

THE AI GTM BIBLE (2025)

Premium Operational Doctrine for a Performance-Based
AI Outbound Partner

Version: December 2025 - Revised v2 (Offer Ecosystem + Value Reversal)

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I. Operating Principles

- Sell outcomes, not hours. Time is not the product; qualified pipeline is.
 - Control the engagement. Terms, definitions, and guardrails are non-negotiable.
 - No guessing. If it cannot be measured and logged, it does not exist.
 - Protect the asset. Deliverability, reputation, and compliance beat volume.
 - Operate what you sell. This system is proven through the same engine that sells it.
 - System over hustle. Predictable pipeline comes from repeatable inputs and disciplined constraints.
 - Price is a qualification mechanism. We target buyers who can afford to own the outcome (ACV, budget, sales capacity).
 - Value reversal is mandatory. The engagement must quickly feel favorable to the client via early leading indicators and compounding assets (data, triggers, replies, meetings).
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II. The Offer (Triggered Buyer Ops)

Core Pitch

"I deploy an AI outbound engine into your business. It identifies triggered buyers, writes context-aware outreach, manages replies, and books qualified sales calls. I operate it. You close."

Primary Deliverable

- Qualified Meetings Held (QMH), as defined in Section IV.
- Triggered Account Feed: a daily/weekly feed of high-intent accounts with verified triggers, contact packs, and recommended angles (pushed to Slack/CRM/email).

Scope of Delivery (Provider)

- Trigger-based lead sourcing (no generic purchased lists).
- Enrichment, verification, and scoring (engage only top-tier prospects).
- Context-aware outreach (each message references a real trigger and verifiable facts).
- Inbox operations (classification, drafting, human verification, and follow-up logic).
- Calendar orchestration (booking, reschedule process, and no-show recovery).
- Weekly reporting with a clear test plan and constraint management (volume caps, quality thresholds).

Scope of Delivery (Client)

- Provide a sellable offer, clear ICP, and a relevant call-to-action.
- Maintain calendar availability and ensure a qualified closer attends calls.
- Approve launch-critical items within 48 hours (ICP, exclusions, copy guardrails).
- Run sales execution: discovery, qualification, proposals, closing, and follow-ups.

What This Is Not

- Not a generic SDR service.
 - Not volume-first "spray and pray".
 - Not responsible for close rate or revenue.
 - Not a substitute for product-market fit or a broken offer.
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III. Commercials (Setup + Ops Base + Performance)

Pricing Philosophy

- You pay for outcomes (QMH), not hours.
- A small Ops Base covers ongoing infrastructure, deliverability protection, and system maintenance.
- Performance fee scales with ACV, sales cycle length, ICP difficulty, and compliance constraints.

Offer Ecosystem and Ascension (DIY / DWY / DFY)

To avoid a single-price-point funnel and to match how sophisticated buyers purchase, the business runs a three-rung offer ecosystem. Each rung increases speed-to-result by increasing Provider involvement. Pricing is intentionally used as a filter for serious, outcome-driven buyers.

Offer Type	Best For	Primary Deliverable	Price Anchor (EUR)	Speed to Result
DIY (Done By You)	Operators who want the playbook and will implement internally	System kit: copy + triggers + scoring logic + n8n/Clay blueprints + SOPs	5,000 to 7,500 one-time	Slowest
DWY (Done With You)	Teams with a rep/SDR who want enablement + guardrails (you operate, we co-pilot)	Build + enablement: install system + train team + weekly optimization for 4-8 weeks	15,000 to 35,000 one-time (+ optional support)	Faster
DFY (Done For You)	Founders/VPs who want speed and predictable pipeline without hiring	Performance-based operation: triggered buyers + outreach + inbox ops + QMH delivered	Setup + Ops Base + Performance (below)	Fastest

Value Reversal Standard ("Non-Brainer" Test)

Every engagement must quickly feel favorable to the client. After payment, the Provider's job is to rapidly create undeniable leading indicators and compounding assets so the client perceives surplus value early (even before revenue is realized).

- Day 0-14: deliver a triggered account feed, initial angles, and launch-ready sequences with deliverability guardrails.

- Day 14-30: produce measurable leading indicators (positive replies, booked meetings, and held meetings where feasible) while maintaining complaint and bounce constraints.
- Every week: ship a clear test plan + results log so progress is visible and defensible.
- If leading indicators stagnate: tighten ICP, improve trigger quality, change angles, or reduce volume - never spray and pray.
- If the client cannot execute sales (no-shows, slow follow-up, weak offer): the engagement pauses or downshifts (see Offer Ladder in Section X).

