

KANAV KESAR

BEST
SELLER



THE ZERO-COST EMAIL MARKETING SYSTEM

Send unlimited emails, outreach,
& nurture at zero cost

About the Author

Kanav Kesar is a seasoned entrepreneur, email marketing expert, and business growth strategist. With a keen eye for spotting opportunities and a knack for building meaningful connections, Kanav has made a significant impact in the world of business.



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Having successfully reached out to numerous individuals and prominent figures in various industries, Kanav has garnered attention and respect, with many responding eagerly and booking meetings without hesitation. This ability to connect with influencers and decision-makers speaks volumes about Kanav's expertise and credibility in the field.

But Kanav's success doesn't stop there. With a track record of building businesses worth crores, Kanav has proven time and again that he knows what it takes to achieve substantial growth and success.

About the Author

In this book, Kanav generously shares his wealth of knowledge, strategies, and mindset that have propelled him to success. Through his mentorship and guidance, Kanav aims to empower others to unlock their full potential and realize their dreams.

For Kanav, this book and mentorship program are more than just a way to share information—they're **A heartfelt thank you to the universe for the opportunities and blessings he's received.**

Kanav believes that life is meant to be lived fully, with joy and abundance, and he's dedicated to giving back and adding value to the world.

Let's embrace the possibilities, make meaningful connections, and create a life filled with success, fulfillment, and fun.

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**“When shit gets hard,
stand tall. Give
evidence to your future
self that *even this*
couldn't stop you”**

The Value of This System

Dear Reader

Before starting the book, I want you to realize the importance of this email marketing system in acquiring new clients or growing beyond your current network.

Some people are not readers. and they skip reading texts because it makes them bored. But I don't want you to get bored or underestimate the power of this system.

Let's have a mathematical look at the potential of this system.

Now don't get into how it will happen, because later in chapters I've explained everything step by step. For now, just listen to what I'm saying.

From 1 domain, you can send 100 emails.
That is 100 emails x 30 days = 3000 emails each month.

From 1 domain, if we create 3 sub-domains, we get total 4 accounts.

Now 4 accounts x 100 emails x 30 days = 12000 emails each month.

Imagine if we take 3 domains, with 3 sub-domains each, Now we can send:

12 accounts x 100 emails x 30 days = 36000 emails each month.

Imagine, your pitch, your service, your product is in front of your 36000 potential customers every month. How is it going to change your business? How is it going to increase your Revenue?

What is the value of new 36000 potential reach in your business?

I don't want to give you high hopes with fake numbers now, so I'll keep it realistic. Lets just say, your conversion is 1% only.

1% of 36000 is 360 opportunities.

Sometimes, it'll be 20% reply rate, sometimes 30 and 40% also. That depends on various factor. But for now if after all this, we get 360 opportunities.

And if your service fee is just \$1000 (However my fee is \$5000), that means:

$\$1000 * 360 \text{ opportunities} = \$3,60,000$

Approx 3 Crores in Revenue.

How you're going to present your services if you know each opportunity is for \$1000?

How you're going to follow up your clients if you know each opportunity is for \$1000?

Many people must be thinking that's not possible. But remember it is Your Mindset. What you think will happen, will happen.

I'm not saying it's easy, I'm saying it's simple and achievable. When we haven't achieve something yet, and when we listen it to someone who have achieved the same, it does 2 things. First, it challenges your belief, and second, it gives you new perspective.

The one who stays in the same pattern gets nothing, he remains the same broke like he was.

But The One who challenges his beliefs and is ready to learn, prepared to face the challenge, That's My Man.

And that's how big money is made. So get ready to know the insights, understand the concept, take your vision higher, and Become A Man of Action!

Remember, You're born to have Fun & Adventure, not survival. People who are stuck in survival are just 95% of the population who fall under the rat race, who just come and go, have no legacy, and have no fun, they are just a load on the earth's shoulders. And I know you don't want to fall into that category. You want to be in the top 5%, living the life, pursuing your purpose, free from daily struggles, providing value, and giving back to the Universe.

That being said, let's dive into the chapters and make your dreams a reality!

1. The Basics of Email Marketing

Sending emails on automation and in bulk can be a major drain on your budget. Many businesses and individuals find themselves paying hefty fees for software that promises to handle these tasks efficiently. But what if I told you there's a way to achieve the same results without spending a single penny? Yes, you read that right. I've come up with a fantastic solution that's absolutely free and does the exact same job.

This method allows you to send cold emails and thousands of emails per day without any cost. Imagine being able to reach out to potential clients, customers, or contacts without worrying about how much it's going to set you back. This is especially useful for small businesses, startups, or anyone working on a tight budget.

But it doesn't stop there. You can also automate emails for your current contacts. Automation isn't just about sending out emails to new prospects; it's also about maintaining and nurturing the relationships you already have.

