

Launch Control: domain health to signed clients

71 steps, 14 stages, 11 milestones. The full setup is built in 20 days (17 Sep to 6 Oct); warmup and ramp continue after. A step counts as complete when its evidence is approved.

20-day setup sprint · 17 Sep to 6 Oct

Starts in 1 day

20 days left · 0 of 52 setup steps approved · 0 overdue

Time used0%

Setup approved0%

On track.

Open the 20-day plan

0 / 71

Approved steps (0%)

0

In progress

0

Awaiting review

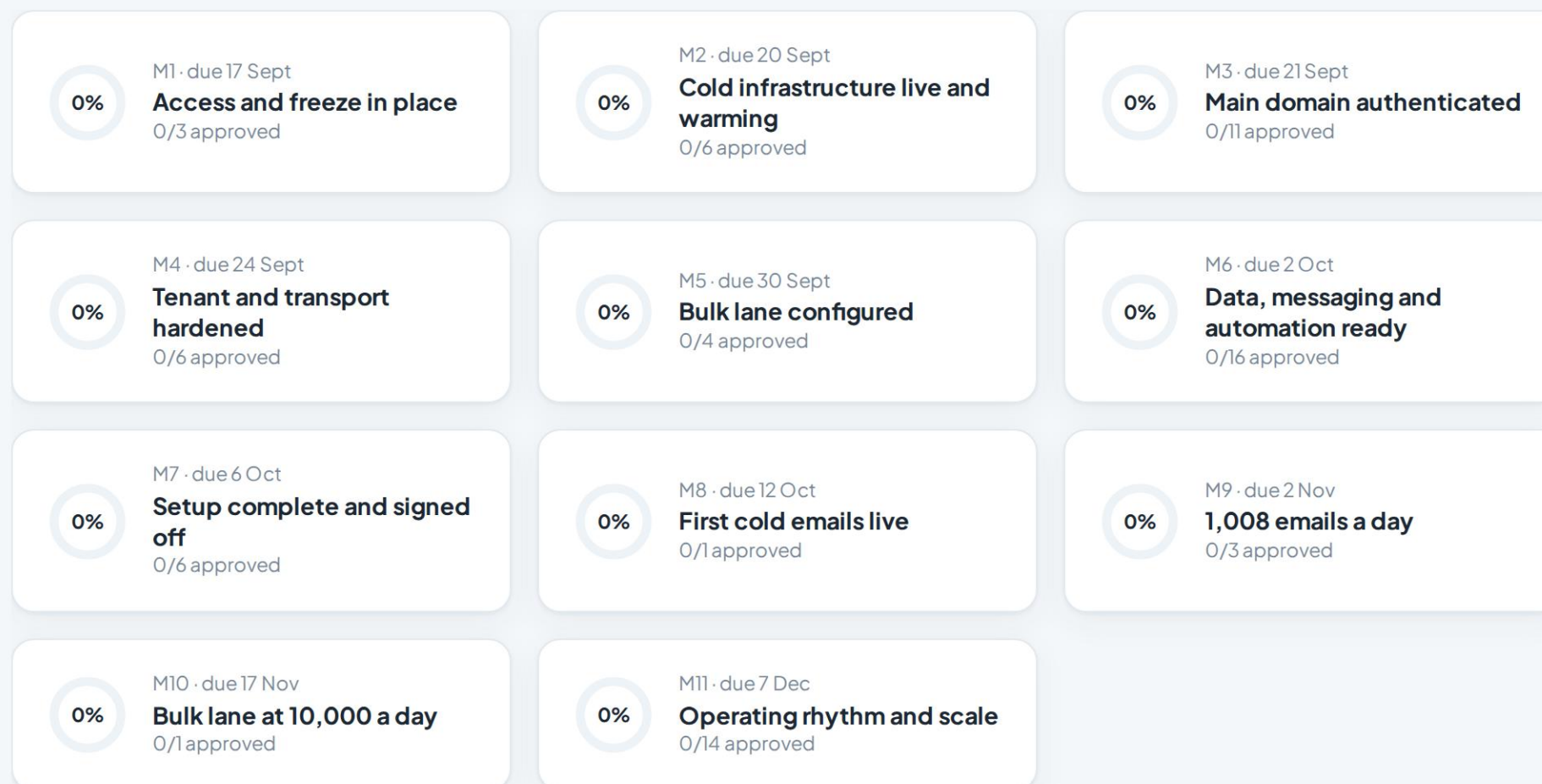
0

Needs rework

0

Overdue steps





Recommended toolkit

The tools chosen for the Email Outreach Engine and where each one is used.

