

Set the line. Check it five minutes a day.

Setline is an AI assistant that books your next client. It has its own name and email address, writes in a voice you train, sends through your own Apple Mail at a careful human pace, and follows up for months so nobody falls through the cracks. It runs on your Mac. Your contacts never leave it.

One-time purchase. No subscription. No server. No one else holding your list.

For freelancers and small studios who sell their own work

Your outreach, on one calm screen

Every morning the dashboard tells you exactly what needs you: replies to answer, drafts to approve, follow-ups queued. The status pill tells the truth. When you pause sending, it says so.

The dashboard for Jordan Avery (JA) shows the following metrics:

- 8 to approve.
- Replies to action: 0 (all clear)
- Approvals due: 8 (ready to send)
- Follow-ups due: 0 (day 14 + 28 + monthly)

Summary statistics:

Sent today	In queue	Connects accepted	Reply rate	LinkedIn today	Sent all-time	Engagement	All replies
0	0	0	0%	0	0	0	0

Pending Approval — review before next dispatch SHOWING 8 OF 8 · 8 READY IN POOL

Approve next 50 → Show all 50

ID	Name	Status	Role	Company	Type	Action
01	James Cho	PENDING	Executive Producer	Wieden+Kennedy	AD AGENCY	Approve / Skip
02	Paul Grant	PENDING	Senior Producer	72andSunny	AD AGENCY	Approve / Skip
03	Maya Rodriguez	PENDING	Brand Marketing Lead	Patagonia	IN-HOUSE BRAND	Approve / Skip
04	Dana Pruitt	PENDING	Head of Content	Vuori	IN-HOUSE BRAND	Approve / Skip
05	Sofia Klein	PENDING	Creative Director	REI	IN-HOUSE BRAND	Approve / Skip
06	Erin Lowe	PENDING	Brand Director	Allbirds	IN-HOUSE BRAND	Approve / Skip
07	Lena Frost	PENDING	Marketing Manager	Cotopaxi	IN-HOUSE BRAND	Approve / Skip

In the box

The full engine (sending, follow-up cadence, reply detection, contact finding), a guided installer run by Claude Code, and your private dashboard, themed to your brand.

You'll need

A Mac. Claude Code with an active Claude subscription. A dedicated email address for your assistant. About an hour. Your own API keys (a few dollars to start).

Dashboard shown with sample data.

Claude Code does the work. You do the talking.

Open the kit folder in Claude Code and say "Read START_HERE.md and begin." Then:

- 1** 10 MIN
The interview
What you do, who you want to reach, what makes you credible. Plain conversation, one question at a time.
- 2** 5 MIN
Build your assistant
Name it, give it a personality and its own email address. Choose email-only or add LinkedIn connection requests.
- 3** 10 MIN
Install and wire up
Claude installs the engine, saves your keys, and adds the assistant's account to Apple Mail. Passwords go into Mail's own dialog, never chat.
- 4** 25 MIN
Your first five emails, for real
Name the five people you most want to work with. Claude finds their addresses, drafts to each, and you edit together until you say "that sounds like me." Then they actually send.
- 5** 10 MIN
On the schedule
The daily jobs are installed and a full end-to-end test runs before Claude calls it done.

Voice is the whole game

The dial-in step is why this works. Your assistant learns your no-go words, your pace, your sign-off. Every future email inherits it.

The line does the work

- **DAY 0**
Your first five dream-contact emails are already out, sent during setup in a voice you approved.
- **EVERY WEEKDAY**
A safe, ramped batch of cold emails goes out through your own mailbox. Replies are detected and answers drafted for you.
- **DAY 14**
Quiet follow-up from your assistant to anyone who hasn't answered. Threads into the same conversation.
- **DAY 28**
A personal note from you, from your own address. A real human lands in the thread.
- **DAY 58 AND MONTHLY AFTER**
A light touch once a month, forever, until they reply. No breakup email. Doors stay open.

Your daily five minutes

- ✓ Open the dashboard (works from your phone)
- ✓ Read replies, approve the drafted answers
- ✓ Approve the next batch. Done.

Setline

\$49 once

The kit: installer, engine, dashboard. You and Claude Code set it up together.

Installed for you

\$299 once

Everything, set up with you on a screen-share. You leave the call with outreach already working.