Pricing Logic (Costly vs. Expensive) + Sanity Math

Costly is acceptable; expensive is not. Pricing must be proportional to the outcome potential, the buyer's ability to own the outcome, and the speed-to-result. To keep the offer a non-brainer, fees should be small relative to the expected value of a held meeting for the target ICP.

- Expected Value per QMH (client-side): $EV/QMH = ACV \times \text{meeting-to-close rate}$. Example: ACV 25,000 EUR and 20% close rate $\rightarrow EV/QMH = 5,000$ EUR (revenue).
 - Performance Fee rule of thumb: price QMH at roughly 5% to 15% of EV/QMH for strong perceived leverage (without making revenue promises).
 - Setup + Ops Base should be recoverable within 1-2 closed deals for the target ICP under reasonable close-rate assumptions.
 - Price is a signal: low prices attract low utilization and high complaints; higher prices attract serious buyers with budget and execution capacity.
 - If a prospect is below the ownership threshold (ACV too low, no closer, weak offer), route them to DWY or DIY instead of forcing DFY.
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Setup Fee (deployment + deliverability + infrastructure)

Phase	Who	Setup Fee (EUR)
Phase 0	First 2 clients	1,500
Phase 1	Clients 3-6	2,500
Phase 2	Clients 7+	3,000 to 7,500+

Ops Base (monthly)

Phase	Covers	Ops Base (EUR/month)
Phase 0	Deliverability monitoring, inbox ops, targeting ops, reporting	750
Phase 1	Everything in Phase 0 + more testing bandwidth + CRM automation	1,250

Phase 2	Enterprise-grade constraints + multi-signal pipelines + multi-threading	2,000 to 3,500+
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Performance Fee (per Qualified Meeting Held)

Phase	Performance Fee (EUR / QMH)
Phase 0	250 to 300
Phase 1	350 to 450
Phase 2	500 to 750+

Commercial Terms

- Minimum commitment: 3 months.
 - Invoices: bi-weekly (1st and 15th). Terms: Net 7.
 - Optional Setup Credit (recommended for closing): a portion of the setup fee can be credited against performance fees after the first agreed number of QMH.
 - Optional Buyout: “Own Your System” build and transfer (see Clause 10).
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IV. Definitions (Rules of the Game)

1) Active Outreach

Active Outreach starts when all conditions are met:

- Sending domains are warmed and authenticated (SPF, DKIM, DMARC).
- Campaigns are live and passing deliverability thresholds.
- Client calendar has capacity (minimum slots/week agreed in writing).
- Required approvals are not blocking send (ICP, exclusions, copy guardrails).

2) Qualified Prospect (ICP)

A prospect is qualified if they match the ICP parameters at the time of booking.

3) Qualified Meeting Held (QMH) - Billable

A meeting is billable when all conditions are met:

A) ICP Fit (objective)

- Company size: 11 to 200 employees (or agreed revenue proxy).
- Role: Founder, C-level, VP, Head of Sales/Growth/RevOps/Operations (or agreed equivalent).
- Geography default: United States + United Kingdom (corporate addresses/domains).
- Additional regions only by written addendum (e.g., DACH/EU: LinkedIn-first or permissioned lists; Canada: consent-based or documented existing relationship route).

B) Attendance (held)

- Prospect attends live and remains for at least 15 minutes, OR
- Prospect confirms serious intent and reschedules within 14 days (Provider must log confirmation).

C) Relevance confirmation (quality filter)

- Prospect confirms relevance in writing pre-booking, OR confirms relevance during the meeting.

D) Exclusions (non-billable)

- Prospect was already in active sales conversation with the Client within the prior 30 days (with evidence).
- Prospect is an existing customer, existing trial, or active partner already in motion (unless agreed otherwise).
- Prospect is a vendor/sales solicitation unrelated to the Client offer.

4) No-show

- A no-show is not billable by default.
- Provider attempts reschedule up to 2 times over 14 days.
- If the prospect no-shows twice, the meeting is counted as delivered at 50% of the performance fee.

5) Dispute Window

- Client has 48 hours from invoice receipt to dispute any meeting with evidence.
- After 48 hours, invoices are deemed accepted.