With this solution, you can set up automated email sequences for your existing contacts, ensuring that you stay top-of-mind and continue to engage them without lifting a finger.

Now, you might be wondering if a free solution can really match the performance of expensive software. The answer is a resounding yes. This method delivers the same great results, whether it's in terms of open rates, click-through rates, or overall engagement. You'll find that your emails are just as effective, if not more so, because you're not constrained by budget limitations.

I'm going to walk you through all the steps in a way that's simple and easy to implement. You don't need to be a tech guru to get started. I'll break down everything into clear, manageable steps so you can follow along and set everything up without any hassle.

By the end of this guide, you'll be equipped with all the knowledge you need to send bulk emails and automate your email campaigns effectively.

We'll cover everything from finding the right tools to use, setting up your email lists, crafting email templates, and scheduling your emails for optimal impact. I'll also share tips and best practices for avoiding spam filters, ensuring high deliverability rates, and tracking your results so you can continually improve your campaigns.

So, why spend money on expensive email automation software when you can get the same results for free? This solution is perfect for anyone looking to maximize their reach and engagement without breaking the bank. Whether you're an entrepreneur, a small business owner, or just someone looking to streamline their communication, this guide will provide you with the tools and knowledge you need while achieving the same impressive results.

[Book 1:1 Call With Me](#)

Action steps from Chapter 1

In this chapter, we learned how expensive email automation and bulk sending can be for businesses and individuals. But here's the good news: there's a way to achieve the same results for free! You can send thousands of cold emails per day without spending a dime, making it perfect for small businesses and startups on a tight budget.

We also discovered that you can automate emails for your current contacts, helping you maintain and nurture relationships effortlessly. This free solution delivers great results, comparable to pricey software, with high open rates, click-through rates, and engagement.

You don't need to be a tech expert to get started. This chapter breaks down the setup process into simple, manageable steps. By following along, you'll be able to send bulk emails and automate your campaigns effectively, ensuring your messages reach and engage your audience without breaking the bank.

“If you want to make insane money, start by doing the work none of them are willing to do. Do the things that you know you gotta do it even if it’s hell boring”

2: Setting Up Your System

I want you to be aware first, that this chapter will be a little overwhelming for you as it is a little technical. But don't let this obstacle come your way, See the vision that I've told you at the start. That's the cost of it. So keep reading even if it gets boring and overwhelming. Remember you make money in business by doing boring things over and over again, that's the secret no one tells you.

To get started with your free email automation solution, you'll need a few key tools and services. Don't worry, I'll guide you through each step to ensure you have everything set up correctly.

Hosting, domain, and Google workspace is required for the set-up.

1. Hosting from Hostinger

First, you'll need reliable hosting for your website. You can choose any plan like monthly or yearly as per your budget. I highly recommend Hostinger for its affordability, excellent performance, and user-friendly interface. Plus, by using my affiliate link, you'll support this ebook at no additional cost to you.

Get started with Hostinger [here!](#)

2. Domain

Next, you'll need a domain name for your website. We don't need any website here, it'll be better if you have any simple theme installed. But we will need it for sending emails from the backend. And this is your online address where people will find you. Goddy offers great deals on domain names.

3. Google Workspace

To manage your emails professionally, Google Workspace is a fantastic tool.

It provides you with a custom email domain, professional email addresses, and a suite of productivity tools like Google Docs, Sheets, and Drive. Setting up Google Workspace will ensure your emails look professional and trustworthy.

4. WordPress

For building and managing your website, WordPress is the best choice. It's free, highly customizable, and supports a wide range of plugins that will make your email automation process smooth and efficient. Hostinger offers easy one-click WordPress installation, so you can get your site up and running quickly.

5. Mailster

Mailster is a WordPress plugin that transforms your site into a powerful email marketing platform. It allows you to create, manage, and automate your email campaigns directly from your WordPress dashboard. With Mailster, you can design beautiful emails, set up automated sequences, and track your results all in one place. [NOTE: Contact me to get this plugin]

6. Instantly

Lastly, to supercharge your email automation, you'll use Instantly. This tool integrates seamlessly with Mailster and helps you send bulk emails, manage your lists, and automate your email sequences. Instantly ensures that your emails reach your recipients' inboxes and not their spam folders.

Setting Everything Up

Now that you know what you need, let's briefly go over the setup process:

1. Sign up for Hostinger: Use my [affiliate link](#) to sign up for Hostinger and choose a hosting plan that suits your needs. You can also register your domain during this step.

2. Set up Google Workspace: Follow Google's instructions to set up your custom email domain and create your professional email addresses.

3. Install WordPress: Use Hostinger's one-click WordPress installation to get your website up and running. Choose a theme that suits your brand and start customizing your site.

4. Install Mailster: Go to your WordPress dashboard, find the Mailster plugin, and install it. Follow the setup wizard to configure your email marketing settings.

