PRACTICAL RESOURCE / OUTCOME DRIVEN

A reason to return

Outcome Driven · The Customer-Win Recipe

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

1. Choose the result

An existing customer can get value from a recurring need or relevant next task.

Our definition: _____

Customer segment: _____

Evidence we have: _____

2. Set entry and timing

Entry: A customer with permission and continued product access has an applicable recurring need.

Timing: Check their actual usage, plan, support status, preferred timing, and previous communications.

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: Ready for [useful recurring result]?

Last time, you [verified relevant action, or omit]. When you need to [recurring goal], [one next task] is ready at [destination]. [Context-specific support].

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

5. Stop when it stops being helpful

The useful action happens; an opt-out; cancellation; lack of access; unresolved problem; message frequency limit.

Our exit, suppression, frequency and retry rules: _____

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6. Observe and decide

Return-to-value count / eligible customers in a defined cohort and window. Distinguish routine seasonality from the proposed message effect.

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.