6) Suppression and Opt-out (non-negotiable)

- Any explicit opt-out/unsubscribe request is honored immediately and added to a suppression list.
 - Provider maintains suppression lists and applies them across all sending domains used for the engagement.
 - If mailbox providers classify messages as promotional/marketing at scale, Provider may implement one-click unsubscribe mechanisms (List-Unsubscribe) to protect deliverability and compliance posture.
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V. Performance Guarantee (Premium, Bounded, Enforceable)

Performance Guarantee

15 Qualified Meetings Held within the first 45 days of Active Outreach. If unmet, Provider continues at no additional setup cost for up to 30 additional Active Outreach days to reach the target.

Guarantee Minimum Conditions

- Client maintains the agreed calendar capacity (slots/week) and a closer attends calls.
- Client provides required access/inputs and approvals within 48 hours.
- A minimum launch velocity is maintained (agreed weekly volume of new qualified accounts launched and sequences tested).
- Client does not materially change ICP, offer, or positioning mid-flight without resetting expectations in writing.

Guarantee Pause Conditions

- Delays in access, inputs, or approvals beyond agreed timelines.
- Insufficient calendar availability or closers.

- Changes to ICP/offer/positioning mid-flight.
- Refusal of compliance or deliverability requirements.
- Deliverability degradation requiring volume reduction or pause to protect sender reputation.

Remedy

- No refunds. No penalties. The remedy is continued work under defined conditions.
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VI. Compliance, Privacy, and Brand Safety

Compliance Posture (Operational)

- Provider operates a compliance-forward outbound posture and enforces suppression/opt-out across all campaigns.
- Client remains responsible for confirming the appropriate legal basis and jurisdictional rules for their business and target markets.
- Provider will refuse campaigns that require deceptive practices, sensitive personal data targeting, or non-compliant send patterns.

Default Territories and Routing

- Default cold email territory: United States + United Kingdom (corporate addresses/domains).
- Canada: only by addendum with a documented consent/relationship route or permissioned lists.
- DACH/EU: LinkedIn-first, warm paths, partnerships, inbound/reactivation, or explicitly permissioned lists.

Campaign Requirements

- Clear identification (who is contacting the prospect and why).
- Straightforward opt-out language and suppression enforcement.
- No sensitive personal data targeting (health, political, biometric, etc.).
- No factual fabrication: all “personalization” must be verifiable.

Brand Safety Guardrails

- No false urgency, no bait-and-switch, no misrepresentation of relationships or prior contact.
 - No claims that cannot be substantiated (results, customers, numbers) unless provided by Client in writing.
 - Provider may pause or remove messaging that risks reputational harm or deliverability collapse.
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VII. Deliverability Standard (2024-2025 Sender Requirements)

Required Controls (Non-negotiable)

- SPF, DKIM, and DMARC correctly configured and aligned for all sending domains.
- Dedicated sending domains (separate from main brand domain).
- Warm-up and ramp plan executed before scale.
- Bounce rate target: under 3%.
- Complaint rate target: under 0.1%.
- Strict daily caps per inbox and per domain; ramp based on observed deliverability.
- Hard suppression enforcement (bounces, opt-outs, spam complaints).

- If campaigns are treated as promotional at scale: implement List-Unsubscribe (including one-click where applicable) to align with major mailbox provider expectations.

Monitoring and Enforcement

- Provider monitors deliverability indicators (bounces, replies, complaint signals, inbox placement proxies, blacklists where applicable).
- Provider may reduce volume, rotate domains, or pause sending to protect deliverability. This does not count as non-performance.

If Deliverability Degrades

- Immediate reduction in volume and/or pause to stop further damage.
 - Root-cause analysis: list quality, copy/CTAs, domain health, authentication, and offer-to-market fit.
 - Resume only after corrective actions and stabilization.
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VIII. ICP (Strict Target)

Must-have

- B2B SaaS or high-end tech consulting.
- EUR 1M to EUR 20M ARR equivalent (or service revenue proxy).
- ACV EUR 15k to EUR 50k (higher works; pricing adjusts).
- Sales-led motion (demos/calls required).
- Sales capacity to handle pipeline (calendar + closer).
- Decision-maker involvement (no endless committee without an owner).