5. Integrate Instantly: Connect Instantly with Mailster to start sending bulk emails and automate your email sequences.

By following these steps, you'll have a powerful, cost-effective email automation system up and running in no time. Remember, this setup not only saves you money but also gives you full control over your email marketing efforts.

Once you have connected the domain with the hosting, your next step is: setting up Google Workspace. It is like your virtual office suite, complete with professional email addresses, productivity tools, and more. And the best part? It's super affordable, costing around 120 rupees per month. That's less than the price of a fancy cup of coffee!

With Google Workspace, you'll get all the tools you need to run your business smoothly, from Gmail and Google Drive to Docs, Sheets, and Meet. Plus, you'll have the added bonus of using your custom email domain, giving your business that extra touch of professionalism.

After that, Next is **installing WordPress and Connecting Your Hosting with Your Domain**

Once you've got your hosting from Hostinger and your domain from GoDaddy, it's time to set up WordPress and connect everything. It is just a click things and you can install Wordpress. If you don't that, then please find it on the google on How to do it.

Installing WordPress

Installing WordPress is a breeze. Hostinger offers a one-click WordPress installation, making it super simple. Just log into your Hostinger account, find the WordPress installation option, and click. In no time, you'll have a fresh WordPress site ready to go.

Connecting Your Hosting with Your Domain

Next, you'll need to connect your hosting with your domain. This sounds techy, but it's straightforward. You'll need to point your domain from GoDaddy to your Hostinger hosting account. This usually involves updating your DNS settings, which Hostinger and GoDaddy both provide clear instructions for.

Need Help?

If you're unsure about any of these steps, don't worry, You can find plenty of helpful YouTube videos that walk you through the process. Just search for "How to install WordPress on Hostinger" or "How to connect GoDaddy domain to Hostinger."

If you're not a reader, and you prefer more visuals i.e, you prefer video tutorials, then here's the good news. I've made a step-by-step video course on this entire system. You just have to copy exactly what I'm doing and clicking, and Boom! your set-up will be up and ready. Besides the tutorial, I've also given my gold nuggets like How I research about the pain points, frustrations, desires of my target audience and How I capture their attention and get meetings booked. I'll give you resources like my ChatGPT prompts (don't worry these are not random prompts that you see in every youtube video, they are highly researched and made on \$100 Million Dollar Framework by Alex Hormozi) along with How I get data from the Internet free, and also my personal support for your set-up and conversions.

So Book A 1:1 Call with me and I got your back.

[Book 1:1 Call With Me](#)

Installing the Mailster Plugin

Now that you have your WordPress site up and running, it's time to supercharge it with email automation. This is where Mailster comes in. Mailster is the plugin that will handle all your email marketing needs, from sending bulk emails to setting up automated campaigns. Here's how to get it up and running:

Downloading Mailster

First, you'll need to download the Mailster plugin. Download the plugin from the internet.

Uploading and Installing Mailster in WordPress

1. **Log into your WordPress Dashboard:** This is your command center for everything WordPress.
2. **Go to Plugins** > Add New: In the left-hand menu, hover over "Plugins" and click on "Add New."
3. **Upload Plugin:** At the top of the page, you'll see a button that says "Upload Plugin." Click it.
4. **Choose File:** Click "Choose File" and select the Mailster plugin file you downloaded earlier.

5. Install Now: Once you've selected the file, click "Install Now." WordPress will upload and install the plugin for you.

6. Activate Plugin: After the installation is complete, click "Activate Plugin." Mailster will now be ready to use on your WordPress site.

With Mailster installed, you've got a powerful tool at your fingertips to manage your email marketing. From here, you can start creating email campaigns, setting up automated sequences, and managing your contact lists—all directly from your WordPress dashboard.

By following these steps, you'll be well on your way to mastering email automation without spending a fortune. In the next section, we'll go over how to configure Mailster and start sending those emails.

Final Steps: Setting Up Mailster for Email Automation

Once you've activated the Mailster plugin, it's time to configure it for sending emails through Gmail. Here's a step-by-step guide to get you set up: Configuring Mailster

1. **Go to Plugin Menu:** In your WordPress dashboard, navigate to the "Plugins" section and click on "Mailster."
2. **Access Settings:** Under the Mailster plugin, click on "Settings." Here you will find various options to configure your email delivery.
3. **Select Delivery Option:** In the settings menu, find the "Delivery" tab. Click on it, and then select "Gmail" as your delivery option.
4. **Add Client ID and Key:** To connect Mailster with your Google Workspace, you'll need a client ID and secret key. Here's how to get them:
 - **Create a New Email Account:** For security and organization, create an additional Google Workspace email account.
 - **Google Cloud Platform:** Go to Google Cloud Platform.

