

# Automated Lead Generation System

Our system is designed to help your business generate consistent, high-quality leads by reaching out to hundreds of potential clients daily.

It's scalable, cost-effective, and optimised to deliver results.

Here's how it works:

## 1. Setting Up the Foundations

### Custom Domains and Email Accounts

To ensure the success of your outreach campaign, we register multiple **custom domains** that are closely aligned with your main business domain.

These 'throwaway' domains will be set to redirect any traffic to your primary domain.

This strategy protects your primary domain while ensuring high deliverability and professionalism.

### How We Choose the Domains:

- **Relevance to Your Brand:** Domains are chosen to match your business's core services and maintain a professional image.
- **Keyword Optimisation:** We incorporate industry-related keywords to make your outreach more relevant and appealing to recipients.
- **Scalable Variations:** Each domain is distinct enough to enable multiple email accounts for large-scale campaigns.

### Example:

If your main domain is **automaticleads.co.uk**, we might register:

- **b2bsalesmachine.co.uk**
- **b2bleadgeneration.co.uk**
- **smartsalesleads.co.uk**
- **leadgenpro.co.uk**

These domains are professional, highly relevant, and designed to resonate with your target audience.

Once set up, we create 3-5 email accounts per domain (e.g., john@b2bsalesmachine.co.uk) to maximise outreach capacity while protecting your primary domain from potential risks.

## 2. Getting Ready to Launch

### Warming Up the Emails

Before sending any messages, we "warm up" the email accounts over a two-week period by gradually increasing the number of emails sent.

This step is crucial for:

- Establishing trust with email providers like Gmail and Outlook.
- Ensuring emails land in inboxes and not spam folders.
- Building a strong sender reputation for long-term success.

## 3. Crafting Compelling Email Copy

We focus on creating **personalised, high-converting email copy** tailored to your audience. This includes:

- **Testing Multiple Subject Lines:** We craft several subject lines to determine which ones generate the highest open rates.
- **Experimenting with Message Templates:** Different email templates are tested to find the tone, style, and structure that drive the most replies.
- **Data-Driven Optimisation:** Throughout the campaign, we analyse performance and continuously refine subject lines and message templates to improve results.

Our approach ensures your emails grab attention, build trust, and encourage responses.

## 4. Targeting the Right Prospects

We create a highly targeted prospect list by:

- Collecting data on your ideal audience, such as business size, location, and industry.
- Validating email addresses to reduce bounces and maintain high deliverability.

This ensures every email we send is relevant, personalised, and more likely to generate a positive response.

## 5. Sending and Scaling

Once everything is set, we begin sending out **hundreds of personalised emails daily**, targeting potential clients.

- **Daily Sending Capacity:** Start with 500 messages/day (or more, depending on your chosen package).
- **Flexible Scaling:** We can increase the volume of emails sent as your business grows.

Our multi-domain and multi-account approach allows for large-scale campaigns without compromising sender reputation or deliverability.

## 6. Managing and Converting Leads

When a prospect responds, their details are forwarded directly to your team. You can choose how to follow up:

- **Book a call** to discuss their needs further.
- **Direct them to a landing page** or explainer video to provide more information about your offer.

This ensures you focus only on warm, qualified leads who are genuinely interested in your services.

## Why This System Works

1. **Optimised for Results:** Testing subject lines and templates ensures ongoing improvement.
2. **High Deliverability:** Warm-up processes, validated lists, and optimised domains keep your emails out of spam folders.
3. **Scalable Outreach:** Start with a manageable volume and scale up as needed.
4. **Proven Copywriting:** Personalised, engaging emails resonate with recipients and encourage replies.

## Pricing

Messages per Day	Price for 2 Months
125	£400
250	£800
375	£1,200
500	£1,600
625	£2,000
750	£2,400
875	£2,800
1,000	£3,200

**No Contracts:** These are one-off packages, not subscriptions.

**Money-Back Guarantee:** If you don't generate any leads within 60 days, we'll provide a full refund.

## What's Included

- Custom domain registration and email setup.
- Warming up email accounts for deliverability.
- Data collection and prospect validation.
- Professionally written and optimised email copy.
- Testing multiple subject lines and templates to maximise replies.
- Daily campaign management and reporting.

## What to Expect

For the recommended package of **500 messages per day**, you can expect:

- **1–3 qualified leads daily.**
- Ongoing improvements in performance as we optimise the campaign.

## **Next Steps**

Let us help you grow your business with a system designed to deliver consistent, high-quality leads.

To book a meeting with me to discuss having your own automated sales system built, please visit this page:

<https://tidycal.com/automaticleads/virtual-sales-team-system-setup>

From there, just choose a suitable date and time and we'll have a chat online via Google Meet.