

FREE RESOURCE 02 — DIAGNOSTICS

Outbound diagnostic order.

INSIDE

01 8 steps, in the right order

02 What to check at each step

03 Benchmarks for every stage

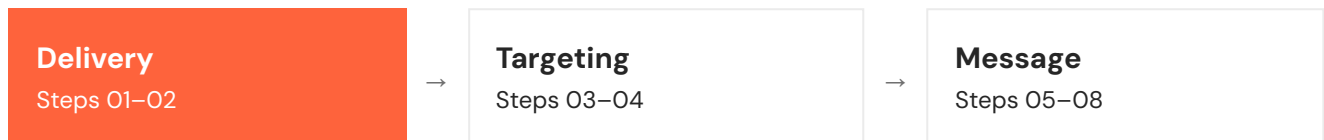
04 A one-week diagnosis plan

Your campaign isn't working. Check these in this order — most people start at step 7 and waste a month.

(01) THE ORDER MATTERS

Start at step one. **Not step seven.**

Fixing copy when the problem is deliverability changes nothing — and you'll conclude "outbound doesn't work." Work down the list and stop at the first thing that's broken.



01

DELIVERY

Are emails being delivered?

Look for: Bounce rate under 2%**IF IT'S BROKEN**

Verify the list again; pause and re-warm domains

02

DELIVERY

Are they landing in the inbox?

Look for: Seed test across Gmail, Outlook, Yahoo**IF IT'S BROKEN**

Fix authentication, cut volume, check domain blacklists

03

TARGETING

Is the list actually your ICP?

Look for: Score a random 50 against your ICP criteria**IF IT'S BROKEN**

Rebuild the list — this is the most common real problem

04

TARGETING

Is the data accurate?

Look for: Right person, right role, still at the company**IF IT'S BROKEN**

Re-enrich; check the source's freshness

05

MESSAGE

Is the offer relevant to them?

Look for: Would this person recognise the problem you name?

IF IT'S BROKEN

Change the offer or change the segment

06

MESSAGE

Is the first line specific to them?

Look for: Could this line be sent to anyone?

IF IT'S BROKEN

Rewrite with a real trigger — funding, hiring, stack, post

07

MESSAGE

Is the copy readable?

Look for: Under 90 words, no jargon, one clear ask

IF IT'S BROKEN

Cut it in half

08

MESSAGE

Is the ask too big?

Look for: Asking for a 30-min call in email one

IF IT'S BROKEN

Soften to a question they can answer in a line

THE RULE

Never change two things at once. Change one variable, send 500, read the result. Changing copy and list simultaneously means you learn nothing.

🕒 Run the full diagnosis in one week

DAY	STEPS	WHAT YOU DO
MON	01–02	Pull bounce rate per inbox. Send a seed test to your own Gmail, Outlook and Yahoo inboxes.
TUE	03	Pull 50 random contacts from the live list. Score each against your ICP — fit or not.
WED	04	Spot-check 20 of them on LinkedIn: same role, same company?
THU	05–08	Read your email out loud as the prospect. Count words, count asks, test the first line.
FRI	—	Pick the first broken step. Change that one thing. Send 500. Wait for the result.

(02) BENCHMARKS

What good looks like at each stage.

Use these to find which step is broken. Healthy numbers at a stage mean move on to the next one.

<2% BOUNCE RATE	80%+ INBOX PLACEMENT	1–3% REPLY RATE, COLD LIST	20–30% OF REPLIES POSITIVE
------------------------------	--------------------------------	--------------------------------------	--------------------------------------

? Read the symptoms

WHAT YOU SEE	WHERE THE PROBLEM USUALLY IS	GO TO
Bounces above 2%	The list — unverified or stale contacts	STEP 01
Delivered, but almost no replies at all	Placement — you're likely in spam or Promotions	STEP 02
Replies, but mostly "not the right person"	Targeting — the list isn't your ICP, or the data is old	STEP 03–04
Replies healthy, positives near zero	The offer, not the outbound	STEP 05
Polite replies, nobody books	The ask is too big, too early	STEP 08

🔪 Your test log

ONE VARIABLE PER ROW

DATE	STEP	WHAT I CHANGED	SENDS	RESULT

Stuck on a step? Send me your numbers.

I'll look at your bounce, placement and reply data and tell you which step is broken — free, in a 20-minute call.

[Book a free 20-min teardown →](#)

EMAIL — I REPLY PERSONALLY

himaliksahal@gmail.com

WHATSAPP

[+44 7862 602837](https://wa.me/447862602837)

WEBSITE

maliksahal.com