

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Build email nurture around questions, replies and exit conditions

QUESTION

What makes an enterprise ABM email nurture journey responsive to the buyer?

GUIDE TAKEAWAY

Many nurture programmes are calendars disguised as journeys: every recipient receives the same sequence unless they book a demonstration. The buyer's role, unresolved question and interaction with sales have little effect.

START HERE

Define a narrow entry.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define a narrow entry

Evidence or input

Output or decision

Owner and review point

2. Write one answer per email

Evidence or input

Output or decision**Owner and review point**

3. Add exits and suppression

Evidence or input**Output or decision****Owner and review point**

4. Test every journey branch

Evidence or input**Output or decision****Owner and review point**

5. Review replies and outcomes

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Question-led sequence

Useful when: Topic interest is known

Limitation: Interest may change

Suggested action: Offer a reply route

Why this fits our situation**Evidence needed before acting**

Behavioural branch

Useful when: An action suggests relevance

Limitation: Signals are ambiguous

Suggested action: Confirm the buyer's need

Why this fits our situation

Evidence needed before acting

Checkpoint route

Useful when: Timing has been stated

Limitation: Requires current context

Suggested action: Revalidate before sending

Why this fits our situation**Evidence needed before acting****COMMIT TO A BOUNDED NEXT STEP****Chosen action****Responsible owner****Required approval****Success measure and definition****Review date****Continue, revise, or stop criteria**

Guide: <https://outselll.com/blogs/email-nurture-journeys/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>