

# AccelMail™ Definition-to-Outreach Kit

Powered by Accel Analysis Business Solutions

## Entrepreneur Quotes vs What They Really Mean

"We only run promos occasionally" – No cadence, no commitment

"We'll serve anywhere" – No defined service area

"Our market is really niche" – Reachable market is too small/too vague

"We don't know how to test offers" – Haven't or tighten ICP/persona definitions

Instead...

### BUILD

Target Market →  
Segment →  
ICP →

Persona+Messaging

### LAUNCH

Radius or territories  
– **Map and save as reusable selections**

### TRACK

 View coverage:  
**mailed vs remaining**  
& next-up mailing plans



**Who are you trying to reach?**

Start broad: Target markets define your addressable audience and measure penetration over time.

**What characteristics matter?**

Break your market into segments, as different segments may require different timing or messaging to be most effective.

**Who's your best fit?**

Note best fit customers—Ideally & Historically. Ideal Customer Profiles (ICP) focus you on those who'll get the most value from your offering ...and stick around.

**How do you speak to them?**

Shape messaging round Personas; they are the decision-makers within your ICPs. This matters because Personas ensure your outreach feels personal, not generic.



Best Fit = \$ Efficient

# Visit: AccelAnalysis.com



## Where will you target?

Plot targets on a map and engage prospects in proximity, because neighbors talk, industry clusters ease productivity friction, so saturation compounds awareness.



We help you turn outreach  
into a measurable, repeatable growth system

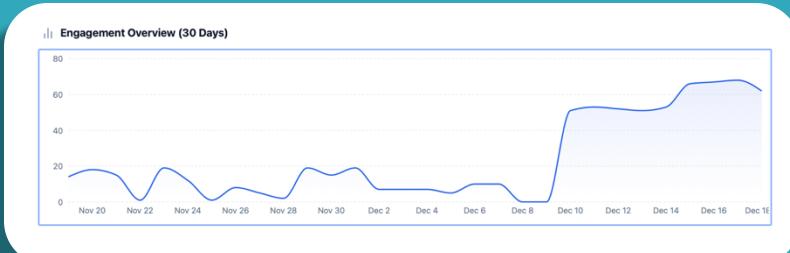
by defining who to target and mapping where to reach them,  
then launching campaigns tied to both and tracking coverage

so you always know  
what you've accomplished

and what's next.

## How do I measure success?

Coverage tracking turns random outreach into systematic market capture. Don't lose track of territory you've covered and your saturated level.



Track QR Code Scans



Get Started