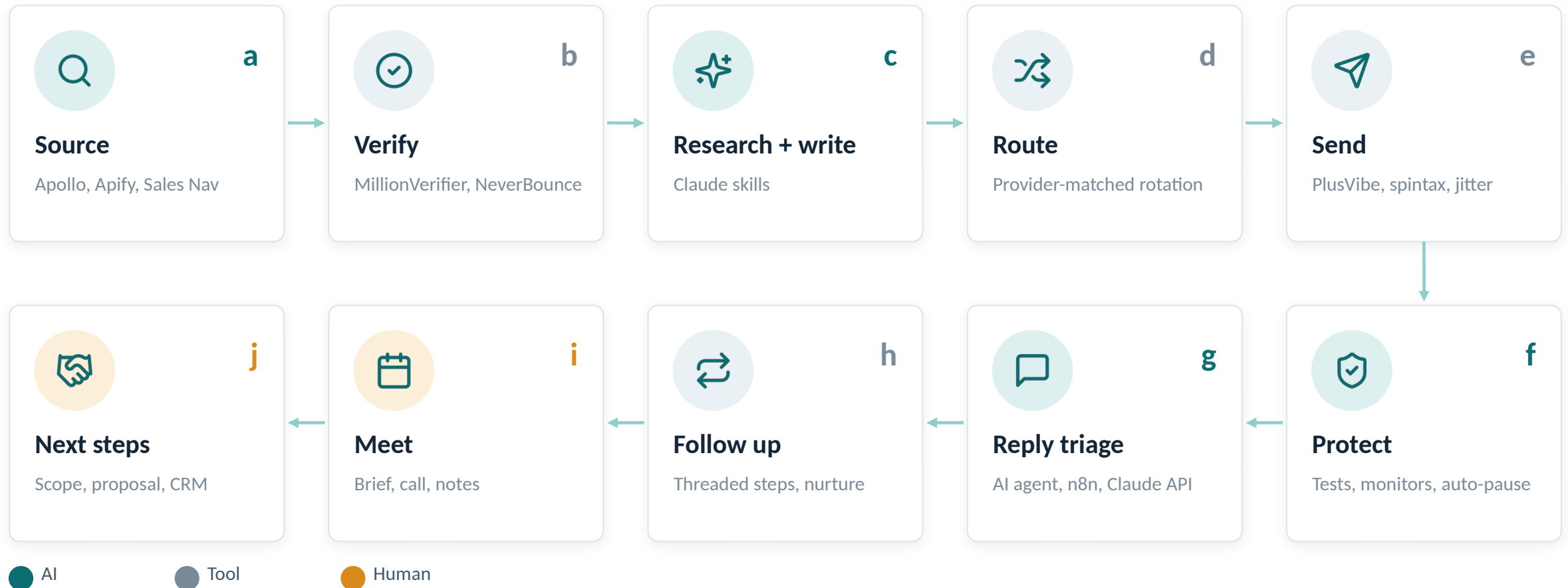
Each step up happens only if the previous week passed every KPI. A failed week repeats.



Weeks 1 to 3	Warmup only
Week 4	8 per inbox
Week 5	15 per inbox
Week 6	22 per inbox
Week 7 on	28 per inbox

Ten stages, one pipeline, one record per lead

Your a to j, each with a clear owner. Teal = AI, grey = tool, amber = human.



One tool per job, stacked in layers

Chosen for deliverability, cost at 1,000 a day, and whether Claude can connect to it.

	Meetings and pipeline	HubSpot Cal.com Teams or Fireflies transcripts
	Automation glue	n8n webhooks Claude API for real-time reply triage Slack alerts
	Sending	PlusVibe Business: warmup, rotation, spintax, unibox, AI replies, inbox tests, MCP
	Inboxes and domains	Mailscale: native Microsoft 365 + Google inboxes and test runs Cloudflare DNS
	Verification	MillionVerifier bulk > NeverBounce on catch-all and unknown mail-tester scores
	Data and signals	Apollo (Claude connector) Claude + Apify scrapers Sales Navigator



