

Email Outreach Engine: track every step to launch

All 71 steps across 11 milestones. Open a step to learn why it matters and how to do it, record the work, upload screenshot evidence, then mark it complete. Setup runs 17 Sep to 6 Oct 2026.

Overall progress

0 of 71 steps

0%

Next milestone: M1 Access and freeze in place, due 17 Sept

- 1 Pick a milestone or search all steps
- 2 Open a step: why, how, done when
- 3 Upload screenshot evidence
- 4 Mark complete

0

Complete

0

In progress

71

To do

0

Overdue

71

Open steps without evidence

Schedule health

Setup starts in 1 day

17 Sep to 6 Oct 2026, warmup continues after

Not started yet

Planned by today

0

Completed

0

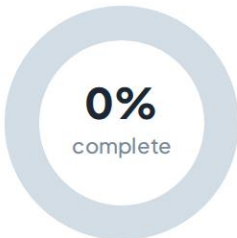
Setup steps done

0/52

Evidence files

0

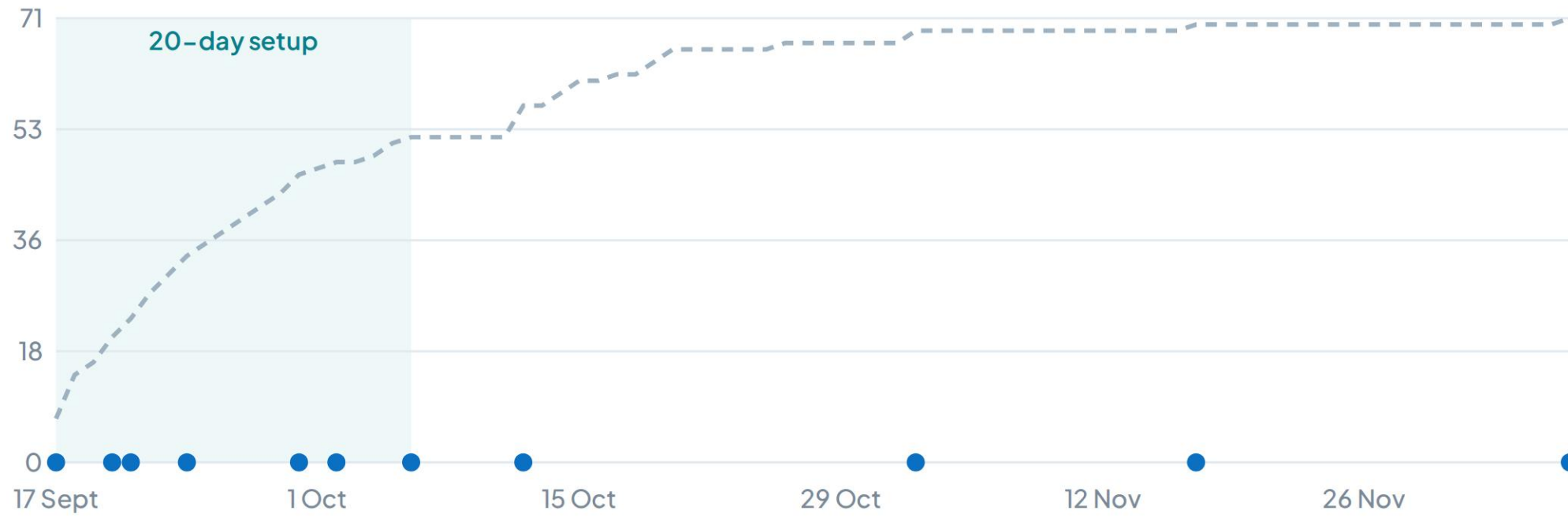
Status mix



- Complete 0
- In progress 0
- To do 71
- Overdue 0

Planned versus completed

— Planned (by due date) — Completed ● Milestone



Needs attention overdue and due in the next 7 days

0.1	Assign owners for every role Management · M1	Due 17 Sept	No evidence
0.2	Collect admin access Ops lead · M1	Due 17 Sept	No evidence
0.3	Freeze bulk and cold sending from abilityglobal.io Management, Ops lead · M1	Due 17 Sept	No evidence
1.1	Run header tests Microsoft 365 admin · M3	Due 17 Sept	No evidence
1.2	Check blocklists and domain health Ops lead · M3	Due 17 Sept	No evidence
1.3	Verify Google Postmaster Tools DNS owner · M3	Due 17 Sept	No evidence
2.1	Enable DKIM in Microsoft 365 Microsoft 365 admin, DNS owner · M3	Due 17 Sept	No evidence
1.4	Review Microsoft Defender Microsoft 365 admin · M3	Due 18 Sept	No evidence
1.5	Build the sender inventory Ops lead · M3	Due 18 Sept	No evidence
1.6	Confirm tenant ownership Microsoft 365 admin · M3	Due 18 Sept	No evidence

Progress by stage

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

Milestone tracker

MILESTONE	DUE	PROGRESS	STEPS	STATUS
M1 Access and freeze in place	17 Sept		0/3	Due soon
M2 Cold infrastructure live and warming	20 Sept		0/6	Upcoming
M3 Main domain authenticated	21 Sept		0/11	Upcoming
M4 Tenant and transport hardened	24 Sept		0/6	Upcoming
M5 Bulk lane configured	30 Sept		0/4	Upcoming
M6 Data, messaging and automation ready	2 Oct		0/16	Upcoming
M7 Setup complete and signed off	6 Oct		0/6	Upcoming
M8 First cold emails live	12 Oct		0/1	Upcoming
M9 1,008 emails a day	2 Nov		0/3	Upcoming
M10 Bulk lane at 10,000 a day	17 Nov		0/1	Upcoming
M11 Operating rhythm and scale	7 Dec		0/14	Upcoming

Progress by owner

Management		0/12
Microsoft 365 admin		0/8
DNS owner		0/13
Ops lead		0/25
Data operator		0/8
Marketing ops		0/9
Reply desk		0/3
Meeting owner		0/7
Solution lead		0/4
Claude		0/12

Team contributions

Contributions appear here once people add evidence and complete steps. Set your name at the top first.