- **Create a Project:** In the Google Cloud Console, create a new project. This is a one-time setup, so don't worry, you won't have to do this every time.
- **Enable Gmail API:** Navigate to "API & Services" > "Library," then find and enable the Gmail API for your project.
- **Create Credentials:** Go to "API & Services" > "Credentials," and click "Create Credentials." Choose "OAuth Client ID," and follow the prompts. This will automatically generate your API client ID and secret key.

5. Enter API Credentials: Go back to the Mailster settings in WordPress and enter your API client ID and secret key. Connect your account.

6. Send Test Email: Once connected, Mailster will prompt you to send a test email. If you receive it, congratulations—you're all set to start sending emails!

Bookmarking Pages for Future Use

For easy reference, bookmark all the important pages such as your Google Cloud Console and Mailster settings. This will save you time when setting up additional domains or troubleshooting in the future.

If you find these instructions a bit overwhelming, don't worry. Some people just learn better by watching rather than reading. I've got you covered with a comprehensive video course. In this course, I walk you through each step, showing you exactly what to do in real-time. You can follow along and have everything set up in under 10 minutes.

Sometimes reading through instructions can feel like trying to decode a secret message. If you're the kind of person who learns better by watching rather than reading, you're not alone. Many people find video tutorials easier to follow because they can see exactly what to do in real-time. That's why I've created a comprehensive video course just for you.

In this course, I walk you through each step of the setup process, showing you precisely what to click, where to go, and what to enter. It's like having a friend sitting next to you, guiding you through each move. You can pause, rewind, and follow along at your own pace. By the end, you'll have everything set up and running smoothly in under 10 minutes.

Book a Call for Personalized Help

Imagine having a clear, actionable plan and the confidence to reach out to new prospects, knowing you have a system in place that works. That's what this personalized help can offer you. So, don't hesitate—book a call with me, and let's get you set up for success. We'll open doors to new opportunities and help you build a network that supports your business growth.

Learnings from Chapter 2: Setting Up Your System

1. **Essential Tools and Services:** You'll need a few key tools to get started with your free email automation solution, including hosting, a domain, Google Workspace, WordPress, Mailster, and Instantly.
2. **Hosting:** Choose Hostinger for reliable and affordable hosting. It supports easy WordPress installation and offers excellent performance.
3. **Domain:** Purchase a domain from GoDaddy. Even though you don't need a website, having a domain is crucial for sending emails.
4. **Google Workspace:** Set up Google Workspace to manage your emails professionally, offering a custom email domain and productivity tools.
5. **WordPress:** Use WordPress to build and manage your site. It's customizable and supports plugins that streamline your email automation.
6. **Mailster:** Install the Mailster plugin on WordPress to create, manage, and automate email campaigns.
7. **Instantly:** Integrate Instantly with Mailster to enhance your email automation, ensuring high deliverability and effective bulk emailing.

By following these steps, you'll set up a cost-effective and powerful email automation system, laying a strong foundation for your email marketing efforts.

“Brokies are afraid of short term discomfort than long term regret. This makes them easy to beat”

3. Optimizing Your Campaigns

Let's Dive into the Important Settings of Mailster
Now that we've got Mailster installed, it's time to fine-tune the settings to make sure everything runs smoothly and effectively. Follow these steps carefully, and you'll be well on your way to mastering your email marketing.

Step 1: Accessing Mailster Settings

First things first, head over to the Mailster dashboard in your WordPress admin panel. This is where you'll find all the options to customize your email campaigns.

Go to Settings: Click on the "Settings" tab within the Mailster dashboard. This is your control center for configuring how Mailster operates.

Step 2: Setting Your Sender Name

Next, you'll need to set the name that will appear in your recipients' inboxes.

Enter Your Name: In the settings, find the field where you can enter the sender's name. This should be the name you want people to recognize when they receive your emails.

It's a good idea to use a name that represents your business or brand to build trust and recognition.

Step 3: Creating Your Newsletter Page

Now it's time to create the page where you'll manage your newsletters.

1. **Click on Create Newsletter Page:** This will set up a dedicated page in WordPress where you can design and manage your email newsletters.

Step 4: Setting Up Unsubscribe Options

Compliance with email regulations is crucial.

1. **Enable Unsubscribe Option:** Ensure you check the box to include an unsubscribe option in your emails. This is mandatory and helps maintain your sender reputation by giving recipients an easy way to opt-out if they choose.

Step 5: Designing Your Newsletter

1. **Click on Newsletter:** This will take you to a page where you can design your newsletter. Customize it to match your brand's look and feel. You can edit the content, layout, and style to make your emails engaging and visually appealing.

Step 6: Configuring Security Settings

1. **Click on Security:** This setting helps prevent sending junk emails and reduces bounce rates, which is essential for maintaining a good sender reputation. Enabling this feature ensures your email list remains clean and your deliverability rates stay high.