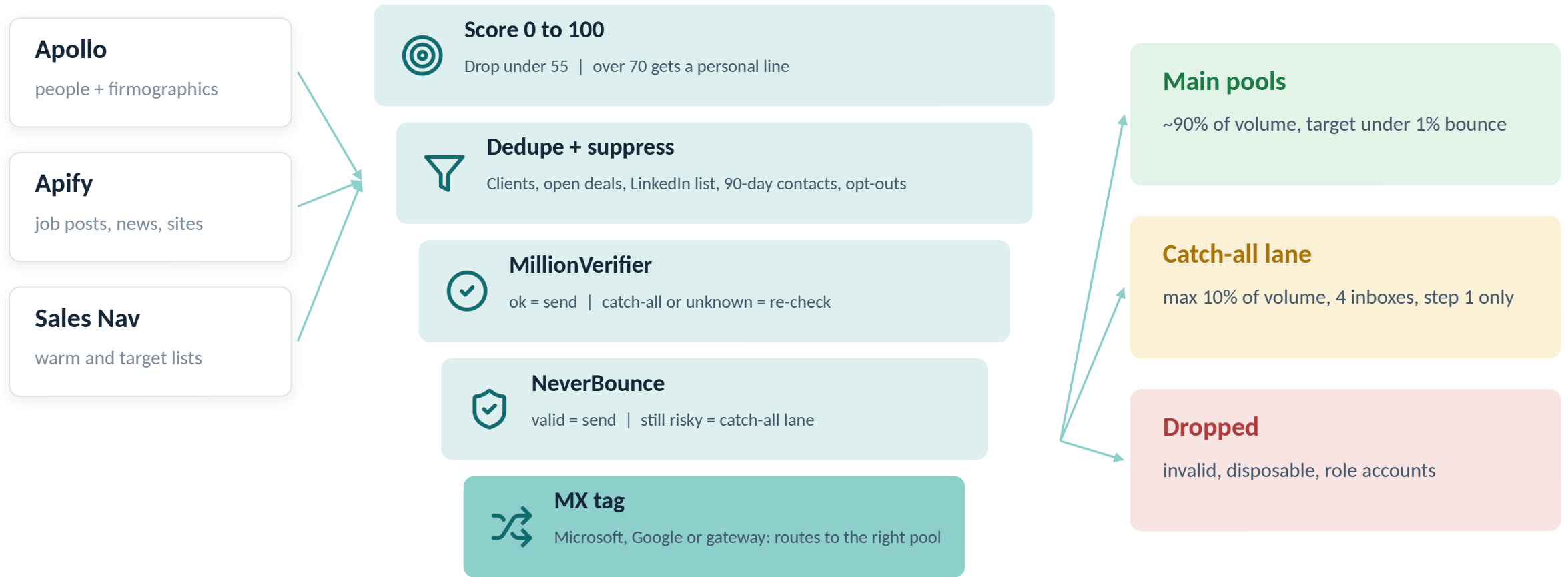
Claude layer

Runs across every layer

- Scores and researches leads
- Writes variant copy
- Tags mail providers
- Triages and drafts replies
- Briefs meetings
- Drafts scopes and proposals
- Daily health reports

From 550 raw contacts to 385 sendable leads a day

Sources feed a scoring and hygiene funnel before a single email is written.



Anatomy of an Ability cold email

Plain text, short, specific, one question. Every string varies so no two emails match.

Subject: `{{company}}` `{AI hiring|AI roles}`

`{Hi|Hello} {{first_name}},`

`{{personal_line}}`

`{Most teams we speak with|A lot of CTOs} find the hard part is keeping delivery moving while AI roles sit open.`

`Ability builds dedicated AI and engineering teams that {work your hours|overlap with your day}.`

`{Would it be useful|Worth a quick look} to see how that could work for {{company}}?`

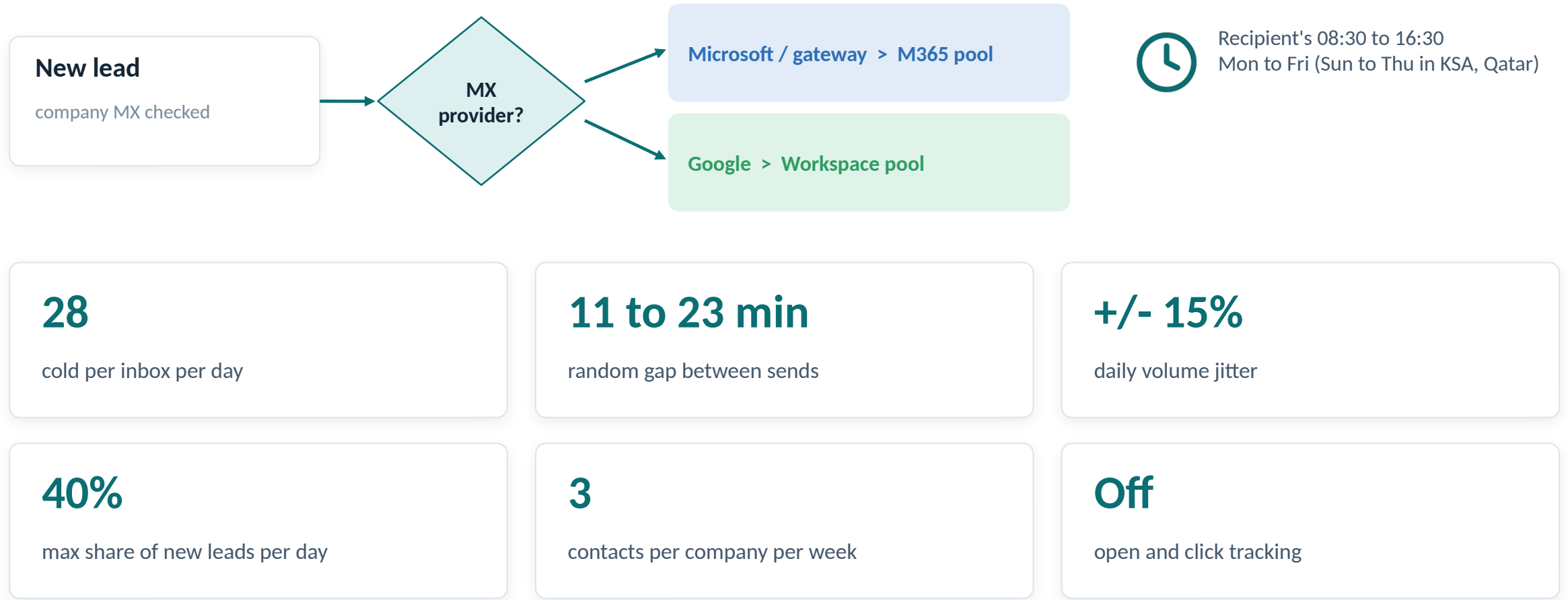
`{Sender name} | {Title}, Ability | office address`
`If this isn't relevant, reply "no thanks".`