Apollo Find ICP contacts and enrich them through the Claude connector. Steps 7.2, 11.2	Claude + Apify Collect buying signals, score leads, write personal lines, copy and reply drafts. Steps 7.3, 7.4, 8.2	MillionVerifier Bulk check every lead before it enters a campaign. Steps 7.6, 11.2
NeverBounce Second check on catch-all and unknown results. Steps 7.6, 5.4	Mailscale Native inboxes on the 22 sending domains, plus marketing-style test runs. Steps 6.3, 8.5	PlusVibe Warmup, inbox rotation, spintax, campaigns, unibox, AI replies and casual placement tests. Steps 6.5, 9.1, 10.1 to 10.5
mail-tester 10/10 check for the main domain and every sending inbox. Steps 2.4, 6.6, 4.4	Claude Skills, daily health reports, evidence checks, meeting briefs, scopes and follow-ups. Steps 9.4, 11.1, 12.2 to 12.6	

Suggested service providers

Recommended vendor for each part of the engine, with alternatives and indicative 2026 prices. Confirm current prices with each vendor before buying.

NEED	SUGGESTED	ALTERNATIVES	INDICATIVE PRICE	STEPS
Sending domains At-cost renewals, DNS already on Cloudflare, easy DNSSEC. Keep abilityglobal.io at GoDaddy.	Cloudflare Registrar	Porkbun, Namecheap	About \$10 to \$12 a year per .com at cost	6.1, 6.2

Cold inboxes (Microsoft and Google) Real Microsoft 365 and Google Workspace tenants with bulk setup. Avoid shared-IP look-alike Microsoft inboxes for bank and CISO buyers.	Mailscale (chosen)	Maildoso, Zapmail, InboxKit, Primeforge	Quote per inbox; market range about \$2.50 to \$4.50 per Microsoft inbox a month	6.3, 6.4
Sending, warmup and unibox Inbox rotation, spintax, warmup, AI replies, placement tests and an MCP server for Claude.	PlusVibe (chosen)	Instantly, Smartlead	From about \$37 a month; warmup included	6.5, 9.1, 10.1 to 10.5
Lead data ICP search and enrichment, connected to Claude.	Apollo (chosen)	Clay, Lusha	Paid seat plans; check current Apollo pricing	7.2, 11.2
Research and scraping Buying signals, hiring posts, tech stack and news for personal first lines.	Claude + Apify (chosen)	PhantomBuster	Apify usage-based, free tier then paid plans	7.3, 7.4
Email verification Lowest cost per check with solid accuracy for the full list.	MillionVerifier (chosen)	ZeroBounce, Bouncer	About \$37 per 10,000 checks	7.6, 11.2
Second verification pass Re-checks catch-all and unknown results before they enter a campaign.	NeverBounce (chosen)	Scrubby for catch-all domains	About \$80 per 10,000 checks	7.6, 5.4
DMARC monitoring Readable aggregate reports needed before moving DMARC to reject.	EasyDMARC	dmarcian, DMARCLY, Postmark DMARC digests (free)	Free tier; paid from about \$18 to \$36 a month for 2 domains	2.2, 4.1, 4.3
Deliverability score and placement 10/10 score per inbox plus seed placement across Gmail and Outlook.	mail-tester, PlusVibe and Mailscale tests (chosen)	GlockApps	mail-tester low-cost credits; GlockApps free 3 tests then from \$59 a month	2.4, 6.6, 8.5

