

Launch a Campaign That Earns Replies

PLAYBOOK 3 / OUTREACH

Test clear campaign angles with useful personalization and deliberate review.

ONE-PAGE CHECKLIST

- 01 Fix one goal, offer, CTA, lead list, and test cohort.
- 02 Create two or three evidence-supported angles.
- 03 Assign every lead to one supported angle.
- 04 Use no more than one approved why-now signal per first touch.
- 05 Review representative samples across angles and evidence levels.
- 06 Approve the message strategy before generating the full batch.
- 07 Confirm sender setup and launch separately.
- 08 Measure qualified replies per confirmed send, meetings, and conversions.