- 1 Subject 2 to 5 words, lower case, like a colleague
- 2 Personal line from a real signal (score over 70)
- 3 Their problem, not our services list
- 4 One concrete outcome, no hype words
- 5 One question. No link, no calendar in step 1
- 6 Plain signature + address + opt-out line

Never: images, attachments, tracking pixels, "offshore", "outsourcing", "cheap", "free", exclamation marks, em dashes.

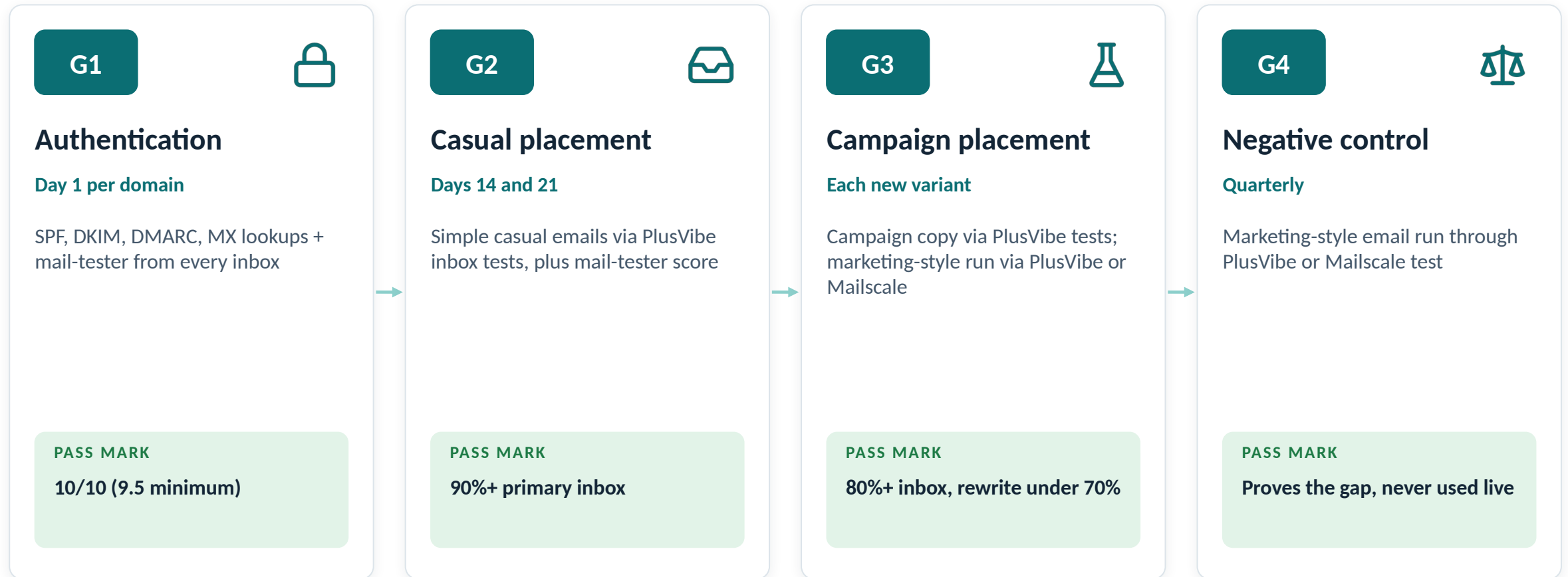
Look like a person, not a machine

Provider matching plus human rhythms: working hours, uneven gaps and daily variation.