Step 7: Notification Settings

Depending on your email marketing strategy, adjust the notifications accordingly.

1. **For Cold Outreach:** If your focus is on cold emailing, uncheck both notification boxes. This keeps things simple and avoids unnecessary alerts.
2. **For Nurture and Automation:** If you plan to nurture leads and set up automated sequences, make sure to check both notification boxes. These notifications will help you stay informed about your campaign performance.

Step 8: Delivery Settings

Fine-tuning the delivery settings ensures your emails are sent in a timely and controlled manner.

1. **Email Batch Settings:** Set the number of emails sent in each batch to 2.
2. **Time Interval:** Set the time interval between sending batches to 12,000 milliseconds (or 2 minutes). This pacing helps avoid triggering spam filters.
3. **ESP Limit:** For new accounts, set the ESP (Email Service Provider) limit to 30 to 40 emails per day. This conservative approach helps in warming up your email account and avoiding sudden spikes that can lead to being flagged as spam.
4. **Timing According to Country:** Schedule your emails to be sent during optimal times in your target country (e.g., business hours in India or the USA). This increases the chances of your emails being seen and opened.

Step 9: Save Your Changes

1. **Click on Save Changes:** After making all these adjustments, ensure you save your changes. This finalizes your configurations and prepares Mailster to send emails according to your settings.

Step 10: Advanced Settings

Lastly, let's clean up the branding.

1. **Disable Mailster Branding:** Go to the advanced settings and disable the Mailster branding. This keeps your emails looking professional and solely branded to your business.

Boom! You're All Set

With these settings configured, your Mailster is now ready to rock and roll. You've set up a professional, efficient email marketing system that will help you connect with your audience, whether you're doing cold outreach or nurturing leads.

Setting Up Cron Jobs for Mailster

Alright, now that you've configured the initial settings, it's time to set up cron jobs. This might sound technical, but don't worry—I'll walk you through it step-by-step. Cron jobs are essential for scheduling tasks in Mailster, such as sending emails at specific intervals. Let's dive in!

Understanding Cron Jobs

So, you've set your emails to be delivered in batches of 2 with a 2-minute gap. If you're sending one batch every 5 minutes, Mailster needs to trigger these batches at the set intervals. This is where cron jobs come in. They automate the process, ensuring your emails are sent out on time without you having to manually intervene.

Setting Up Cron in Mailster

- **Go to Cron Settings:** In your Mailster menu, navigate to the "Cron Settings" section. Here, you'll configure how often Mailster should trigger your email batches.
- **Enable Real Cron:** Click on the option to use real cron jobs. This ensures your email tasks are managed by your server, which is more reliable.
- **Copy Cron URL:** You'll see 3 to 4 URLs listed. Copy the first one—this is the URL that will trigger the email sending process.

Configuring Cron Jobs in Hostinger

1. **Log into Hostinger:** Access your Hostinger account and select the domain you're working with.
2. **Navigate to Cron Jobs:** Click on "Manage" for your selected domain, then find the "Cron Jobs" section.
3. **Set Up a Custom Cron Job:** Choose the custom option to add a new cron job. Paste the URL you copied from Mailster into the designated field.
4. **Set the Timing:**
 - Minutes: Set to every 5 minutes.
 - Hours: Set to every hour.
 - Days: Set to every day.
 - Months: Set to every month.
 - Weekdays: Set to every weekday.

This setup ensures that your email batches are triggered at regular intervals, maintaining a steady flow of emails going out.

Warming Up Your Email Account

Now comes the interesting part: warming up your email account. This step is crucial before you start sending cold emails or launching large email marketing campaigns. Warming up helps build your sender reputation, reducing the risk of your emails ending up in spam folders.

1. **Why Warm Up?:** Without warming up, sending a large volume of emails from a new account can raise red flags with email service providers. This could lead to your emails being marked as spam or, worse, your account being suspended.
2. **How to Warm Up:** Gradually increase the number of emails you send over a period of time. Start with a small number and slowly build up to your desired volume. This shows email service providers that you're a legitimate sender, not a spammer.

Need Help? I've Got You Covered

Feeling overwhelmed with all this technical setup? No worries! I can set everything up for you. Imagine having a fully functional email marketing system without lifting a finger. I'll handle all the tech stuff, so you can focus on the fun part—making money.

I'll configure everything: from setting up Mailster and cron jobs to warming up your account. You'll have a ready-to-go system where you can simply upload your contacts and start sending emails with a click. All the hard work is on me, and all the easy, money-making work is on you.

If you want a hassle-free setup, book a call with me and shoot me message on WhatsApp. Let's get your email marketing up and running smoothly, so you can focus on growing your business.

Why struggle with the setup when you can have an expert do it for you? Let's make sure your emails hit the inbox and your campaigns run smoothly from the get-go.

