

Turn Results Into a Growth Loop

PLAYBOOK 4 / LEARNING

Use replies, market changes, and channel evidence to choose the next move.

ONE-PAGE CHECKLIST

- 01 Separate activity metrics from business outcomes.
- 02 Classify qualified replies and concrete objections.
- 03 Compare angles using confirmed sends and attributable outcomes.
- 04 Review competitor and social evidence with its source and date.
- 05 Choose a repeat, revise, or stop decision.
- 06 Record the evidence and owner for the next test.
- 07 Keep one-off feedback as weak learning metadata.
- 08 Change the playbook only after repetition or explicit approval.