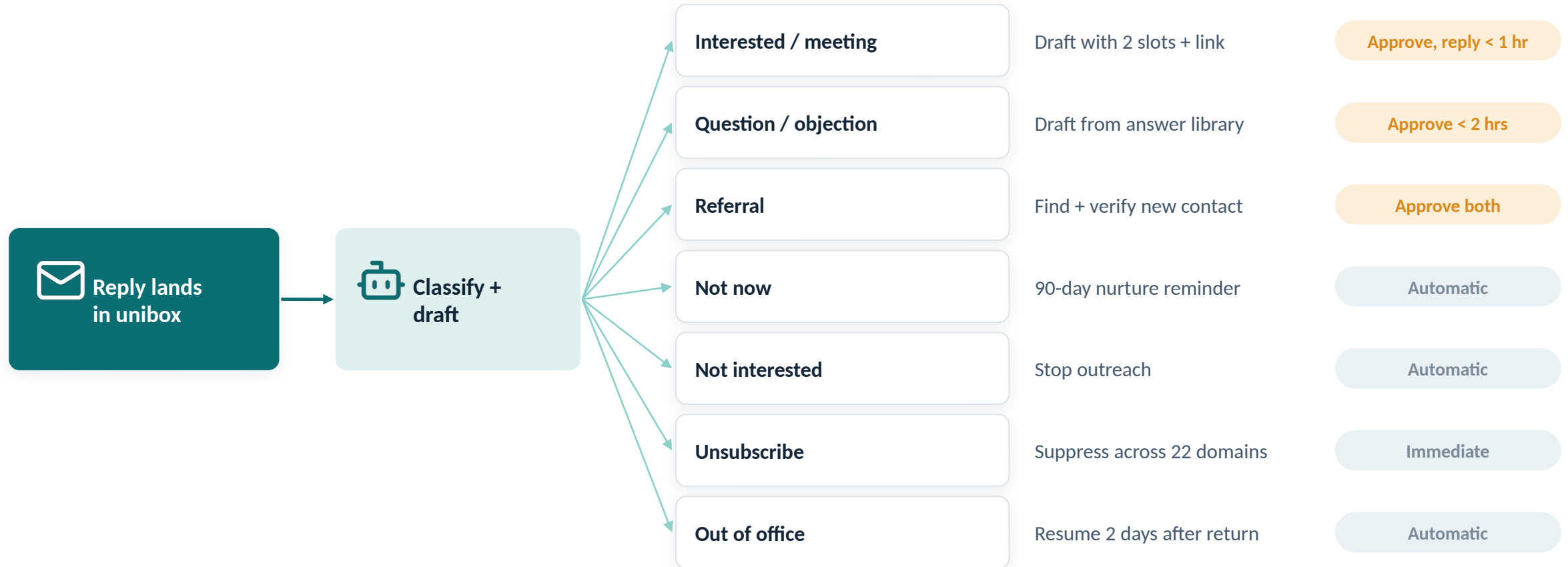
Four gates before any email goes live

Nothing moves forward without a pass mark. Weekly checks keep it honest after launch.



Every reply classified in minutes

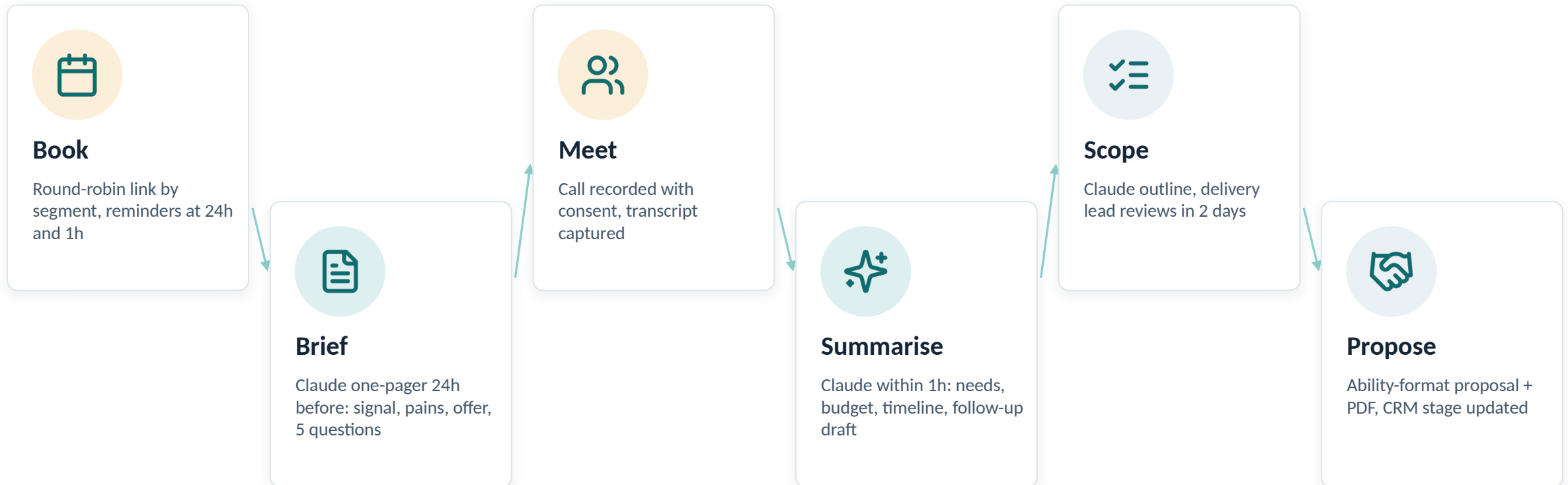
PlusVibe AI agent + Claude via n8n. Humans approve anything that commits Ability.



