The Niche Playbook

Which verticals actually work for cold email - and the three-question filter we run every new niche through before touching it.

WHY THIS MATTERS FIRST

Niche selection is the real lever

Most cold email programs get judged on copy and infrastructure. Both matter. But the single biggest driver of reply rate, close rate, and how long a campaign stays worth running is a decision made before a single email goes out: **who you decided to target.**

The right niche makes an average email perform. The wrong niche makes a great email fail quietly, for months, while everyone blames the copy. This is the filter we run first - before writing a single line.

THE 3-QUESTION FILTER

Good signs, before you commit

If a niche clears all three, it's worth a real test. If it clears one or none, keep looking - see Part 2 for the niches that quietly waste a budget.

01

They live in their inbox

Your client - and your client's own buyers - actually use cold email as a channel. If neither side checks email regularly, the fastest copy in the world goes nowhere.

02

The ticket justifies the work

$5k-$10k+ per client. Below that, the math on sourcing, writing, and follow-up rarely pencils out against what a single closed deal is worth.

03

You know it inside and out

You can write the pain points from memory, not from a Google search. Generic outreach reads generic - familiarity is what makes an email sound like it was written by someone who gets it.

WHERE WE KEEP COMING BACK

Five niches that consistently work

Not an exhaustive list - a starting point of verticals that have reliably cleared the filter above across real campaigns.

01 Boutique staffing & recruiting firms

Filling seats is a recurring, urgent need with a real dollar figure attached to every open role. Owners and account managers are personally reachable - and they're used to being pitched, because they do the same thing to candidates all day.

02 Fintech marketing & creative agencies `NOT DEAL-GEN OR LEAD-GEN`

Agencies buy tools and services constantly, and - because they run outreach for their own clients - they respect the channel instead of reflexively deleting it. **The one exception:** deal-gen and lead-gen agencies are already flooded with the exact pitch you'd be sending, so they're a much harder room.

03 High-ticket consultants & advisors

Sales-driven by nature, comfortable being sold to, and already fluent in cold outreach as a channel because it's often part of how they built their own business.

04 Manufacturing

Relationship-driven, but decision-makers are identifiable and reachable, and contract values are large enough that a single closed account changes a quarter.

05 Commercial services `E.G. COMMERCIAL CLEANING`

The jump from a residential-value job to a commercial contract is enormous - landing even one office building or facility account can be worth dozens of residential jobs, and the buyers (facilities managers, property managers) are corporate, inbox-reachable people.

> *"The wrong niche doesn't fail loudly. It fails quietly, for months, while everyone blames the copy."*

ONCE YOU'VE PICKED ONE

Turn your niche into a practical plan

A good niche is a starting point. Smart Angel helps turn what you sell into a focused audience and an outreach plan you can review before launching.

HOW SWEEPER EXECUTES THIS

Start with Smart Angel

Enter your company website. Smart Angel reads your offer and recommends an audience, buyer departments, a sending schedule, follow-ups, and a sample first email.

- Use the recommended niche as a starting hypothesis. Check it against the three-question filter in this guide.

- Review why the audience fits, what assumptions need checking, and which departments are likely to own the buying decision.

- Refine the first email and follow-up plan before moving into a campaign. The free homepage preview sends no emails.