

AI Outreach Conversion Playbook — Pro Edition

Founder Execution Playbook

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This document is designed for operational implementation, not theory.

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****Version:**** 2.0 ****Audience:**** Founder-led sales motions, agencies, freelancers ****Primary Outcome:****
Build a repeatable outbound system that converts outreach into booked calls

1) Outcome Definition

You are not optimizing for “messages sent.” You are optimizing for:

- qualified replies
- booked calls
- closed revenue

Everything in this playbook is built around that.

2) ICP Targeting Matrix

Score each lead 1-5 on:

- pain intensity
- purchasing power
- urgency signal
- channel accessibility
- expected fit

Only send to leads with total score $\geq 18/25$.

3) Offer Positioning Formula

`I help [ICP] solve [pain] in [time window] using [method], without [common frustration].`

Example: `I help founder-led agencies fix lead leakage in 14 days using AI-assisted reply ops, without adding headcount.`

4) Message Construction Rules

- under 120 words
- one CTA only
- specific first line (no generic opener)
- no hype claims
- no vague promises

Required structure 1. relevance signal 2. pain hypothesis 3. practical outcome 4. frictionless CTA

5) Cadence Engine (Day 0 / 2 / 5 / 9)

Day 0 — opener Purpose: relevance + hypothesis + CTA

Day 2 — value follow-up Purpose: add insight, reduce skepticism

Day 5 — proof follow-up Purpose: show credible pattern/case

Day 9 — close loop Purpose: respectfully end sequence while preserving relationship

6) Multi-Channel Adaptation

Email

- best for depth and structure
- include explicit CTA and short paragraphs

LinkedIn DM

- tighter wording
- stronger relevance hook

X/Telegram DM

- lightweight opener
- suggest quick async exchange

Keep core message logic identical across channels.

7) Reply Branching Matrix

YES

- confirm interest
- share booking options
- send pre-call brief

PRICE?

- send tiered options (lite, standard, pro)
- define scope boundaries

BUSY

- ask for preferred timing window
- set reminder immediately

NO RESPONSE

- continue cadence, then archive with reactivation date

NOT FIT

- tag reason and exclude from future segments

8) Objection Library

“Too expensive” Response frame:

- acknowledge
- reframe to outcome + scope

- offer smaller first step

“Already have a system” Response frame:

- acknowledge
- ask where leakage still happens
- offer targeted audit

“Timing not right” Response frame:

- confirm
- offer future timing slots
- ask permission to follow up

“Send more info” Response frame:

- keep concise
- include one-page summary + next step

9) Daily Execution Rhythm

- Send block: 60-90 min
- Reply block 1: 20 min
- Reply block 2: 20 min
- Pipeline update block: 10 min

Never delay status updates to end of week.

10) KPI Dashboard

Track weekly:

- sends
- positive replies
- meetings booked
- meetings held
- proposals sent
- wins
- close rate

Formulas

- Positive Reply Rate = positive replies / sends
- Booking Rate = booked meetings / sends
- Show Rate = meetings held / meetings booked

- Win Rate = wins / proposals

11) Quality Control Guardrails

- No send without personalization hook
- No send without clear CTA
- No lead without fit score
- No follow-up without prior status check

12) Weekly Optimization Loop

Monday

- select one segment and one message variant

Wednesday

- review performance and patch weak elements

Friday

- cut bottom 20% leads/messages
- scale top-performing pattern

Only change one major variable at a time.

13) Call Conversion Hand-off

Before each call, prepare:

- account snapshot
- pain summary
- proposed quick-win path
- decision criteria

After call:

- send recap within 2 hours
- include next step + date

14) 30-Lead Sprint Template

- Day 1: send first 30
- Day 2-3: handle replies + schedule calls
- Day 4: run follow-up wave
- Day 5: optimize based on signal
- Day 6-7: execute second wave with improved messaging

15) Final Launch Checklist

- ■ ICP scoring matrix active
- ■ offer statement finalized
- ■ cadence templates loaded
- ■ reply matrix active
- ■ KPI dashboard live
- ■ weekly optimization slot scheduled