Sequence: day 0, 3, 7, 14 in one thread, new angle each step, stop on any reply.

From "yes" to a scoped proposal in 48 hours

The conversation moves to abilityglobal.io once a prospect shows interest.

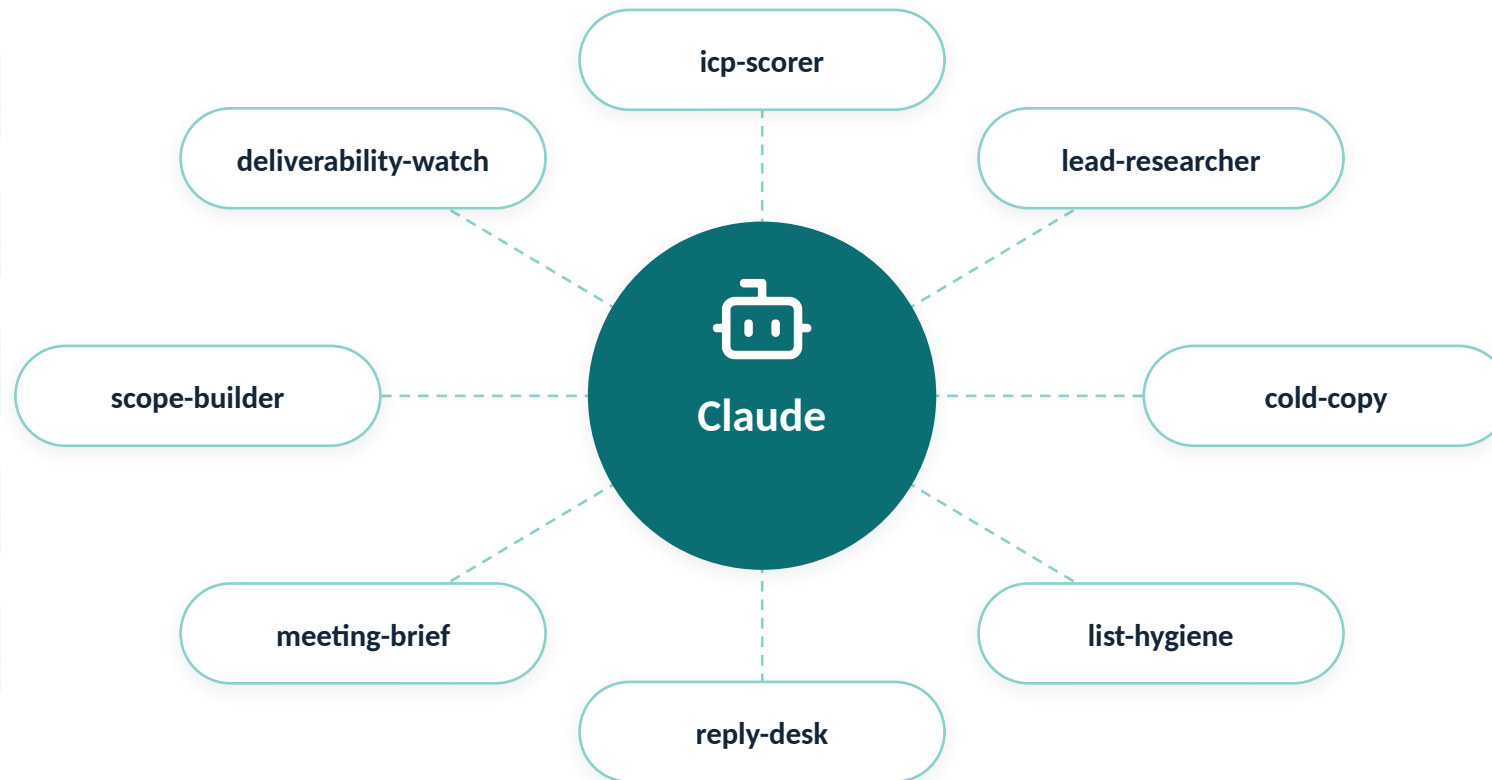
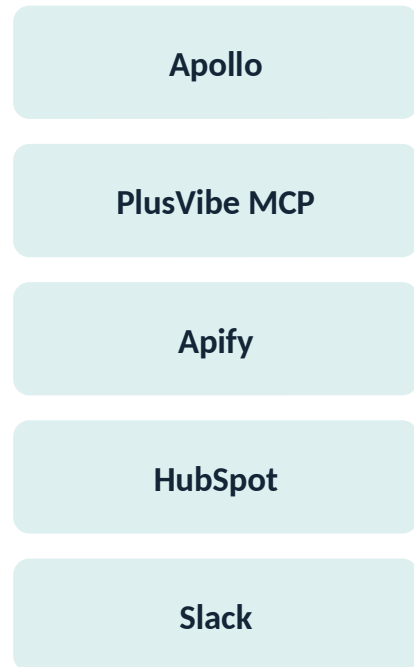