Reputation dashboards Domain and spam rate signals straight from Gmail and Outlook.	Google Postmaster Tools	Microsoft SNDS	Free	1.3, 11.1
Opt-in bulk email lane Separate news subdomain for newsletters, never mixed with cold sending.	Brevo	Amazon SES, Mailchimp	Brevo tiered plans; SES about \$0.10 per 1,000 emails	5.1 to 5.5
CRM and pipeline Replies, meetings and deals in one place, linked to Claude.	HubSpot Starter	Pipedrive	Per-seat monthly plans	9.2, 12.6
Automation PlusVibe to Claude to Slack to CRM reply routing.	n8n	Make, Zapier	Self-host free or cloud plans	9.2
Meeting booking Round-robin booking links for US and GCC hours.	Calendly	Cal.com	Free tier; paid per seat	9.3, 12.1
Team alerts Hot replies, daily health report and auto-pause alerts.	Slack	Microsoft Teams	Existing workspace	9.2, 11.1

Progress by stage

0. Kickoff and access		0/3
1. Diagnose the main domain		0/7
2. Authenticate abilityglobal.io		0/4
3. Harden tenant and transport		0/6
4. Enforce and perfect		0/5
5. Bulk lane for opt-in email		0/5
6. Cold outreach infrastructure		0/6
7. Data engine		0/7
8. Messaging		0/5
9. Automation, CRM and meeti...		0/5
10. Launch and ramp		0/5
11. Daily operations		0/4
12. Meetings to clients		0/6
13. Review and scale		0/3

Approved Submitted In progress Needs rework

Team workload

OWNER	STEPS	APPROVED	TO REVIEW	OVERDUE
Management	12	0	0	(
Microsoft 365 admin	8	0	0	(
DNS owner	13	0	0	(
Ops lead	25	0	0	(
Data operator	8	0	0	(
Marketing ops	9	0	0	(
Reply desk	3	0	0	(
Meeting owner	7	0	0	(
Solution lead	4	0	0	(
Claude	12	0	0	(

Recent activity

No activity yet. Open a step, set its status and upload evidence.

20-day setup plan

Every setup step placed on the day it is due, 17 Sep to 6 Oct 2026 (calendar days). Warmup starts on day 4 and keeps running; cold sending begins only after inboxes pass 21 days.