Imagine this: you sit back and relax while I take care of everything. For a small fee, I'll make sure your email marketing system is set up perfectly.

Here's how it works:

- **Hassle-Free Setup:** I'll configure Mailster, set up those cron jobs, and ensure your email account is warmed up properly.
- **Peace of Mind:** With my expertise, you can rest easy knowing everything is done right.
- **More Time for You:** You can focus on what you love—growing your business—while I handle the techy bits.
-

Sound good? This way, you won't have to stress about making mistakes or spending hours trying to figure things out. Your email marketing system will be ready to go, and you can start reaching out to your audience right away.

[Book A Call With Me for Your Personalised Set-up.](#)

Alright, let's talk about warming up those email accounts. This step is crucial before we dive into sending out any emails. But don't worry, I've got a nifty solution for you—Instantly. It's like your personal email warming assistant, and the best part? You get to warm up two accounts for free in just 14 days. That's plenty of time to get those accounts nice and toasty.

First things first, head on over to Instantly and sign up. Once you're in, go ahead and add your Gmail account. Easy peasy, right? Now, Instantly will prompt you to enable IMAP in your Gmail settings, but don't fret—it's usually already enabled by default.

Next stop, the admin panel. Here, you'll need to authorize app access in your Google Workspace. Once that's done, boom! You're in the Instantly dashboard, and the magic has already happened in the background. No manual setup required—Instantly takes care of it all for you.

Now, keep an eye out for a little fire emoji in Instantly. Click on it, and Instantly will kick off the warming-up process. What does this mean? Well, it'll start using your email account to send and receive emails on your behalf.

And here's the kicker: if any of your emails end up in the dreaded spam folder, Instantly will swoop in and rescue them, ensuring they land safely in your recipient's inbox. How cool is that? So, for the next 14 days, sit back and relax—Instantly's got your back. Once that period is up, your email account will be nice and warmed up, ready to make its grand entrance into the inboxes of your potential clients. And that's when we'll kick off our Mailster setup and start sending out those emails like a pro.

Learnings from this chapter

In this chapter, we delve into the crucial settings of Mailster to ensure your email marketing runs smoothly and effectively. Here are the key takeaways:

- **Accessing Mailster Settings:** Start by navigating to the Mailster dashboard in your WordPress admin panel. This is your hub for customizing your email campaigns.
- **Setting Your Sender Name:** Enter a recognizable sender name to build trust with your recipients.
- **Creating Your Newsletter Page:** Set up a dedicated page to design and manage your newsletters.
- **Enabling Unsubscribe Options:** Ensure compliance with email regulations by including an unsubscribe option.
- **Designing Your Newsletter:** Customize your newsletter's content, layout, and style for maximum engagement.
- **Configuring Security Settings:** Enable security features to prevent sending junk emails and reduce bounce rates.
- **Fine-Tuning Delivery Settings:** Control your email delivery pace to avoid spam filters, including batch size and time intervals.

“Losers change their goals because they are too lazy to change themselves”

3. Optimizing Your Campaigns

Mastering Mailster: Your Guide to Seamless Email Campaigns

Step 1: Prepare Your Contact List

- **Get Organized:** Ensure you have your contact list ready with names and email addresses.
- **Upload with Ease:** Head over to the Mailster dashboard and effortlessly import your contact list.
- **Classify Fields:** Tag the name field with "name" and the email field with "email" for streamlined communication.
- **Opt-In Assurance:** Click on "always subscribe" to ensure everyone on your list is opted in to receive your emails.

Step 2: Craft Your Campaign

- **Enter the Campaign Zone:** Navigate to the "campaign" section of the Mailster dashboard.
- **Subject Line Sorcery:** Get creative with your subject line to entice recipients to open your email.
- **Body Beautification:** Craft a compelling email body that engages and resonates with your audience.
- **Call-to-Action Charm:** Add irresistible call-to-action options to drive conversions and engagement.
- **Template Upload:** Easily upload your cold email template for a polished and professional touch.

Step 3: Test and Verify

- **Test Run:** Conduct a test send to ensure your email looks and functions as intended.
- **Inbox Inspection:** Keep an eye on your inbox for the test email to verify its appearance and content.
- **Ready to Roll:** Once you receive the test email, you're all set to launch your campaign with confidence.

Step 4: Launch and Monitor

- **Campaign Kickoff:** Hit the launch button and watch as Mailster springs into action, sending out emails on your behalf.
- **Sit Back and Relax:** Take a breather while Mailster handles the heavy lifting of email distribution.
- **Campaign Completion:** Once the campaign is complete, assess its performance and gather insights for future campaigns.
- **Duplication Option:** Consider duplicating successful campaigns or creating new ones for ongoing engagement.