CRM stages: Replied > Meeting booked > Met > Scoping > Proposal sent > Negotiation > Won or Lost

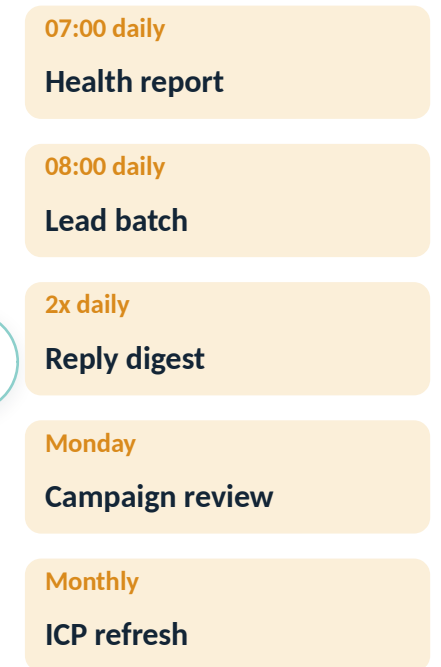
Connectors in, skills at work, reports out

Claude handles judgment and writing. PlusVibe and n8n handle the pipes, so nothing waits on a chat window.

CONNECTORS



SCHEDULED



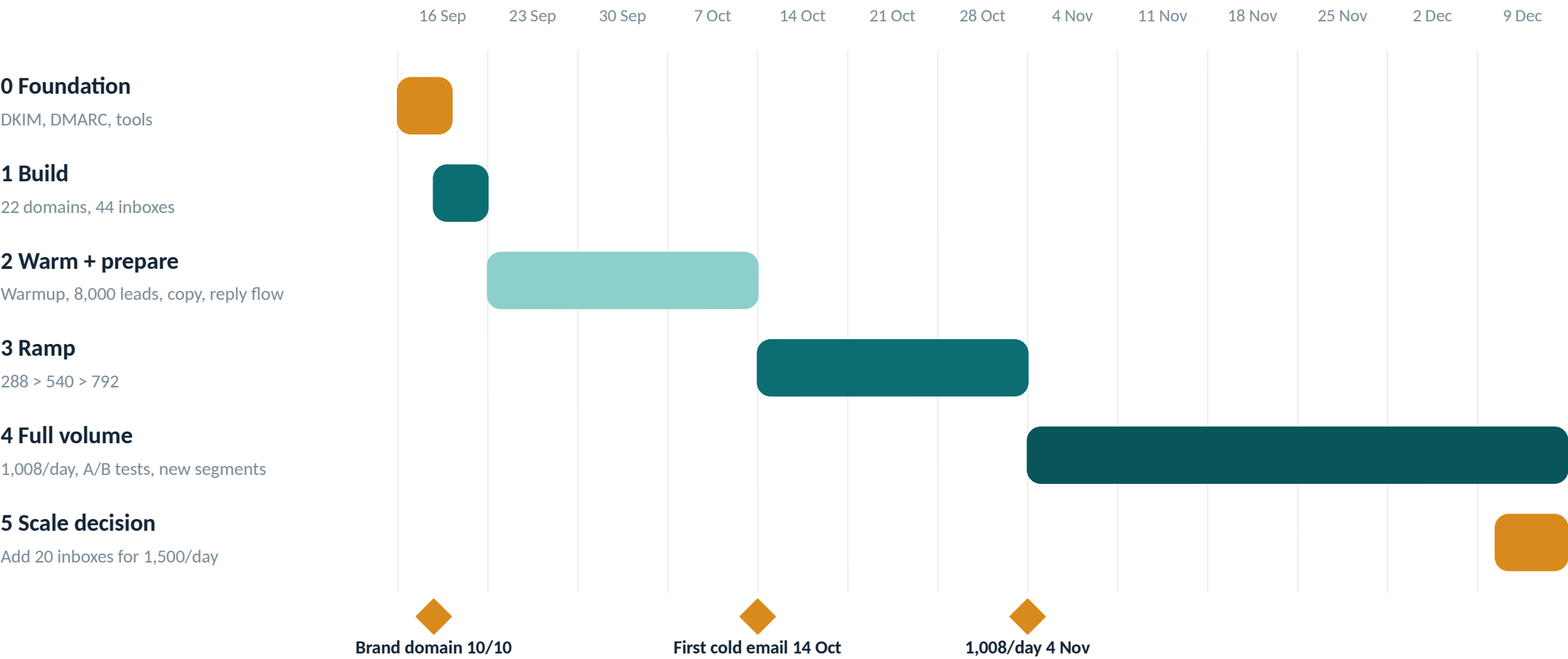
Five roles keep quality human

AI drafts, people decide. Your existing team covers this without new hires.

	Outbound owner	Management + ops lead	1 hr / day	Approves segments and copy, owns KPIs and pauses
	Data and deliverability operator	Ops, Karachi or Islamabad	3 to 4 hrs / day	Lead batch, 5% spot checks, monitoring, reserve swaps
	Reply desk (2)	BD associates, US + GCC shifts	Full shift	Approves drafts, handles objections, books in under 1 hour
	Meeting owners	Management (US), Rachel (UAE)	As booked	Runs calls, same-day follow-up, owns deal
	Solution leads	AI, cyber, banking ops	As needed	Reviews scopes and proposals within 2 days

From fixing DKIM to 1,000 a day by 4 November

Weeks run from 16 September 2026.