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Day 1 · Thu, 17 Sept0/7

M1 · Access and freeze in place

0.1

Assign owners for every role

0.2

Collect admin access

0.3

Freeze bulk and cold sending from abilityglobal.io

1.1

Run header tests

1.2

Check blocklists and domain health

1.3

Verify Google Postmaster Tools

2.1

Enable DKIM in Microsoft 365

Day 2 · Fri, 18 Sept0/7

1.4

Review Microsoft Defender

1.5

Build the sender inventory

1.6

Confirm tenant ownership

1.7

Audit signatures and content

2.2

Set up DMARC reporting

6.1

Buy 22 sending domains

7.1

Write the segment definitions

Day 3 · Sat, 19 Sept0/2

6.2

Set up DNS for every domain

6.3

Create 44 inboxes

Day 4 · Sun, 20 Sept0/4

M2 · Cold infrastructure live and warming

2.3

Authorise every other sender

6.4

Finish each mailbox profile

6.5

Connect to PlusVibe and start warmup

6.6

Pass gate G1 on every domain

Day 5 · Mon, 21 Sept0/3

M3 · Main domain authenticated

2.4

Verify authentication

3.1

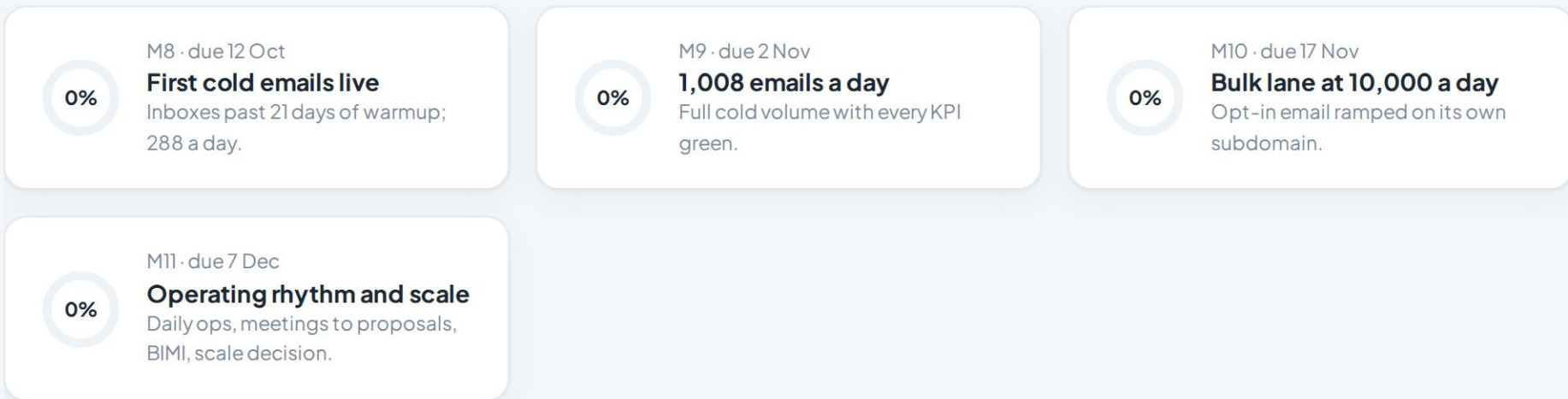
Lock down identity

7.2

Connect Apollo to Claude

Day 6 · Tue, 22 Sept 0/4 3.2 Set outbound spam policy 3.3 Disable SMTP AUTH except service accounts 5.1 Choose the bulk email platform 8.1 Build the answer library	Day 7 · Wed, 23 Sept 0/3 3.4 Publish MTA-STS and TLS-RPT 3.5 Enable DNSSEC 7.3 Set up signal collection	Day 8 · Thu, 24 Sept 0/3 M4 · Tenant and transport hardened 3.6 Fix website trust signals 5.2 Authenticate news.abilityglobal.ic 7.5 Build the global suppression list	Day 9 · Fri, 25 Sept 0/2 7.4 Score and research with Claude 9.3 Set up booking links	Day 10 · Sat, 26 Sept 0/2 5.3 Move product mail to notify.abilitygloba 9.1 Configure campaign settings
Day 11 · Sun, 27 Sept 0/2 7.6 Verify and route every lead 8.2 Write launch campaigns	Day 12 · Mon, 28 Sept 0/2 8.3 Run the copy quality gate 9.2 Build the reply flow	Day 13 · Tue, 29 Sept 0/2 8.4 Set signatures and footers 9.4 Install Claude skills and schedules	Day 14 · Wed, 30 Sept 0/3 M5 · Bulk lane configured 4.1 Review DMARC reports weekly 4.2 Move SPF to hard fail 5.4 Prepare consented lists	Day 15 · Thu, 1 Oct 0/1 8.5 Pass gate G3 placement
Day 16 · Fri, 2 Oct 0/1 M6 · Data, messaging and automation ready 9.5 Dry run the reply desk	Day 17 · Sat, 3 Oct Buffer day: catch up, warmup running.	Day 18 · Sun, 4 Oct 0/1 10.1 Pass gate G2 on all inboxes	Day 19 · Mon, 5 Oct 0/2 4.4 Run the perfect-health test matrix 7.7 Fill the lead bank	Day 20 · Tue, 6 Oct 0/1 M7 · Setup complete and signed off 4.3 Move DMARC to reject

After setup: warmup, ramp and run



Milestones

M1 to M7 complete the 20-day setup. M8 to M11 follow while warmup continues. Each milestone completes when all of its steps are approved.

0%

M1 · Setup · due 17 Sept

Access and freeze in place

Owners, logins and a stop on risky sending.

0.1

0.2

0.3

Upcoming

0%

M2 · Setup · due 20 Sept

Cold infrastructure live and warming

22 domains and 44 inboxes pass G1 and start warming on day 4.

6.1

6.2

6.3

6.4

6.5

6.6

Upcoming

0%

M3 · Setup · due 21 Sept

Main domain authenticated

DKIM live, reports flowing, every sender authorised.

1.1

1.2

1.3

1.4

1.5

1.6

1.7

2.1

2.2

2.3

2.4

Upcoming

0%

M4 · Setup · due 24 Sept

Tenant and transport hardened

MFA, limits, MTA-STX testing, DNSSEC and web trust.

3.1

3.2

3.3

3.4

3.5

3.6

Upcoming

0%

M5 · Setup · due 30 Sept

Bulk lane configured

Platform, news and notify subdomains, consented lists.

