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GUIDEBOOK

The B2B Cold Email Mastery Guide

How I Got **20 Replies**
in **2 Hours**, and How
You Can Too

written by

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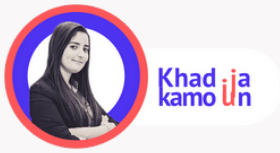
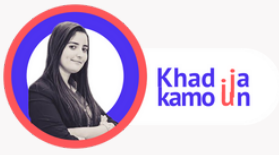


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1 Introduction

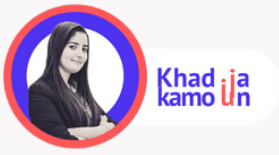
Most B2B cold email campaigns fail for one of three reasons:

- ➔ **POOR TARGETING**
- ➔ **SELF-CENTERED MESSAGING**
- ➔ **NO REASON TO REPLY**

I created this guide after refining hundreds of campaigns, one of which got 20+ replies in 2 hours. This isn't fluff. It's a system. Use it as your playbook.

2 The Biggest Mistakes in Cold Email

- ✗ Talking about yourself too early
- ✗ Using templates that sound like templates
- ✗ Sending to generic ICPs
(“CMOs” isn’t a segment)
- ✗ Asking for a call right away
- ✗ Ignoring domain warm-up and deliverability



3 The 5-Step B2B Cold Email System

STEP 1: Niche Targeting

Go ultra-specific. Not “Tech companies”, try “French B2B SaaS raising Seed to Series A.”

Use LinkedIn Sales Navigator + Crunchbase filters.

STEP 3: Relevance-Packed Copy

Follow this 4-line format:

1. Trigger
2. 1 Line insight
3. Offer teaser
4. Soft CTA (reply)

STEP 2: Personalization Layer

Find recent triggers: job changes, hiring, fundraising, tech stack change, etc.

STEP 4: Delivery Optimization

Warm your domain. Use custom tracking domains. Avoid spam words.

STEP 5: Follow-Up Magic

Send 2–3 bump emails spaced out over 3–5 days. Always add new value.

4 Frameworks & Templates



Base Template (Plain Text)

Subject: Noticed [trigger]

Hey *[First Name]* — saw *[trigger event]*.

Curious if *[relevant question]*?

I help *[role/industry]* with *[outcome]*.

Happy to share a *[resource/tool/example]* if helpful.

– K



Follow-Up Example

Subject: quick nudge

Just checking in — no rush at all.

Happy to send the cold email playbook if you want it.

– K

5 Deliverability Checklist

- ✓ Custom domain warmed up
- ✓ SPF/DKIM/DMARC configured
- ✓ Email sending limit set
(max 50–80/day/domain)
- ✓ No images, no attachments
- ✓ Spintax + text randomization
- ✓ Validated contacts (use NeverBounce or ZeroBounce)

6 Tools I Use



PROSPECT DATA:

Apollo, PhantomBuster, SalesNav



EMAIL SENDING

Instantly, Smartlead, Mailreach



DOMAIN WARMUP

Lemwarm, Mailwarm



PERSONALIZATION

Clay, Instantly's merge tags

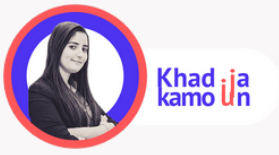


TRACKING + ANALYTICS

Reply.io, Mailtrack

7 Campaign Setup Guide

- 1 Create 2–3 versions of the core message
- 2 Segment leads into buckets (based on trigger/event)
- 3 Schedule warmup 2 weeks before sending
- 4 Use natural sending hours
- 5 Test subject lines on small batches first



8 Bonus: Personalization at Scale

Use merge fields + logic to create dynamic lines.

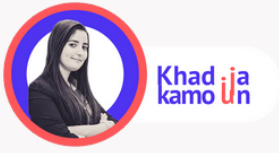
Example:

“Saw you’re hiring for 3 BDRs in [city] — growth mode unlocked 🔥”

Tools like **Clay** or **Instantly** allow you to do this across 100s of leads with little time.

9 Final Tips & Resources

- ➔ Always A/B test your first lines
- ➔ Use real data, not just “saw your website”
- ➔ Respond *fast* when replies come in
- ➔ Don’t sell in the first email, **tease**
- ➔ Focus on relevance, not length



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I share growth systems weekly on LinkedIn.

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