PRACTICAL RESOURCE / OUTCOME DRIVEN

A follow-up worth receiving

Outcome Driven · The Customer-Win Recipe

Illustrative planning template, not measured performance or a guaranteed result.

1. Choose the result

A prospect can resolve an open question and make an informed next decision.

Our definition: _____

Customer segment: _____

Evidence we have: _____

2. Set entry and timing

Entry: An appropriately contactable person requested information, but a specific question or decision remains open.

Timing: Review replies, consent or applicable permission, opportunity status, and the requested timing before sending.

Our entry event: _____

Eligibility and permissions: _____

Channel, owner and timing: _____

3. Make the experience ready

Test the real destination using an eligible test account. Check prerequisites, access, mobile use and support. Do not use copy to disguise a broken product state.

4. Draft one helpful message

Subject / opening: The answer to [specific question].

You asked about [question]. Here is [useful answer or evidence]. A sensible next step could be [one action]. Reply with [useful clarification] when appropriate.

All bracketed placeholders must be verified or replaced; do not invent a past action.

5. Stop when it stops being helpful

A reply; an opt-out; a closed or unsuitable opportunity; the promised answer is not ready; previous help made the message irrelevant.

Our exit, suppression, frequency and retry rules: _____

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6. Observe and decide

Useful replies and agreed next steps among eligible contacts. Also monitor complaints, opt-outs, duplicates and misrouting.

Baseline and observation window: _____

Success definition and guardrails: _____

Time / cost limit: _____

Keep / revise / stop criteria: _____

Review date and owner: _____

Rollback plan: _____

Before launching

Verify consent or other applicable permission and requirements with your approved team. Test entry, exit, completed-task, no-access, duplicate, reply, opt-out and failed-delivery paths. This template is not a legal determination.

Need hands-on help?

Growth Fix is the existing Waymaker Agency service for one agreed feasible improvement. A whole lifecycle rebuild is separate. Confirm fit, access, scope, timing, and price before purchase.