Congratulations! You've successfully navigated the Mailster dashboard and launched your email campaign like a pro. With Mailster's user-friendly interface and powerful features, connecting with your audience has never been easier.

Learnings from Chapter 3: Optimizing Your Campaigns

In this chapter, you learned how to craft and optimize your email campaigns using Mailster.

Craft Your Campaign

- **Enter the Campaign Zone:** Navigate to the "campaign" section of the Mailster dashboard.
- **Subject Line Sorcery:** Create an enticing subject line to make recipients eager to open your email.
- **Body Beautification:** Write a compelling email body that engages and resonates with your audience.
- **Call-to-Action Charm:** Add irresistible call-to-action options to drive conversions and engagement.
- **Template Upload:** Upload your cold email template for a polished, professional touch.

Test and Verify

- **Test Run:** Conduct a test send to ensure your email looks and functions as intended.
- **Inbox Inspection:** Check your inbox for the test email to verify its appearance and content.

Learnings from Chapter 3: Optimizing Your Campaigns

- **Ready to Roll:** Once you receive the test email, you're all set to launch your campaign confidently.

Launch and Monitor

- **Campaign Kickoff:** Hit the launch button and let Mailster send out emails on your behalf.
- **Sit Back and Relax:** Let Mailster handle the heavy lifting of email distribution.
- **Campaign Completion:** Assess the campaign's performance and gather insights for future campaigns.
- **Duplication Option:** Duplicate successful campaigns or create new ones for ongoing engagement.

With these steps, you've successfully optimized and launched your email campaign, making the most of Mailster's user-friendly interface and powerful features to connect with your audience effortlessly.

**“The sooner you
accept that everything
is your fault and stop
blaming others and
situations, the sooner
you can do something
about it”**

Chapter 4: Scaling Your Outreach

So, you've launched your first campaign and you're ready to make waves in the world of email marketing. But wait, 50 emails per day? That's just the beginning. Let's crank up the volume and multiply your impact.

Introducing the Power of Multiplication

- **Scaling Up:** It's time to think big. With a little strategy and some creative thinking, we can amplify your outreach to reach thousands of potential clients every month.
- **The Math:** Let's break it down. By creating three subdomains and three corresponding Google Workspace accounts, you're effectively multiplying your sending capacity.
- **More Domains, More Power:** Now, imagine adding two more domains into the mix. That's a total of three domains and nine accounts working in harmony to supercharge your email outreach.

The Numbers Game

- **Daily Impact:** With each account capable of sending 100 emails per day, the numbers start to add up quickly. That's a potential of 400 emails per day from four accounts.
- **Monthly Reach:** Multiply that by 30 days, and you're looking at a staggering 27,000 emails per month. That's 27,000 opportunities to connect with new prospects and showcase your services.
- **The Potential Returns:** Let's talk about the bottom line. Say your service costs \$1000. With a conservative conversion rate of just 1%, that's 270 meetings and opportunities booked.
- **The Financial Impact:** Crunch the numbers, and you're looking at potential earnings of \$270,000. That's approximately 2.5 Crores Rupees—a significant return on investment.

The Journey Ahead

- **Realistic Expectations:** Of course, I'm not here to promise overnight success. Your actual results may vary, depending on various factors such as market conditions and your level of dedication. I'm not saying that you will achieve it. I'm also not saying that you will not achieve it. I've given you the way, it's on you how speed and far you wanna go!
- **Providing the Blueprint:** What I have given you is not just a system, but a blueprint for success. By leveraging the power of email marketing and strategic outreach, you have the tools you need to thrive.
- **In It Together:** And remember, you're not alone in this journey. I'm right here beside you, ready to offer guidance, support, and encouragement every step of the way.

Conclusion: The Sky's the Limit

So, there you have it. With the right strategy and a bit of creativity, there's no limit to what you can achieve with your email marketing efforts. By scaling up your outreach and multiplying your impact, you have the potential to reach new heights of success.

Learnings from Chapter 4: Scaling Your Outreach

In this chapter, you've learned how to take your email marketing to the next level by scaling up your outreach. Starting with 50 emails per day is just the beginning.

By creating three subdomains and corresponding Google Workspace accounts, you can significantly boost your sending capacity. Adding two more domains means a total of nine accounts, sending up to 900 emails daily and 27,000 monthly.

With a service priced at \$1000 and a 1% conversion rate, you could potentially earn \$270,000 (around 2.5 Crores Rupees). Remember, while I provide the blueprint, your dedication will determine your success. We're in this journey together!

“That’s the thing about opportunity. It looks like risk when it’s an opportunity. And by the time it’s risk free, it’s not an opportunity anymore”

5. Leveraging Mentorship and Advanced Strategies

Video Tutorials: Your Shortcut to Success

Sometimes reading through instructions can feel like trying to decode a secret message. If you're the kind of person who learns better by watching rather than reading, you're not alone. Many people find video tutorials easier to follow because they can see exactly what to do in real-time. That's why I've created a comprehensive video course just for you.

