

Make the introduction. Earn the next step.

A relevant introduction starts a conversation. What the person says next determines whether it becomes an opportunity.

Interest is useful. Commitment is different.

A request for information deserves an answer. A ready handover needs a concrete commitment to the next step agreed for that campaign.

Start with relevance

Define the audience, their likely problem and a credible reason to speak. Use approved facts about your offer. Keep the opening focused on one small, understandable response.

Work the response

Answer the actual question, surface the constraint and establish whether there is a next move. Follow-up timing and limits are agreed before the programme starts.

You receive more than a name

The handover includes their words, the purpose of the next conversation and anything your team needs to resolve. A budget or due-diligence question alone does not make someone ready. A human approves every Ready handover, so a soft yes is never charged. If nothing becomes Ready, you pay the setup fee only.

Define success before the first message

Agree the permitted list, approved copy, sender, response handling and handover owner. A useful outcome might be a scoped discovery conversation, not an immediate purchase.

A setup fee plus a fee per Ready handover. 90 days of nurture included.

Email programmes require setup and approval. Other channels are separately scoped; this paper makes no automatic multichannel promise.

Talk to Andy about a focused first campaign

andy@ripen.nz | 027 2258099