

The 28-day warm-up schedule

A new sending domain starts near 150 messages and multiplies by about 1.4 a day through day 7, then grows 10 to 20 percent a day while complaints stay under 0.1 percent and bounces under 2 percent. Fill one row per day, in the evening.

Domain: _____

Day 1 date: _____

Relay / platform: _____

Engaged list size: _____

Growth rate chosen: ☐ 10% ☐ 15% ☐ 20%

DAY	DATE	TARGET VOLUME	SEND TO	SENT	BOUNCE %	COMPLAINT %	GATE
WARM PHASE, DAYS 1 TO 7. MOST ENGAGED PEOPLE ONLY, ACTIVE IN THE LAST 90 DAYS.							
1		~150	Most engaged				☐
2		~210	Most engaged				☐
3		~290	Most engaged				☐
4		~410	Most engaged				☐
5		~575	Widen one step				☐
6		~805	Widen one step				☐
7		~1,130	Widen one step				☐
RAMP PHASE, DAYS 8 TO 14. TARGET COLUMN READS 10% GROWTH / 20% GROWTH. PICK ONE RATE AND STAY ON IT.							
8		1,240 / 1,360	Engaged first				☐
9		1,370 / 1,630	Engaged first				☐
10		1,500 / 1,950	Engaged first				☐
11		1,650 / 2,340	Widening				☐
12		1,820 / 2,810	Widening				☐
13		2,000 / 3,370	Widening				☐
14		2,200 / 4,050	Widening				☐

The gate that must hold before every increase

- Spam complaints under **0.1%**, the target in Google's bulk-sender rules (February 2024, updated 2025).
- Bounces under **2%**, measured on the send that just went out.
- Hard stop at **0.3%** complaints. Above that line Google withholds delivery mitigation until you have been back under it for seven consecutive days.
- No gaps. If the gate fails, repeat today's volume tomorrow rather than pausing.

Today's actual sent, times 1.1 to 1.2, written down before you close the laptop. If the gate failed, tomorrow's number is today's number again. Nothing here is a quota: a cap is a ceiling, and no domain was ever penalized for sending under its maximum.

DAY	DATE	TARGET VOLUME	SEND TO	SENT	BOUNCE %	COMPLAINT %	GATE
RAMP PHASE, DAYS 15 TO 21. NO GAP DAYS. A DAY SKIPPED COSTS MORE THAN A DAY SENT SMALL.							
15		2,420 / 4,860	Widening				☐
16		2,670 / 5,830	Widening				☐
17		2,930 / 7,000	Widening				☐
18		3,220 / 8,400	Toward full list				☐
19		3,550 / 10,100	Toward full list				☐
20		3,900 / 12,100	Toward full list				☐
21		4,290 / 14,500	Toward full list				☐
RAMP PHASE, DAYS 22 TO 28. FULL LIST MINUS ANYONE WHO HAS NEVER ENGAGED.							
22		4,720 / 17,400	Full minus cold				☐
23		5,190 / 20,900	Full minus cold				☐
24		5,710 / 25,100	Full minus cold				☐
25		6,280 / 30,100	Full minus cold				☐
26		6,910 / 36,100	Full minus cold				☐
27		7,600 / 43,300	Full minus cold				☐
28		8,360 / 52,000	Full minus cold				☐

The honest caveat. Most senders never reach day 7's number, and that is fine. A list of 900 people is a 900-message send, once a week, and after the first two sends the ramp stops being what limits you. If your list is smaller than day 1's figure, the whole schedule collapses into one instruction: send to everyone who genuinely opted in, on a predictable cadence, and watch the two rates. Gmail's bulk-sender line starts at 5,000 messages a day and almost nobody crosses it. The authentication and complaint rules underneath apply at every volume, dozens a day included.

Domain warmed on _____ Steady-state daily volume _____ Filled by _____