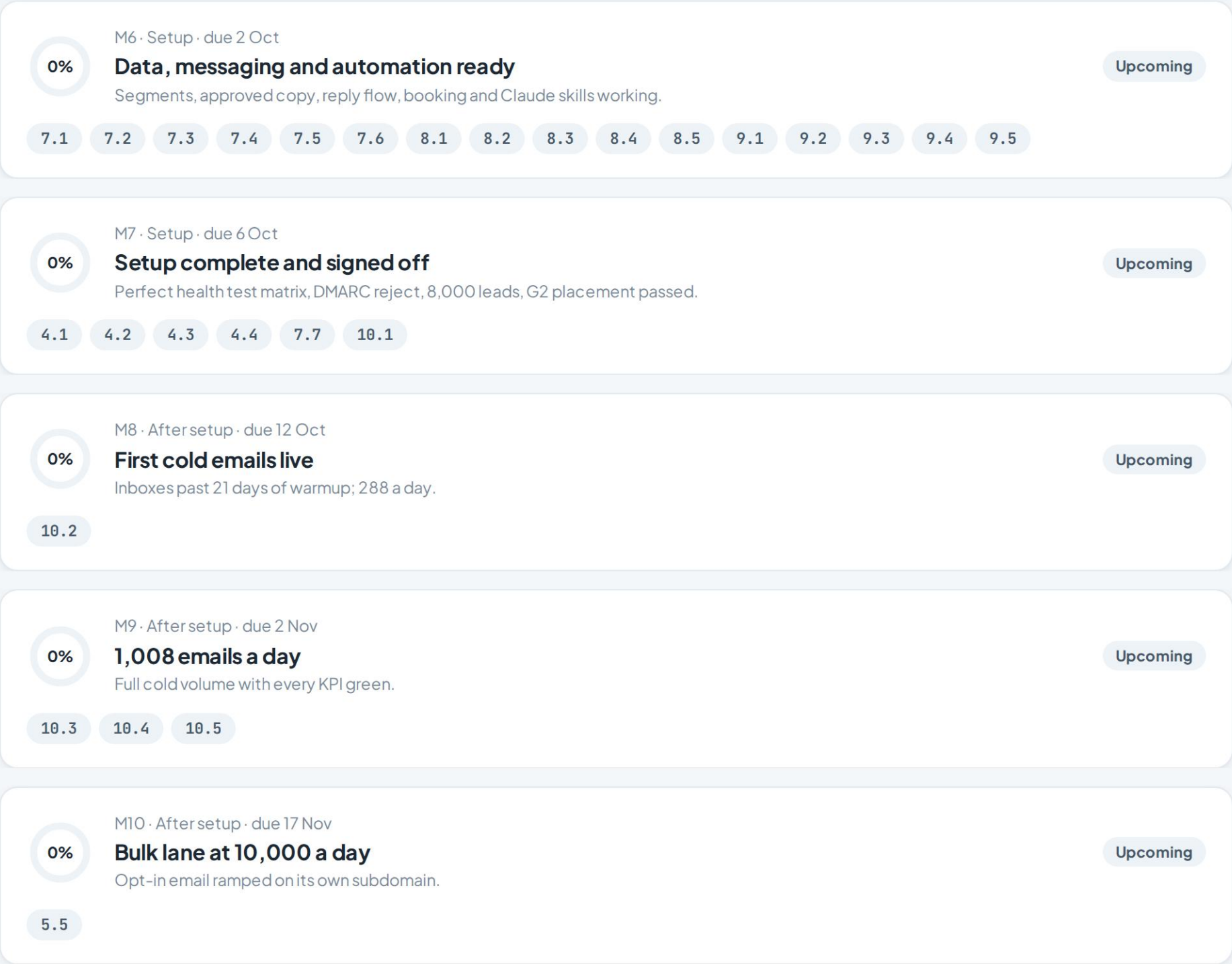
5.1

5.2

5.3

5.4

Upcoming





M11 · After setup · due 7 Dec

Operating rhythm and scale

Daily ops, meetings to proposals, BMI, scale decision.

Upcoming

11.1

11.2

11.3

11.4

12.1

12.2

12.3

12.4

12.5

12.6

13.1

13.2

13.3

4.5