

How to setup the Gmass email system.

1. First you need a domain name, preferably registered at [NameCheap HERE](#).

Why do you need a custom domain name? This allows you to setup a Google Workspace account and send and receive emails with an email address to your domain name - example; [you@yourdomain.com](#). A Google Workspace account is no different than having a Gmail account, yet it allows you to, again, send emails from your custom domain name (a more trusted email sending account).

2. Next, you need to setup a Google Workspace (Gsuite) account setup through [NameCheap HERE](#). *you only need the “Business Starter” account level.

*note: Namecheap gives you step by step instructions on the domain name (DNS) records you need to update, however with a new domain name Namecheap will just automatically make these technical changes for you.

*Best Practice: you do not “need” a web hosting account, hosting your domain name online HOWEVER it’s better to eventually do so, so you can

have an online presence (a webpage) associated with your domain name, which builds trust around your web/email address. [I suggest you setup your website/blog HERE.](#)

3. Next, you'll need to purchase and add the "Gmass" extension to your Google Workspace account. [Get Gmass HERE.](#) You need to be using Google Chrome while doing this. I suggest Gmass Premium so you can have full Gmass functionality.

An overview of this mass/broadcasting email system.

You could run Gmass with a free gmail account however you are limited to sending only 500 emails per day; with a Google Workspace account you can send up to 2,000 emails per day (60,000 per month). YES you can have multiple Google/Workspace accounts to send more however that is an advanced tactic I'll be teaching on soon. But just know that 60,000 emails per month is a lot and you can be very profitable with that number.

NEW DOMAIN NAME WARM UP PROCEDURE!

Gmass offers an email warmup service which is built in and no extra cost; as soon as everything is setup and before you send any bulk emails via Gmass, you'll want to

initiate the warmup process here: [Gmass email warmup](#) (I prefer step #3 on that page, using the dashboard to initiate the warmup. How long do you warm up? (the Gmass warmup is very slow at it's default settings) - it's worth taking your time; let the warmup system run for a week and also send small amounts of broadcasts 20-50 at a time - **HOWEVER WARNING** do not send obvious commercial intent emails talking about making money, money claims, etc. Be vague about your topic, link to online content (video < is best or blog post) that contains what you really want to say in the email (this is ALWAYS A GOOD PRACTICE). The more conversational and open ended your emails are the more trusted they will be - write emails like an infomercial and you'll get shut down; be sensible. Good practice = ask questions and get replies from your leads, then link those that reply to what you are offering. Yes this will be a lot less replies than what you send but these are quality connections.

Overview:

These emails that are being sent, are being sent to leads on a custom spreadsheet or "Google Sheet" which has the leads you want to send to, on it. So for example if you want to send 50 emails, you create a custom Google Sheet with those 50 leads in it.

The entire Gmass emailing system is run off of the Gmass technology linked to a given Google Sheet of leads.

I won't be doing a full training here in this document however this is designed to give you a foundation and understanding of the basics. Gmass has a ton of training and guidance on their website; master Gmass and profit handsomely with my guidance. You can search for any Gmass help topic [on their blog here](#).

You will start with a leads master list ([if you purchase leads from me here](#), I will provide you the Google Sheet and all customer data such as name, email, mailing address, phone, IP etc. Essentially all of your leads on one Google Sheet, and then you can create custom lists from that main list; a custom list being the number of people/leads you want to send an email broadcast to.

NOTE: do not send a mass email without adding your physical mailing address to the email (just type "sent from: xyz address) AND an unsubscribe link - [Gmass instructions here](#).

One thing to note is that Gmass handles the technical part in the background such as removing unsubscribes, bounced emails, etc. Gmass does not actually remove that

email from your list, however when you send a broadcast Gmass won't send to previous unsubscribes or bounces.

After a Gmass campaign has been sent (and as it's being sent) you get an email linking to the analytics of that send, and in that email you also get a link to be able to send to the leads that have opened (this is an excellent way to send the next broadcast, to a list of leads that have opened, they are active on your list).

You'll also see links to inactive people on your list (people that did not open) and you can potentially remove them from your master list - I personally like to keep a list of leads that are as active as can be (opening my emails) - but this is a preference and requires you to manage your leads, lists, etc. So essentially I have a "master" list of leads; all my leads that I have generated, then I keep a running active list of all people that have opened emails.

How to send 100,000+ emails per month:

You can skip the Gmass/Google daily sending limitation of 2,000 emails for a Google Workspace account by connecting Gmass to an SMTP (Simple Mail Transfer Protocol) service such as SendGrid - [details here](#).

The sendgrid service allows you to bypass your Google daily email sending limitation - HOWEVER you still want to follow an email warmup period recommended by [SendGrid here \(hourly send schedule\)](#). Gmass does not recommend using a dedicated IP address ([see that here](#))

Helpful Videos:

[Gmass Overview](#)

Need help; [contact me here](#).

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