

OUTBOUND, IN PLAIN LANGUAGE

Multichannel Sequences

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

One problem, carried across channels.

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 Pick one account and one problem it has.
- 2 Run Play 2 of 20. Split the problem into chunks and give each chunk a channel.
- 3 Run Play 10 of 20. Build a phone-first, three-channel cadence of three to five touches.
- 4 Run Play 1 of 20. Write the voicemail so it points back to the email.
- 5 Then decide. If these three plays feel useful, the full playbook adds the other 17 plays: tiering, batching, omnichannel structure, value sets, cadence weaving, the meeting email at step three, rebalancing AI volume toward human conversation, power line sequences, calling negative replies, multichannel bursts, AE and SDR tag-teaming, and the three-strikes callback.

Three rules sit inside every agent version in this sample: one problem per sequence, every touch points back to the last one, and no touch repeats a channel's job.

Play 2 of 20. Build the sequence in problem chunks across channels

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

Five touches about five different things is five cold emails, not a sequence. A sequence is one problem, told in chunks, with each chunk on the channel that carries it best.

The play:

- 1 Pick one problem the account has. Write it in one sentence, in their words.
- 2 Split it into two chunks: the problem itself, then what it costs them or who else fixed it.
- 3 Give each chunk a channel: email for the problem, call for the cost, LinkedIn for the proof. Never put the same chunk on two channels.
- 4 Every touch after the first must reference the previous touch: "as I mentioned in my email", "following up on my call". No touch starts from zero.
- 5 Never start a second problem before the first one is answered or the sequence ends.

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

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

You are building a sequence. Account: [company, persona]. Problem: [one problem, in their words]. Split it into two chunks and assign each chunk a channel from email, phone, voicemail, LinkedIn. For each touch write: the channel, the chunk it carries, and the one line that references the previous touch. No touch may introduce a second problem.

Play 10 of 20. Run phone-first, three-channel cadences in three to five touches

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

Email first is the default because it is easy, not because it works best. Phone first works because a voice is harder to ignore than an inbox, and every touch after the call has something to point back to.

The play:

- 1 Call first. If they answer, you have a conversation. If they do not, you have a voicemail and a reason to email.
- 2 Email the same day, referencing the call or the voicemail in the first line.
- 3 Add one LinkedIn touch: a connection note or a comment, never a pitch in the request.
- 4 Keep the cadence to three to five touches total. Each touch adds one new angle on the same problem, never a repeat of the last one.
- 5 Stop at five. Silence after five touches is an answer. Move on and come back in 30 days.

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

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

You are building a phone-first cadence. Account: [company, persona]. Problem: [one problem]. Channels: phone, email, LinkedIn. Build three to five touches in order, starting with a call. For each touch write: the channel, the day, and the one new angle it adds. Every touch after the first must reference an earlier touch. Cap it at five touches.

Play 1 of 20. Leave voicemails that point back to the email

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

A voicemail that pitches is a voicemail that gets deleted. A voicemail that points back to an email the prospect already has is a reminder, and reminders get returned.

The play:

- 1 Keep it to 20 to 30 seconds. Say your name, your company, and one sentence.
- 2 That one sentence must reference the email: "I sent you a short email about [problem] this morning."
- 3 Give one reason to reply, not a pitch: "I think it is worth two minutes of your time because [one reason]."
- 4 End with permission, not pressure: "No need to call back if it is not relevant, just reply to the email if it is."
- 5 Never leave a second voicemail about the same problem. One voicemail per sequence.

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

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

You are writing a voicemail script. Prospect: [name, role, company]. Email sent: [date, subject, the problem it named]. Write one voicemail under 30 seconds when read aloud: name and company, one line pointing back to the email, one reason to reply, and a permission close. No pitch, no meeting ask.

What the full playbook adds

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

- 1 Play 3 of 20. Tier sequences by account value: high-touch for A accounts, automated for the rest
- 2 Play 4 of 20. Sequence six messages in two problem chunks with channels driving back to email
- 3 Play 5 of 20. Batch the whole prospecting cycle weekly, then execute a 12-step persona flow

- 4 Play 6 of 20. Go phone first: most meetings come from calls, not email
- 5 Play 7 of 20. Run a true omnichannel sequence instead of relying on one channel
- 6 Play 8 of 20. Structure sequences as value sets, not disjointed follow-ups
- 7 Play 9 of 20. Weave cadence steps together across channels
- 8 Play 11 of 20. Run four to seven touches with a new angle each time
- 9 Play 12 of 20. Treat step three as the meeting email and switch channels after it
- 10 Play 13 of 20. Rebalance from AI email volume toward human conversation
- 11 Play 14 of 20. Run separate base sequences above and below the power line, plus purpose-built campaign sequences
- 12 Play 15 of 20. Call prospects who send negative email replies instead of emailing back
- 13 Play 16 of 20. Prospect in multichannel bursts instead of a predictable weekly drip
- 14 Play 17 of 20. Tag-team accounts between AE and SDR so the same message lands from a second sender
- 15 Play 18 of 20. Use the three-strikes callback to bank future meetings
- 16 Play 19 of 20. Three strikes, then book the 30-day follow-up
- 17 Play 20 of 20. Run the triple: never make a naked dial

Every play in the full playbook ends with an agent version, just like the three in this sample.