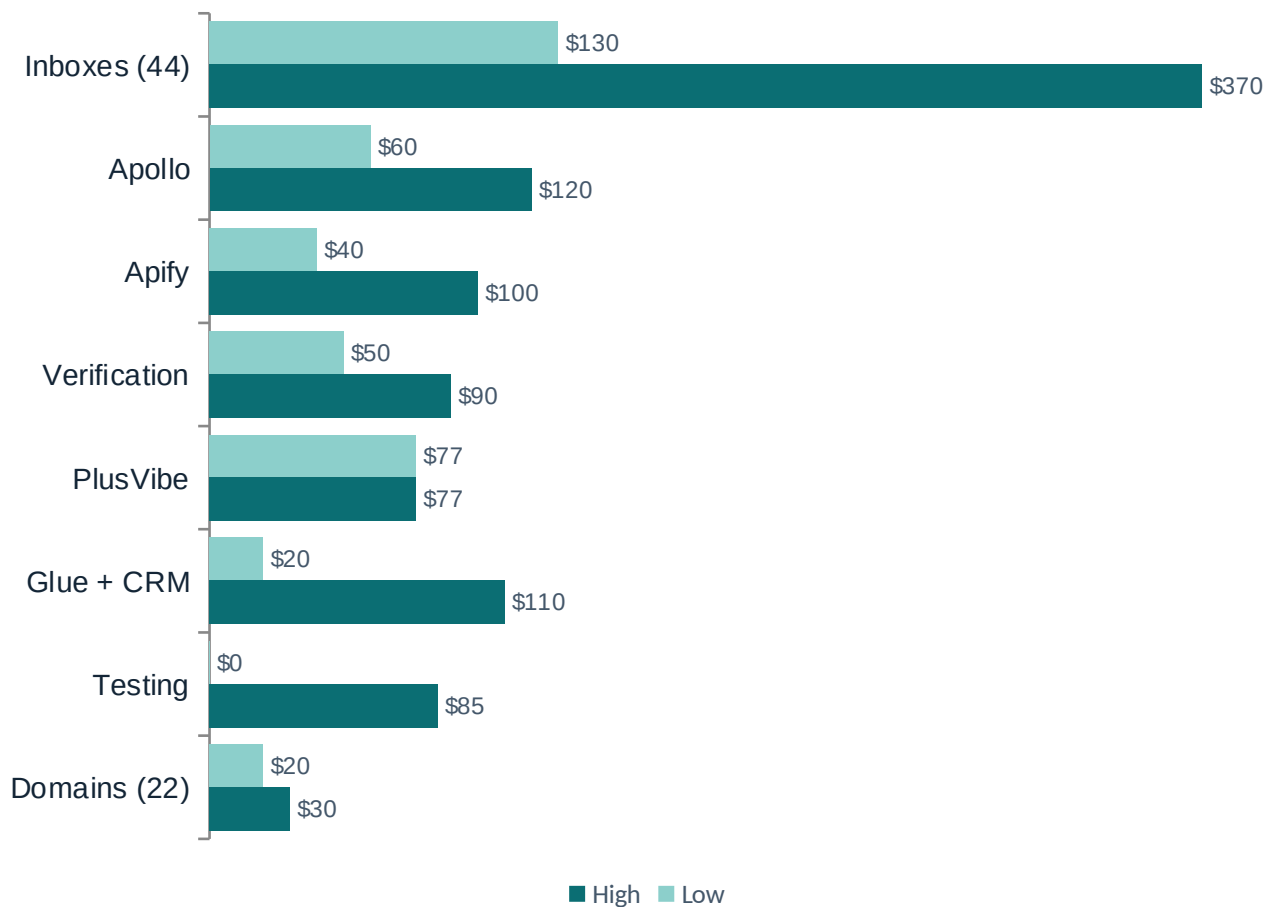
Traffic lights that run the system

Claude checks these every morning and recommends pauses before damage spreads.

METRIC	HEALTHY	WARNING	RED LINE ACTION
Hard bounce rate	under 1.5%	1.5 to 2%	Over 3% in 24h: pause inbox
Gmail spam rate	under 0.08%	0.08 to 0.1%	Over 0.1%: pause domain
Inbox placement	80%+	70 to 80%	Under 70%: 2 weeks warmup only
Blocklists	none	minor list	Major list: retire domain
Reply rate	3%+	1.5 to 3%	Under 1% for 2 weeks: rewrite
Positive reply rate	0.8%+	0.4 to 0.8%	Under 0.4%: rethink offer
Interested reply time	under 1 hr	1 to 4 hrs	Over 4 hrs: add cover

About \$400 to \$980 a month in tools

Estimates from 2026 public pricing; confirm with vendors. Excludes Claude plan and team time.



United States

CAN-SPAM: postal address, clear opt-out



Canada

CASL: published business email, role relevant



UK and EU

GDPR legitimate interest; exclude Germany



UAE, KSA, Qatar

PDPL / PDPPL: B2B relevant, documented source

Practical summary, not legal advice. Confirm with counsel per market.

Suggested vendors for every part of the engine

Your chosen tools stay first; alternatives and indicative 2026 prices. Confirm current prices before buying.

Need	Suggested	Alternatives	Indicative price
Sending domains	Cloudflare Registrar	Porkbun, Namecheap	About \$10 to \$12 a year per .com at cost
Cold inboxes (Microsoft and Google)	Mailscale (chosen)	Maildoso, Zapmail, InboxKit, Primeforge	Quote per inbox; market range about \$2.50 to \$4.50 per Microsoft inbox a month
Sending, warmup and unibox	PlusVibe (chosen)	Instantly, Smartlead	From about \$37 a month; warmup included
