

OUTBOUND, IN PLAIN LANGUAGE

Personalization and Messaging

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

Find one hook. Frame one problem. Open one call well.

3 complete plays from the full 20 play bundle.
Each play includes its copy paste agent version.

Free sample. No card needed on Gumroad.

Run this sample in 15 minutes

1. **Pick one prospect.** One real person, one real company. Do not pick a whole list yet.
2. **Run Play 1.** Set a timer for ten minutes. Stop when you have one usable hook.
3. **Run Play 8.** Turn that hook into one problem line in the prospect's language. Say nothing about how your product solves it yet.
4. **Run Play 11.** Pick one permission opener, call, and let the prospect opt in or out.
5. **Then decide.** If these three plays feel useful, the full bundle adds the other 17 plays: tiering, the messaging matrix, email first lines, signal emails, video touches, batching, AI drafting with a human check, offers instead of meeting asks, and objection answers for live calls.

Three rules sit inside every agent version in this sample, and they matter more than the wording: use only the facts you give it, write in the prospect's words, and never promise a result your product has not delivered.

Play 1. Cap your research at ten minutes and land one usable line

Source: GTM Outbound bank, GTM-029. This play is one of 20 in the full bundle.

Research is where outbound goes to die. Ten minutes per prospect is the cap. One strong hook beats ten weak facts, and that one hook can carry your whole sequence if you keep referring back to it.

The play:

1. Set a timer. Five to ten minutes per prospect, then stop.
2. Look first for a mutual connection or a referral you can name.
3. If there is none, look at where they worked before and whether your company did work with that previous employer.
4. If there is still nothing, use a live trigger, like a hiring post for a role your product touches. Speed matters here. A trigger caught within minutes of posting beats a perfect trigger found a week later.

5. Last resort: their industry and similar clients you have worked with, or an article they recently published or shared. Skim it. Do not pretend you read every word.
6. Once you have one hook, stop researching. Every later touch simply refers back to the previous touch. Voicemail mentions the email. The call mentions the video. The one hook carries the whole cadence.

Operator claim: one operator said this tier one messaging eventually won the meeting with the target prospect. That is their claim, not a verified result.

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

You are writing outbound research for one prospect. Prospect: [name, role, company]. Product: [what you sell, in one line]. Spend the equivalent of ten minutes of research. Find one hook only, in this order: a mutual connection or referral, then a previous employer link, then a live trigger, then an industry point or a recent article. Return: the hook in one sentence, where you found it, and one line I can open with. If you cannot find a real hook, say so. Do not invent one.

Play 8. Pitch a problem proposition, not a value proposition

Source: GTM Outbound bank, GTM-010. This play is one of 20 in the full bundle.

Prospects are not shopping for your category. A polished value proposition tells them what you are. A problem proposition tells them you understand what is frustrating them. Lead with the problem, get agreement that it exists, then stop talking and let them talk.

The play:

1. Throw out the polished value proposition.
2. After the permission opener, say thanks and give the prospect a beat to actually listen.
3. Use peer framing: "Typically when I speak with [persona] at [company type], they tell me they are frustrated with [pain]."
4. Make the pain several levels more specific than "saving time and money". Use a pain word: frustrated, concerned, anxious.

5. Close with "Would you be open to learning more when I am not cold calling you out of the blue?" Say nothing about how you solve it. The goal is agreement that the problem exists.
6. Then use silence and "tell me more" prompts to hand the prospect the microphone. The prospect talking is the meeting being won.

Operator claims: one operator, citing a large call study, claimed problem based language succeeded about 16 percent of the time versus about 5.5 percent for buzzword language. Another claimed top reps using this script book one meeting in every three cold call connects. Those are their claims, not verified results.

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

You are writing a problem proposition, not a value proposition. Persona: [role, company type]. Product: [what you sell, in one line]. Buyer language I know: [phrases, or none]. Write: one peer framed problem line in this shape, "Typically when I speak with [persona] at [company type], they tell me they are frustrated with [specific pain]", using a real pain word, followed by one close that asks if they would be open to learning more another time. Say nothing about how the product solves it. If I gave you no buyer language, use only the pain I stated and flag what is missing.

Play 11. Open cold calls with a tailored permission opener

Source: GTM Outbound bank, GTM-003. This play is one of 20 in the full bundle.

The first ten seconds of a cold call decide whether you get the next thirty. A permission opener works because it lets the prospect opt in. You are not trapping them. You are asking, like a peer, whether they want to keep talking.

The play:

1. Treat the call objective as an authentic conversation, not booking a meeting. Desperation is audible.
2. Open with permission so the prospect opts in. For example: "Hey [name], it is [your name]. I know I probably got you in the middle of something, but do you have a minute for me to share the reason for my call? You can let me know if you want to keep chatting."
3. Sound like a friendly peer, not a telemarketer. Smile. Use a conversational pace. Avoid uptalk, customer service tone and tells like "have you heard of

our company?" or "how is your day going?"

4. Vary the opener. Options that work: front load a relevant trigger before introducing yourself; ask if they have heard your name tossed around; or be disarmingly blunt, "You are going to hate me, I am cold calling you. Feel free to hang up. Can I steal 30 seconds?" Pick the variant that fits the prospect, not the one you always use.

Operator claims: one operator claimed he booked four meetings in a single one hour dial blitz with this opener after booking zero meetings in four weeks of 200 calls a week. Another claimed a large call study gave the tailored permission opener an 11.18 percent success rate, more than five times the baseline in that study. Those are their claims, not verified results.

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

You are writing cold call openers. Prospect: [name, role, company]. Trigger I know: [trigger, or none]. Product: [what you sell, in one line]. Write three permission openers: one front loaded with the trigger, one blunt and disarming, one plain permission ask. Each under 40 words, in spoken language, with a clear opt out for the prospect. Mark which one fits this prospect best and why in one line. No opener may pitch the product.

What the full bundle adds

The full bundle is called Personalization and Messaging: 20 Outbound Plays You Can Hand to Your Agent. It contains these three plays plus these 17:

Tier your prospects and personalise by pattern, not by one off research. Personalise by activity first, then company, and stack the layers. Source senior buyer messaging from filings and earnings calls. Mine your own recorded calls for your persona's exact language. Build one messaging matrix per persona. Split your message by altitude. Make the first line of every cold email entirely about the prospect. Write signal emails in four sentences. Send short personalised videos as a sequence touch. Batch your prospecting account by account. Personalise at scale with AI, checked by a human before sending. Replace the meeting ask with a tiered offer or an asset. Offer the blind date: sell an insight, not your product. Defuse prospecting stage objections with a named framework. Defuse "we already have a solution". Answer "send me some information" without losing the conversation. Architect every touch in 30 second increments.

Every play in the full bundle ends with an agent version, just like the three in this sample, and a blank messaging matrix template is included.

A note on honesty

These plays come from working outbound operators, collected in the GTM Outbound strategy bank. Where a result is quoted, it is that operator's claim, not a verified result and not a result of the author of this bundle. Where the bank holds no claimed result for a play, the bundle says so plainly instead of inventing one. Nothing here guarantees a reply rate, a meeting rate or revenue. What it guarantees is a complete play, written so you or your agent can run it this week.

This free sample contains 3 complete plays, with their agent versions. It is a sample of the full bundle, not a separate course, and it does not include the other 17 plays.