

OUTBOUND, IN PLAIN LANGUAGE

ICP and Targeting

Free sample: 3 outbound plays you can hand to your agent.

Fewer accounts. Better ones.

3 of the best plays from the full 20 play playbook. Each play includes its copy paste agent version.

Free sample. No card needed on Gumroad.

Run this sample in 15 minutes

- 1 List your 5 best customers, the ones you would clone if you could.
- 2 Run Play 1 of 20. Build the ICP from those customers and their lookalikes.
- 3 Run Play 2 of 20. Tier the list so effort matches value.
- 4 Run Play 3 of 20. Map the golden path of personas before anyone writes an email.
- 5 Then decide. If these three plays feel useful, the full playbook adds the other 17 plays: incision points, defining your slot, executive research, talk tracks per persona, the martini glass, territory plans, wedge entry, TAM mapping, micro-segments, A/B/C tiering, high-velocity pipeline, firmographic sprints, and rules of engagement.

Three rules sit inside every agent version in this sample: start from real customers, not a bought list; effort follows tier, never list order; and no prospecting before the personas are mapped.

Play 1 of 20. Build the ICP from best customers and closed-won lookalikes

Source: GTM Outbound bank. This play is one of 20 in the full playbook.

An ICP written from imagination is a wish list. An ICP written from your best customers is a pattern, and patterns can be searched for.

The play:

- 1 List your 5 to 10 best customers. Best means they closed fast, stayed, and paid. Not the biggest logos.
- 2 For each one, note the same four facts: size, industry, what they were using before you, and what triggered them to buy.
- 3 Find what repeats across at least three of them. That repeat is your ICP, not the rest.
- 4 Write the ICP in one paragraph, plain language. If it needs more than a paragraph, you have not found the pattern yet.
- 5 List 10 lookalikes: companies that match the pattern and show the same trigger. That list is your starting territory.

Operator claims: no claimed result is quoted for this play.

Agent version: copy, fill the brackets, paste to your agent

You are building an ICP. Best customers: [list 5 to 10, with size, industry, previous tool, buying trigger for each]. Find the pattern that repeats across at least three of them. Return: the ICP in one paragraph, the three facts that define it, and 10 lookalike companies that match it. Do not add a firmographic you cannot support from the list.

Play 2 of 20. Tier accounts and match outreach effort to the tier

Source: GTM Outbound bank. This play is one of 20 in the full playbook.

Working a list top to bottom treats a \$100K account and a \$5K account as equals. They are not equals, and your effort should not pretend they are.

The play:

- 1 Tier the list A, B, C. A is high value and high fit. B is good fit, lower value. C is everything else.
- 2 A accounts get deep research, a tailored sequence, and multiple channels. Budget 30 minutes per account.
- 3 B accounts get light personalisation and a standard sequence. Budget 10 minutes per account.
- 4 C accounts get automated touches only. No manual research, no custom writing.
- 5 Re-tier monthly. An account that engages moves up. An account that never replies moves down. The tier follows behaviour, not hope.

Operator claims: no claimed result is quoted for this play.

Agent version: copy, fill the brackets, paste to your agent

You are tiering accounts. Accounts: [list with size, industry, fit notes]. Tier each one A, B, or C, and for each tier state the research time budget and the channels it gets. Return the tiered list with one line of reasoning per account. No account may sit in two tiers.

Play 3 of 20. Map the golden path of personas before prospecting

Source: GTM Outbound bank. This play is one of 20 in the full playbook.

Prospecting without a persona map means emailing whoever is easiest to find, usually the wrong person. The golden path is the order of people who feel the problem, in the order you should reach them.

The play:

- 1 For your ICP, list the 2 to 3 personas who feel the problem. Not titles, people with a pain.
- 2 Order them: who suffers the problem daily, who owns the budget, who signs. That order is the golden path.
- 3 Write one problem line per persona, in that persona's words. The same problem sounds different to each of them.
- 4 Prospect in path order. Start with the sufferer, use their language to reach the owner.
- 5 If you cannot name the personas, stop. You are not ready to prospect that account yet.

Operator claims: no claimed result is quoted for this play.

Agent version: copy, fill the brackets, paste to your agent

You are mapping personas. ICP: [one paragraph]. Problem: [one problem]. List 2 to 3 personas who feel it, ordered from sufferer to signer. For each persona write: the role, the problem in their words, and the one line you would open with. If a persona cannot be named from the ICP, say so and stop.

What the full playbook adds

The full playbook is called ICP and Targeting: 20 Outbound Plays You Can Hand to Your Agent. It contains these three plays plus these 17:

- 1 Play 4 of 20. Define incision points first and build one sequence per persona from its top two problems
- 2 Play 5 of 20. Define your slot, close-lost everything outside it, and ban out-of-slot meetings

- 3 Play 6 of 20. Research an executive account in four ingredients before writing any outreach
 - 4 Play 7 of 20. Write a different talk track per persona, weighted to company relevance
 - 5 Play 8 of 20. Prioritise with the hierarchy of relevance and the martini glass
 - 6 Play 9 of 20. Shrink outbound to a martini glass: fewer verticals and personas, much deeper
 - 7 Play 10 of 20. Give reps a prioritised account focus instead of letting them work a list top to bottom
 - 8 Play 11 of 20. Reverse-engineer your last wins to build a martini-glass territory plan
 - 9 Play 12 of 20. Enter through a narrow wedge, then expand
 - 10 Play 13 of 20. Map TAM and prioritise ICPs in tiers before campaigning
 - 11 Play 14 of 20. Scale pre-call research in proportion to deal size
 - 12 Play 15 of 20. Run micro-segments of fifty or fewer with two personal attributes
 - 13 Play 16 of 20. Tier every account A, B or C on use cases plus likelihood of budget, then have reps validate the data
 - 14 Play 17 of 20. Build high-velocity pipeline from inbound plus a named target account list
 - 15 Play 18 of 20. Run extreme firmographic sprints to make reps industry experts
 - 16 Play 19 of 20. Tier a new territory green, yellow and red by size of prize times likelihood to close
 - 17 Play 20 of 20. Set no-exception rules of engagement for who can work which accounts
- Every play in the full playbook ends with an agent version, just like the three in this sample.