Recent activity

No activity yet. Open a step, add evidence and complete it.

Recommended toolkit

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

Apollo

Lead generation

Find ICP contacts and enrich them through the Claude connector.

Steps 7.2, 11.2

Claude + Apify

Research and scrapers

Collect buying signals, score leads, write personal lines, copy and reply drafts.

Steps 7.3, 7.4, 8.2

MillionVerifier

Recipient verification

Bulk check every lead before it enters a campaign.

Steps 7.6, 11.2

NeverBounce

Recipient verification

Second check on catch-all and unknown results.

Steps 7.6, 5.4

Mailscale

Inboxes and test runs

Native inboxes on the 22 sending domains, plus marketing-style test runs.

Steps 6.3, 8.5

PlusVibe

Sending engine

Warmup, inbox rotation, spintax, campaigns, unibox, AI replies and casual placement tests.

Steps 6.5, 9.1, 10.1 to 10.5

mail-tester

Deliverability score

10/10 check for the main domain and every sending inbox.

Steps 2.4, 6.6, 4.4

Claude

AI and automation layer

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

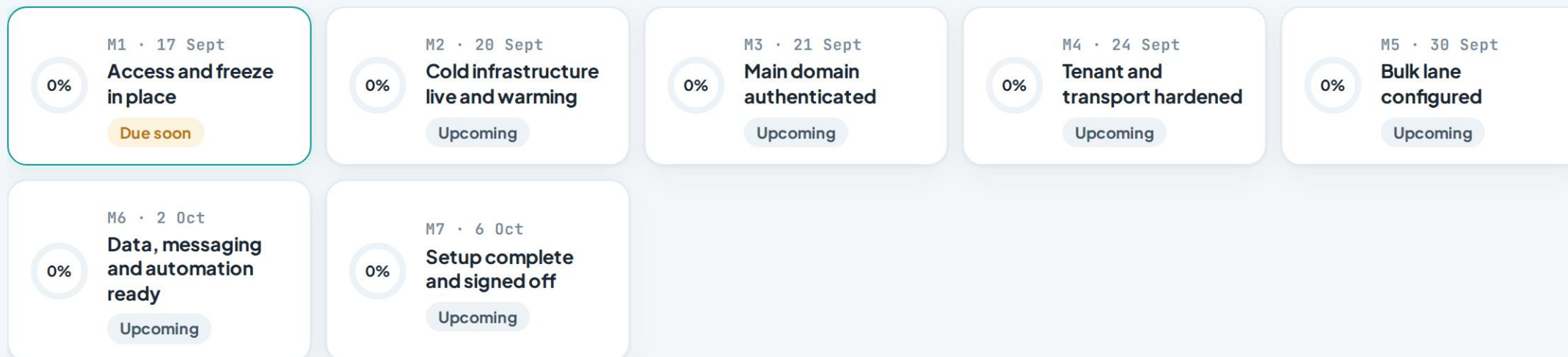
Recommended vendor for each part of the engine, with alternatives and indicative 2026 prices. Confirm current prices with each vendor before buying.

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

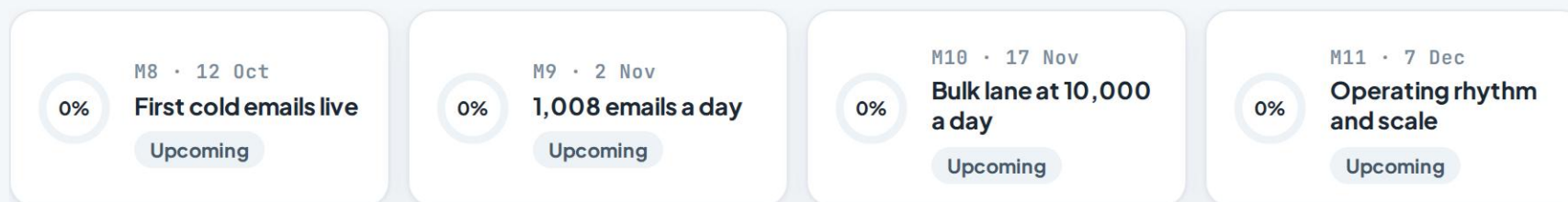
Lead data ICP search and enrichment, connected to Claude.	Apollo (chosen)	Clay, Lusha	Paid seat plans; check current Apollo pricing	7.2, 11.2
Research and scraping Buying signals, hiring posts, tech stack and news for personal first lines.	Claude + Apify (chosen)	PhantomBuster	Apify usage-based, free 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

SETUP • 20 DAYS



AFTER SETUP • WARMUP AND RAMP



Access and freeze in place

Owners, logins and a stop on risky sending.

0 / 3
steps complete

Due soon Due 17 Sept 3 steps 0/3 with evidence

All (3) To do (3) Done (0)

Next up: 0.1 Assign owners for every role

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To do Management Due 17 Sept No evidence
- ☐ 0.2 Collect admin access
To do Ops lead Due 17 Sept No evidence
- ☐ 0.3 Freeze bulk and cold sending from abilityglobal.io
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