OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Jev for B2B marketing: score content ideas and leads with a clear rubric

QUESTION

Where can Jev help a marketing team choose what to research, publish or review next?

GUIDE TAKEAWAY

Use structured scoring to prioritise a clearly defined decision. Keep the evidence, rubric and review threshold visible; a high score is a reason to inspect an idea or account, not proof of traffic or purchase intent.

START HERE

Define one marketing decision.

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 one marketing decision

Evidence or input

Output or decision

Owner and review point

2. Create a buyer-focused rubric

Evidence or input

Output or decision

Owner and review point

3. Test scored and human-reviewed examples

Evidence or input

Output or decision

Owner and review point

4. Research and draft the accepted ideas

Evidence or input

Output or decision

Owner and review point

5. Review usefulness before scaling

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Structured decision model

Useful when: The team needs classification or ranking

Limitation: Depends on the supplied state and questions

Suggested action: Test the rubric on held-out examples

Why this fits our situation

Evidence needed before acting

Writing model

Useful when: An accepted brief needs an explanation

Limitation: Can introduce unsupported claims

Suggested action: Review the draft against its sources

Why this fits our situation

Evidence needed before acting

Human editorial review

Useful when: Judgment and expertise are consequential

Limitation: Requires accountable reviewer time

Suggested action: Inspect disagreements and missing evidence

Why this fits our situation

Evidence needed before acting

Combined ABM workflow

Useful when: The content must serve relevant accounts

Limitation: Needs clear task boundaries

Suggested action: Connect scoring to a reviewed account play

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/jev-ai-marketing-content-lead-scoring/

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