In this course, I walk you through each step of the setup process, showing you precisely what to click, where to go, and what to enter. It's like having a friend sitting next to you, guiding you through each move. You can pause, rewind, and follow along at your own pace. By the end, you'll have everything set up and running smoothly in under 10 minutes.

The Power of Visual Learning

Maybe you don't understand a few things or get stuck at some points as it is text and not visual. That's perfectly normal.

Some setups can be tricky, and having a visual guide can make all the difference. It's not just about seeing what to do—it's about capturing the overall vision.

Watching a video can help you grasp concepts faster and more efficiently.

Think about it this way: you're setting up a system that could revolutionize your email outreach and potentially bring in thousands of new clients. You want to get it right. Visual tutorials provide that extra layer of clarity. You'll see the exact steps I take and follow along, ensuring nothing is missed. This kind of guided learning helps you avoid common pitfalls and speeds up the process significantly.

Personalized Support and Mentorship

If you want my hand-holding support and video course on it, along with my resources like how I write emails which make high open rates and insane call bookings, how I leverage closers and sales teams, how I leverage ChatGPT, how I leverage data scraping for free, then you definitely need my mentorship. Get ready to change the way you acquire and make money now.

I've been in your shoes. I know how daunting it can be to set up these systems and start seeing real results. That's why I offer personalized support. We can work together, one-on-one, to ensure everything is set up perfectly. You'll get access to my exclusive video tutorials and insider tips that I've used to achieve remarkable success.

Book a Call for Personalized Help

Imagine having a clear, actionable plan and the confidence to reach out to new prospects, knowing you have a system in place that works. That's what this personalized help can offer you. So, don't hesitate—book a call with me, and let's get you set up for success. We'll open doors to new opportunities and help you build a network that supports your business growth.

When you book a call with me, we'll dive deep into your specific needs and goals. We'll discuss your current challenges and how we can overcome them together. I'll provide you with actionable advice and strategies tailored to your business. By the end of our call, you'll have a clear roadmap to follow and the confidence to take the next steps.

Why Choose My Mentorship?

Choosing my mentorship means you're not just getting a video course—you're getting a partner in your journey. I'll be there to answer your questions, provide feedback, and help you refine your strategies. You'll learn how to write compelling emails that get opened and lead to bookings. You'll discover how to leverage technology and tools like ChatGPT to automate and optimize your processes.

Moreover, I'll teach you how to scrape data for free, giving you a steady stream of leads without spending a fortune. These are the same techniques I've used to connect with influential people in the industry and close high-value deals. Now, you can use them too.

Your Path to Financial Freedom

Book a call with me and let's do it together. Imagine making your first crore in a year. It's not just a dream—it's a goal within reach. With the right system, dedication, and guidance, you can transform your business. Let's make it happen. Let's change the way you acquire clients and make money. So, take the first step. Book a call with me now, and let's embark on this journey together.

[Book 1:1 Call With Me](#)

Learning from Chapter 5: Leveraging Mentorship and Advanced Strategies

- **Visual Learning for Better Understanding:** Setting up email campaigns can be complex, but visual guides make it easier. Watching videos helps you grasp concepts faster and ensures you follow each step correctly.
- **Importance of a Clear Vision:** Beyond just setting up the system, understanding the overall vision is crucial. This system can revolutionize your email outreach, potentially bringing in thousands of new clients.
- **Personalized Support and Mentorship:** If you find the text instructions challenging, you can opt for personalized support. This includes video tutorials, resources on writing high-conversion emails, leveraging closers and sales teams, using ChatGPT, and free data scraping techniques.

- **One-on-One Mentorship:** I offer one-on-one support to help you set up your system perfectly. You get access to exclusive video tutorials and insider tips that have driven my success. This personalized help can transform your business and set you on a path to financial freedom.
- **Practical Strategies for Success:** With my mentorship, you'll learn to write compelling emails, use technology to optimize processes, and scrape data for free, ensuring a steady stream of leads without extra costs.
- **Achieving Financial Goals:** Imagine making your first crore in a year. With the right system, dedication, and guidance, this goal is within reach. Book a call with me to start this transformative journey and achieve your business goals.

By embracing these advanced strategies and personalized mentorship, you can change how you acquire clients and make money, paving the way to substantial financial success.

[Book 1:1 Call With Me](#)

**“ Money loves speed.
Wealth loves time.
Poverty loves
indecision. So Take
Decision Fast”**

I wish You All The Best

**With Love,
Kanav Kesar**

Kanav Kesar

**[Click here to Follow me
on Instagram](#)**



**[Click here & Subscribe my
YouTube Channel](#)**

(Free workshops will be
uploaded soon)



[Book 1:1 Call With Me](#)