

Going to Market from £0

INTERNAL · the legal reality, the honest numbers, and the order to do things in

You asked three things: how to market this with no money, what the revenue could be, and whether to harvest addresses into Mailchimp or Klaviyo and let it run. The short answers are: partnerships first, the numbers are good but slower than they look, and do NOT use Mailchimp or Klaviyo for this — they will close your account.

1. Start here, because it changes the plan

Mailchimp and Klaviyo will ban you for this

Both platforms explicitly prohibit purchased, rented, scraped and harvested lists. Their acceptable use policies require that every recipient has given express, verifiable consent. Klaviyo specifically names addresses obtained by internet harvesting or scraping. Uploading a scraped list gets the account suspended, usually without warning.

This is not a technicality you can work around. They are built for people emailing their own opt-in customers, and their spam teams are good at spotting cold lists. Using them for this would cost you the account and possibly the sending domain's reputation.

But UK B2B cold email IS legal, if you get two things right

Rule	What it means
PECR regulation 22 does not apply to CORPORATE subscribers	You may email a limited company, an LLP, a Scottish partnership or a public body without prior consent. This is the bulk of your market.
Sole traders and ordinary partnerships are treated as INDIVIDUALS	They need consent. You must screen them out of any list, and about three million of the UK's businesses are sole proprietorships.
UK GDPR still applies on top	You need a lawful basis (legitimate interest), a documented legitimate interest assessment, a privacy notice, and you must honour objections.
Every email needs	Who you are, a real business address, and a working one-click unsubscribe that you actually action.

So the plan is sound. The tool is wrong. Use a cold-outreach platform built for it — Instantly, Smartlead or Lemlist — on a SEPARATE domain from phwld.com so a spam problem never touches your main mailbox.

2. The market, honestly sized

Figure	Source and meaning
5.7 million	UK private sector businesses at the start of 2025.
~3 million	Sole proprietorships with NO employees. Mostly cannot be cold emailed under PECR, and mostly do not need this — no employees means no employer duties of this kind.
~1.2 million	Companies that DO employ staff. This is the legally-emailable, genuinely-needy population.
885,200	SMEs in construction alone — the largest sector, 15.8% of all businesses.

250,000–350,000	My estimate of your realistic addressable market: employing limited companies in construction, motor trades, transport and storage, manufacturing and agriculture. This is an estimate built from the sector shares, not a published figure.
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You do not need millions. At a 0.2% lifetime conversion, 300,000 addressable businesses is 600 customers. At £349 that is £209,000. The constraint is never the size of the list.

3. The maths on cold email — done properly

Per 1,000 emails sent, with warmed domains and tight targeting

Stage	Rate	Result
Sent	—	1,000
Delivered to inbox	~85%	850
Reply of any kind	3% of sent	30
Positive or interested reply	1% of sent	10
Converts to a £349 sale	20–25% of positive	2 to 2.5 sales
REVENUE PER 1,000 EMAILS	—	£700 – £870

Those reply rates assume good practice: a warmed domain, personalised first lines, a specific and relevant offer, and tight targeting. Generic blasts get a fraction of it. If anyone quotes you 10% reply rates on cold B2B, they are selling something.

What you can actually send

Constraint	Reality
Per mailbox, safely	30–40 emails a day. More than that and you burn the domain.
Three mailboxes on two domains	~100 a day, about 2,200 a month on working days.
Monthly revenue at that volume	2,200 emails → ~5 sales → around £1,750 a month
To do more	More mailboxes and domains. It scales, but linearly and slowly. This is a steady drip, not a flood.

What it costs once you can afford it

Item	Cost
Instantly.ai or similar	~£24–30 a month
Two sending domains	~£20 a year
Three mailboxes	~£15 a month (Google Workspace) or less with a cheaper provider
TOTAL	Roughly £45–50 a month

Which is the problem, because you have £0. So cold email is not step one. It is step three, paid for by steps one and two.

4. The £0 plan — in the order that gets money fastest

Step 1 · The people who already know you (this week, free)

You have trained at haulage yards, warehouses, manufacturers and engineering firms. Those people already know you are competent, which is the hardest thing to establish cold. Write to every one of them from your own mailbox — not a campaign, a real email.

- List every company you have ever delivered training to. Even years ago.
- One personal email each. Mention the machine you trained on and roughly when.
- Lead with the free self-check link, not the product. Let the score do the selling.
- Expect a far better rate than cold: 10–20% replies is realistic from a warm list.
- Fifty warm contacts at 15% reply and 30% close is about 2 sales. That is your first £700, and it funds the tooling.