Disqualifiers (walk away)

- "We sell to everyone."
 - PLG/self-serve motion where calls are not a required step.
 - ACV under EUR 15k (unless explicitly structured otherwise).
 - "We need results in 3 days."
 - Haggling on setup fee instead of optimizing the offer.
 - No closer or no calendar capacity.
 - Refusal of compliance or deliverability rules.
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IX. The System (Provider IP)

1) Signal Sourcing (Triggers)

- Hiring signals (sales/RevOps/growth roles).
- Funding, expansion, new markets, new products.
- Tech stack change (tools that indicate maturity or pain).
- Job change / new leader / new operator in seat.
- Public pain signals (reviews, posts, announcements, job descriptions, press).

2) Enrichment and Scoring

- Verified email waterfall and validation.
- Firmographic + technographic checks.

- AI score 1 to 10; engage only 8+ unless a test requires otherwise.
- Triggered Account Feed generated and delivered to Client channels (Slack/CRM/email).

3) Brain (n8n + LLM + guardrails)

- Every message references a real trigger (factual and verifiable).
- Personalization must be factual; no fabricated details or invented context.
- Guardrails for forbidden claims, compliance language, and brand voice.
- Reply classification + context retrieval + draft generation + human verification.

4) Delivery Infrastructure

- 10+ warmed sending domains (scale based on constraints).
- Strict daily caps and ramp logic.
- Suppression list enforced across the entire infrastructure.

5) Cyborg Inbox Loop (Operational)

Inbound reply -> classify intent -> retrieve context -> draft response -> human verify -> send

X. Sales Protocol

DM Script (LinkedIn)

"Hey [Name], I deploy an AI outbound engine for [niche] teams. It is infrastructure I operate, not an agency retainer. I am opening 2 deployment slots this month. Want to see the schematic?"

Qualification (6 questions)

- What is your ACV and typical sales cycle length?
- Is your motion demo-driven or self-serve?
- Who closes if I add pipeline?
- What outbound have you tried and what broke (deliverability, targeting, offer, follow-up)?
- What is the timeline for pipeline impact (30/60/90 days)?
- Are you the decision-maker and can you approve fast?

Close Frame

"Setup covers infrastructure and deployment. Ops Base covers ongoing deliverability protection and operation. After that, you pay per Qualified Meeting Held. I operate targeting, inbox, and campaigns. You close. If you want this, we send the agreement today."

Offer Ladder (Route Prospects to the Right Fit)

Not every qualified company is ready for DFY. Use the ladder to match buyer preference and execution capacity while keeping pricing as a filter.

- DFY (Done For You): this engagement. Fastest path. Provider operates the engine; client closes.
- DWY (Done With You): system build + enablement. We install and co-pilot; client team operates day-to-day.
- DIY (Done By You): system kit. Templates + workflows + SOPs; client implements internally.

- If a prospect is price-shopping, lacks a closer, or has ACV under threshold: do not force DFY - route to DWY/DIY or walk away.
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XI. Delivery Standard (Ops)

Phase 0: Readiness Gate (before payment)

- ICP confirmed in writing (including exclusions).
- Calendar capacity confirmed (slots/week).
- Offer clarity confirmed (CTA, pricing band, differentiation).
- Compliance route confirmed (territory and constraints).

Phase 1: Onboarding (days 0-2)

- Payment + kickoff form.
- Define Qualified Meeting criteria in writing (Section IV, plus client-specific constraints).
- Access: calendar, optional CRM, domain/DNS delegate, Slack channel (if used).

Phase 2: Build (days 3-14)

- Deliverability setup and warm-up plan.
- Lead system + scoring tables + Triggered Account Feed channel.
- Sequences drafted and reviewed with guardrails.
- Approval on sample leads + sample copy.

Phase 3: Live Ops (day 14+)

- Daily inbox operations and follow-up logic.
- Approvals where required (copy changes, ICP expansions, new angles).
- Weekly test plan executed (one major variable at a time).

Weekly Report (Friday)

- Sent/delivered/bounces; deliverability indicators.
 - Replies/positive replies; categorized objections.
 - Meetings booked/meetings held (QMH).
 - Top triggers + top angles + examples of what worked.
 - Next-week test plan and constraints (what is changing and why).
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XII. Proof Capture

- Screenshot every positive reply (with date).
 - Screenshot booking dashboard and QMH log.
 - Day 30 testimonial request (60 seconds).
 - Maintain a living “objection bank” and “winning angles bank”.
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XIII. Contract Clause Templates (Operational Backbone)

Use this section as the backbone of your agreement. Final legal review is recommended.

