

MSP Outbound Engine Operating Plan

Review draft, 2026-04-10. Goal: build a fast-cash, scalable online business by selling a productized outbound appointment engine to MSPs.

BUSINESS MODEL

Productized B2B Service

Done-for-you outbound system for MSPs

INITIAL BUDGET

\$59 to \$69

Domains, email, site, verification

TARGET FIRST SALE

\$1,000 to \$1,500

Upfront setup fee

90-DAY RANGE

\$10k to \$15k realistic

\$20k+ is stretch, not base case

Core Decision

Single best model: productized B2B outbound system setup plus management for MSPs. This wins because it gets paid before it builds a big asset, avoids inventory and ad spend, does not require a personal brand, and can start manual and standardize quickly.

Offer

- **Name:** MSP Outbound Engine
- **Buyer:** MSP owners, small cybersecurity firms, 2 to 20 employees
- **Primary price:** \$1,500 setup + \$1,000 month 1 management
- **Fallback pilot:** \$1,000 setup + \$750 month 1
- **Positioning:** done-for-you cold email appointment engine for MSPs, not generic AI help

Why Buyers Move Fast

- Direct pipeline impact
- Cheaper than hiring an SDR
- Faster than SEO and content
- No long contract required
- Clear 7-day launch scope

1-Page Site Copy

Section	Copy
Headline	Done-for-you outbound appointment engine for MSPs
Subheadline	We help MSPs launch cold email outbound without hiring an SDR, so you can book qualified discovery calls with business buyers in 7 days.
Offer	ICP definition, prospect sourcing, verified contacts, messaging, follow-up sequence, inbox triage process, appointment booking workflow.
Pricing	Full launch: \$2,500 upfront. Pilot option: \$1,750 upfront. No long-term contract.
CTA	Reply for the 7-day launch outline.

Cold Email Scripts

Script 1, direct

Subject:
outbound for
{{company}}

Hi
{{first_name}},

I help MSPs
launch cold
email outbound
without hiring
an SDR.

If I sent a
simple 7-day
plan showing how
I'd build an
appointment
engine for
{{company}},
worth a look?

Script 2, pain-first

Subject:
pipeline beyond
referrals

Hi
{{first_name}},

A lot of MSPs
are still too
dependent on
referrals and
inconsistent
founder
outreach.

I build simple
outbound engines
for MSPs that
want booked
discovery calls
without hiring
full-time sales

Script 3, cost comparison

Subject: cheaper
than an SDR

Hi
{{first_name}},

Hiring an SDR
for outbound is
expensive before
you even know if
the channel
works.

I build and run
the outbound
engine first,
then you decide
if it deserves
more budget.

Should I send

staff.

Want the short
launch outline?

the 7-day setup
outline?

Follow-Ups

- Just circling back, should I send the MSP outbound setup outline here?
- If outbound is not a priority, no problem. If it is, I can send the exact 7-day launch scope so you can judge whether it is worth testing.
- Last try. If you want a done-for-you outbound engine without hiring an SDR, I can send the outline. If not, I'll close this out.

7-Day Setup Scope

1. Define ICP and service angle
2. Build first prospect list and verify contacts
3. Create email sequence and alternate angle
4. Set up sender guidance and tracking sheet
5. Launch first batch and adjust copy
6. Handle inbox triage and qualification flow
7. Review performance and confirm handoff or ongoing management

First 100 Prospects Workflow

- **Filters:** US-based MSPs, 2 to 20 employees, business clients only, obvious founder or owner contact.
- **Sources:** Apollo, LinkedIn, Google search, Clutch, local tech directories.
- **Triggers:** hiring sales roles, updated site, niche positioning, active case studies, weak outbound.
- **Fields:** company, owner, email, location, niche focus, size, reason to contact, script angle.

Daily KPI Targets

- **Week 1:** 50 to 75 emails per day, 1 close target
- **Month 1:** 1,000 to 1,500 emails, 2 to 4 closes, \$3k to \$8k cash
- **90 days realistic:** **\$10k to \$15k**
- **90 days stretch:** **\$20k+**

Failure Triggers

- If reply rate is under 1% after 300 emails, change niche, targeting, or

Best Backup Pivot

copy immediately.

- If replies happen but no one books, make the offer smaller and more concrete.
- If calls happen but nobody pays, reduce scope before reducing price.
- If delivery becomes custom chaos, tighten the service and stop taking oddball clients.

Use the exact same offer as a white-label outbound setup service for agencies. Same skills, same assets, same templates, easier trust transfer, no wasted work.

First 10 Actions Today

1. Choose MSPs as the niche
2. Buy 2 domains
3. Set up Google Workspace
4. Build the one-page site
5. Create the payment link
6. Write the offer paragraph
7. Build the first 100-prospect list
8. Write the 3 scripts
9. Send the first 40 to 60 emails
10. Create the 7-day setup PDF or doc

First money should come from a setup fee, not content, traffic, followers, or affiliate revenue.