Lead data	Apollo (chosen)	Clay, Lusha	Paid seat plans; check current Apollo pricing
Research and scraping	Claude + Apify (chosen)	PhantomBuster	Apify usage-based, free tier then paid plans
Email verification	MillionVerifier (chosen)	ZeroBounce, Bouncer	About \$37 per 10,000 checks
Second verification pass	NeverBounce (chosen)	Scrubby for catch-all domains	About \$80 per 10,000 checks
DMARC monitoring	EasyDMARC	dmarcian, DMARCLY, Postmark DMARC digests (free)	Free tier; paid from about \$18 to \$36 a month for 2 domains
Deliverability score and placement	mail-tester, PlusVibe and Mailscale tests (chosen)	GlockApps	mail-tester low-cost credits; GlockApps free 3 tests then from \$59 a month
Reputation dashboards	Google Postmaster Tools	Microsoft SNDS	Free
Opt-in bulk email lane	Brevo	Amazon SES, Mailchimp	Brevo tiered plans; SES about \$0.10 per 1,000 emails
CRM and pipeline	HubSpot Starter	Pipedrive	Per-seat monthly plans
Automation	n8n	Make, Zapier	Self-host free or cloud plans
Meeting booking	Calendly	Cal.com	Free tier; paid per seat
Team alerts	Slack	Microsoft Teams	Existing workspace

Eight moves to get the engine running

1

Enable DKIM on abilityglobal.io; add 2 CNAMEs in Cloudflare

2

Repoint DMARC reports to a monitor

3

Verify in Google Postmaster Tools

4

MXToolbox health and blocklists, mail-tester 10/10

5

Stop all cold sending from abilityglobal.io

6

Quote 24 M365 + 12 Google + 8 reserve native inboxes

7

Shortlist 30 domain names, buy 22

8

Start PlusVibe Business; connect Apollo to Claude

First cold email: 14 October 2026 | 1,008 emails a day: 4 November 2026