

# Messaging blueprint for the approved contact list.

Message Kit · Buyer-safe outreach copy

## MESSAGE POSTURE

### Ready for outreach

6 templates, 5 custom first-lines, 2 compiled previews. Outreach stays limited to the approved list; rows needing extra buyer or data checks stay in review. One CRM fact per draft before any interpretation.

## COVERAGE

### Angle coverage

ANGLE A · 19 MAPPED TARGETS

#### Stalled opportunity reopen

Use for dormant opportunities or stalled deals with real prior activity.

ANGLE B · 23 MAPPED TARGETS

#### Next-step drift check

Use when a qualified record looks more like next-step drift than a hard no.

ANGLE C · 8 MAPPED TARGETS

#### Clean close loop

Use when the record is older or lower-signal and you need a clean yes or no.

## TEMPLATE A1 — STALLED OPPORTUNITY REOPEN

Use when the row sits in opportunity or sales-qualified record with credible prior movement.

**SUBJECT:** Reopening the Meridian Harbor Group thread

**FIRST-LINE:** Opportunity last active in Aug 2025.

**BODY:** The opportunity is still open in CRM. Is this still worth a quick status check, or is it cleaner to close it out on your side? — Sample client (redacted)

## LIBRARY

### Template library

## TEMPLATE A2 — STALLED OPPORTUNITY REOPEN

Use when the row sits in opportunity or sales-qualified record with credible prior movement.

**SUBJECT:** Meridian Axis Group - still open in CRM

**FIRST-LINE:** Opportunity last active in Sep 2025.

## GUARDRAILS

### Review posture

- Booking path wording aligns with the client-side calendar asset.
- Every draft must anchor to one concrete CRM fact before any interpretation.
- Owner, role, and relevance are confirmed before expanding outreach past the approved list.
- CTA sentences stay distinct across the active templates.