Clause 1: Definitions

“Active Outreach”, “Qualified Prospect”, “Qualified Meeting Held”, “No-show”, “Dispute Window”, and “Suppression/Opt-out” are defined exactly as in Section IV.

Clause 2: Scope and Success Metric

Provider is responsible for delivering Qualified Meetings Held as defined. Success is measured by meetings delivered, not revenue.

Clause 3: Client Obligations and Pause Rights

If Client delays access, approvals, or calendar availability, Provider may pause outreach timelines and guarantee clocks until resolved.

Clause 4: Deliverability Protection

Provider may reduce volume, rotate domains, or pause sending to protect deliverability. This does not count as non-performance.

Clause 5: No-show Treatment

No-shows are handled per Section IV. Client must notify Provider within 24 hours of a no-show and confirm whether reschedule is desired.

Clause 6: Attribution Window

Any prospect engaged by the Provider system that books within 30 days of first engagement is attributable to Provider, unless excluded by evidence under Section IV.

Clause 7: Sales Outcome Disclaimer

Provider is not responsible for Client's sales execution, close rate, or prospect purchasing decisions.

Clause 8: Payment Terms

Setup fee due at signing. Ops Base billed monthly. Performance fees invoiced bi-weekly. Net 7. Late fee 5% after 7 days overdue. Work paused after 14 days overdue.

Clause 9: IP and Non-Transfer

The outbound engine, workflows, and operational methodology remain Provider IP. Client purchases outcomes and access to operation, not ownership.

Clause 10: Buyout Option (optional)

Client may purchase a full system transfer and training as a separate engagement (“Own Your System” build).

Clause 11: Confidentiality and Data Handling

Both parties maintain confidentiality. Provider processes lead data only for performance of the engagement and maintains suppression lists.

Clause 12: Limitation of Liability

No consequential damages. Liability capped to fees paid in the last 30 days, except where prohibited by law.

Clause 13: Compliance Acknowledgement

Client confirms it is authorized to market its services in the selected territories and will provide any required disclosures (e.g., physical address, unsubscribe language). Provider will follow suppression requests and enforce deliverability protection measures.

XIV. Pre-Launch Checklist

- Pricing phase selected (Setup, Ops Base, Performance fee).
 - Offer ladder defined (DIY / DWY / DFY) with price anchors and routing rules.
 - Definitions locked (Section IV) including exclusions and territories.
 - Guarantee terms included and minimum conditions agreed.
 - Contract clauses inserted and reviewed.
 - LinkedIn profile optimized + booking CTA is clear.
 - Content bank (20 posts) or proof assets ready (replies, dashboards, Loom).
 - Infrastructure ready (domains, authentication, enrichment stack, automations).
 - Unsubscribe/suppression mechanism configured and tested.
 - Booking system configured (buffers, time zones, reminders, reschedule rules).
 - First CTA post drafted + outbound angles bank prepared.
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XV. Quick Reference

Walk Away

- ACV under EUR 15k (unless explicitly structured otherwise).
- PLG/self-serve motion (calls not required).
- No closer / no calendar slots.
- Disrespect, haggling, or refusal of guardrails.
- "Results in 3 days."
- Refusal of compliance rules or deliverability protection.

Green Flags

- ACV EUR 20k+.
- Sales-led demos.
- Fast approvals.
- Understands outbound is a system, not a hack.
- Has sales capacity.
- Wants predictable pipeline and can commit 90 days.

One-liner

"I run an AI outbound system that produces Qualified Meetings Held. You pay a small ops base to keep the engine healthy, then pay per meeting held. I operate the engine. You close."

Appendix A. External Operational References

These references inform deliverability and operational compliance posture. They are not legal advice.

- Google: Email sender guidelines (bulk sender requirements, spam rate targets, authentication, unsubscribe expectations) - <https://support.google.com/a/answer/81126>
- Yahoo: Sender Hub (bulk sender requirements, enforcement notes) - <https://senders.yahooinc.com/>
- Microsoft: High-volume sender requirements for Outlook/Hotmail (authentication and enforcement) - <https://techcommunity.microsoft.com/>
- United States: FTC CAN-SPAM compliance guide - <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>
- Canada: CASL (Canada's Anti-Spam Legislation) overview - <https://crtc.gc.ca/eng/internet/anti.htm>
- United Kingdom: ICO guidance on direct marketing / PECR - <https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/>