Step 2 · The leveraged conversations (this month, free)

This is where the real answer to 'millions of businesses' lies. You do not reach thousands one email at a time. You reach them through somebody who already has them.

Who	Why they say yes	What you ask for
Insurance brokers and EL underwriters	They carry the claims risk your prospects create. A broker who hands clients a compliance pack reduces claims and looks like the adult in the room.	Offer the self-check as a free client benefit. Ask to be their referred provider.
Trade bodies and associations	Logistics UK, RHA, Make UK, local chambers, the stone federations, NFU. They exist to give members value and are always short of genuinely useful content.	Offer the self-check free to their whole membership, and a member discount on the pack.
Principal contractors and large customers	They audit their supply chain and want their subcontractors compliant.	One contractor telling 300 subcontractors to hold a compliance file is 300 prospects who have been told to buy.
ISO consultants and certification bodies	They see these gaps constantly and have no product to fix them.	Referral arrangement, or white label.
Accountants and HR consultants to SMEs	They get asked safety questions they cannot answer.	Affiliate them. They keep a cut.

Ten of these conversations will do more than ten thousand cold emails, and they cost nothing but your time. This is the single highest-value activity in the whole plan.

Step 3 · Content that compounds (ongoing, free)

- The HSE bulletin you already receive is a free, weekly, regulator-published supply of real prosecutions in your sectors. One short factual post per relevant case.
- Publish each as a page on the site. This is exactly what a worried manager searches at 11pm — 'do I need a banksman', 'forklift training legal requirement', 'HSE fine yard'.
- Same content to LinkedIn. These sectors are surprisingly active there and the fine data gets shared.
- It compounds. A page written once keeps producing leads for years, unlike an email which is spent the moment it is sent.

Step 4 · Then, and only then, cold email

Once the first few sales have paid for it: buy the domains, warm them for two weeks, load a properly screened list of LIMITED COMPANIES ONLY, and start at 30 a day per mailbox.

5. Revenue scenarios — twelve months

Assumptions stated so you can argue with them. DIY pack £349, audit £1,250, subscription £299/yr.

	Cautious	Realistic	Good year
DIY packs sold	40	120	300
On-site audits	4	12	30
Subscriptions (if built)	0	20	80
DIY revenue	£13,960	£41,880	£104,700
Audit revenue	£5,000	£15,000	£37,500
Subscription revenue	£0	£5,980	£23,920
TOTAL	£18,960	£62,860	£166,120
Emails needed for the DIY sales	~16,000	~48,000	~120,000
Months of sending at 2,200/mo	7	22	55
So cold email alone gets you to	Cautious	Not realistic alone	No

Read the bottom three rows carefully, because they are the whole point. Cold email at sustainable volume gets you to the cautious column and no further. The realistic and good columns are only reachable through the leveraged channels in step 2 — one trade body deal or one broker relationship changes the arithmetic completely.

6. What I would actually do, in order

When	Do this	Cost	Expected
This week	Email every past training client personally with the self-check link.	£0	1–3 sales, and the tooling is funded
This week	Post the first HSE case to LinkedIn. Keep going weekly.	£0	Slow build, compounds
Next two weeks	Approach five brokers and three trade bodies. Offer the self-check free as a member or client benefit.	£0	One yes changes everything
Once first sales land	Buy two domains, three mailboxes, Instantly. Warm for two weeks.	~£50/mo	Capacity for 2,200 emails a month
Month 2 onward	Build the list: LIMITED COMPANIES ONLY in your five sectors. Send 100 a day.	time	~5 sales a month, growing
Month 3	Write one page per HSE prosecution. Twenty pages of it.	£0	Compounding search traffic
Month 6	Review. If DIY packs are selling, build the subscription. If not, do not.	—	Evidence-led decision

7. Three warnings

- Do not scrape a directory that forbids it in its terms. Companies House data is free and openly licensed and gives you company status, sector and registered address — use that as the spine and find contacts properly, rather than lifting somebody else's database.
- Do not send from phwltd.com. Use a separate lookalike domain so that if deliverability goes wrong it never touches your real mail.
- Do not buy a list. Beyond the legal exposure, bought lists are stale, full of traps and will destroy a new domain's reputation in a week.

And the honest summary: the product is finished and it is good. The bottleneck now is distribution, and the fastest distribution available to you costs nothing but conversations. Ten partnership approaches beats a hundred thousand emails.