

FOR APPROVAL

Campaign Plan for Sign Off

From Monday's call. Two offers, tested side by side, across leads that are already built and loaded. Say yes to this page and sending starts the same day.



THE PLAN

Two Offers, One Test

Offer 1: the Customs Health Review

Jonny's offer from his recommendations document. We review a sample of their past customs classifications at no charge and show them how much of the work truly needed an expert, where the rework sits, and what changes when requirements move.

Who gets it: customs brokers, freight forwarders, manufacturers, oil and gas, other importers, and the export control test. Six campaigns, 9,382 people.

Offer 2: we replace the software, and run it for about half

Adrian's offer from Monday's call. We build a custom replacement for a system they already pay for every month, at no charge to build, then run it for about half their current licence.

Who gets it: logistics operators, the audience Ripple knows best. About 1,400 people once addresses are verified.

Two angles are running. One asks what they pay for their transport or warehouse system. The other goes after the smaller stack nobody talks about, incident logs, audits, health and safety, timesheets, where several licences quietly add up.

Why both at once: the customs offer is the one we have evidence for, so it carries the volume. The replacement offer is stronger on paper but untested in cold email, so it runs on its own audience where nothing is at risk. In two to three weeks the booked calls tell us which one to put the weight behind.

THE CAMPAIGNS

Who Gets What

CAMPAIGN	WHO	OFFER	LEADS
A	Licensed customs brokers	Health Review	321
B	Freight forwarders	Health Review	207
C	Manufacturers with customs staff	Health Review	3,308
D	Oil and gas equipment	Health Review	309
E	Other importers with customs staff	Health Review	4,997
G	Export control leaders	Health Review, ECCN angle	240
H	Logistics operators	Software replacement	~1,400, verifying now
F	Logistics operators	Document processing	On hold, see below

Every lead was pulled from government registers or checked against a company's own payroll for customs staff, then given a senior decision maker, a verified email address, and a scrub against your live pipeline and competitors.

On campaign F. Document processing was built before Monday. The software replacement offer covers the same audience with a bigger promise, so F stays parked unless Adrian wants both tested separately.

THE RULES

What We Will Not Say

Taken straight from Monday's call

- **Never a client name and a replaced product in the same email.** One or the other, never both.
- **Never a claim about replacing CargoWise** in anything public facing. Our CargoWise message stays about feeding it, not removing it.
- **Never an average cost figure.** We ask what they pay, we do not tell them what the market pays. One wrong number and the rest of the email is worthless.
- **Only relative claims on savings.** "About half" is Adrian's own wording and is the strongest we go.

NEXT

Three Things From You

- ✓ **Approve this plan.** One yes and sending starts the same day.
- ✓ **Adrian: the product list.** Which software has been replaced at each client, and which names we are allowed to use. This decides how specific the replacement emails can be.
- ✓ **Adrian: the podcast question.** Guests at a lower rate per call, only four and five out of five fits, only if they show. Happy to test it on a slice of these leads once you have looked at the numbers.