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Free sample
AI Marketing & Outreach Vault

One complete playbook from the Vault, free, plus the full list of what's inside. Written for UK small businesses and B2B service providers. Doable yourself, no coding, no setup from us.

1 full playbook | 12 in the full Vault | £47 for the full Vault

lumin42.com/marketing-vault

What's inside the full Vault

12 step-by-step playbooks and 18 copy-paste templates in a members web app. Tick steps off as you go; it remembers your progress on phone or computer.

Section	Playbook	Time
Cold email, done properly	**Cold email the UK way: who you can email and how** (this sample)	1 hour
Cold email, done properly	**Build a list of 100 right-fit businesses**	3–4 hours
Cold email, done properly	**AI-assisted first lines that are actually personal**	1 hour to set up, 2 minutes per email
Cold email, done properly	**A three-email sequence that lands in the inbox**	2–3 hours to set up
Funnels and email marketing	**Map a simple funnel on one page**	1 hour
Funnels and email marketing	**Write a landing page with AI that says one thing clearly**	2–3 hours
Funnels and email marketing	**A five-email welcome sequence that builds trust**	3 hours
Funnels and email marketing	**A regular email in 30 minutes with AI**	30 minutes per email
Ads and measurement	**Your first ad campaign with a capped budget**	2–3 hours
Ads and measurement	**AI-written ad copy and creative that stays honest**	2 hours
Ads and measurement	**Show up when local customers are searching**	2 hours
Ads and measurement	**Judge it by your own numbers: keep, fix or stop**	1 hour a month

Sample playbook: Cold email the UK way: who you can email and how

You know which businesses you can email without prior consent, what every message must include, and you have a short written record of why your outreach is fair.

Time	Cost	Level
1 hour	Free	Beginner

Why it matters

Cold email can work well for business-to-business services, but the rules depend on who you're emailing. Getting this right first protects your reputation, your domain and your business.

Tools

- The ICO's guidance on electronic marketing (PECR) and on legitimate interests
- A document for your notes

Steps

1. **Know the two groups:** Under PECR, you can send marketing emails to 'corporate subscribers' (limited companies, LLPs, public bodies) without prior consent, as long as you identify yourself and give a way to opt out. Sole traders and some partnerships are treated like individuals: you need their consent first. Check the ICO's current guidance, as the rules were updated by the Data (Use and Access) Act 2025.
2. **Remember named people are personal data:** An email to jane.smith@company.co.uk is personal data under UK GDPR, so you need a lawful basis (usually legitimate interests) and must tell people where you got their details and how to object, at the latest in your first message or within a month.
3. **Write a short legitimate interests check:** One page: why you're contacting them, why it's relevant to their business, what data you hold, and how you make opting out easy. Keep it with your outreach records.
4. **Build in the opt-out:** Every email says who you are, your business address or website, and gives a simple way to stop ('reply STOP' or an unsubscribe link). Honour it immediately.
5. **Keep a suppression list:** One list of everyone who has opted out. Check every new list against it before sending.

Copy-paste templates

Legitimate interests check:

Purpose: offering [service] to [type of business] that may need it.
Why relevant: [what problem it solves for them].
Data held: business name, contact name, work email, source: [where from].
Impact: one short email plus up to two follow-ups, easy opt-out, no sensitive data.
Outcome: legitimate interests applies; we stop immediately on request.
Reviewed: [date]

Required footer:

[Your name], [Business], [website or address]. You're receiving this because [short reason, e.g. 'your company is listed on Google as a dental practice in Birmingham']. Not relevant? Reply STOP and I won't contact you again.

Done when

- Corporate vs sole trader rule understood
- Legitimate interests check written
- Footer with identity, source and opt-out
- Suppression list created
- ICO guidance bookmarked

Avoid these

- Don't email sole traders or personal addresses (gmail, hotmail) without consent.
- Don't buy email lists: you can't show where the data came from or that it's accurate.
- This is a summary, not legal advice: the ICO's guidance is the authority.

The 90-day quick start in the full Vault

1. Week 1: Cold email rules and your legitimate interests check, then your one-page funnel map.
2. Week 2: Build your list of 100 right-fit businesses and set up SPF, DKIM and DMARC.
3. Week 3: AI-assisted first lines and the three-email sequence, sent at a low, steady volume.
4. Week 4: Landing page and five-email welcome sequence for your free first step.
5. Month 2: Business Profile, then one small capped ad test with honest AI-written copy.
6. Month 3: Start your regular email, then the monthly scorecard: keep, fix or stop.

Get the full AI Marketing & Outreach Vault
All 12 playbooks and 18 templates, £47 one-off, lifetime access, instant access after payment. See inside: lumin42.com/marketing-vault

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