

Worksheet 7: Outbound Prospecting Tracker

Track relevance, consent and jurisdiction considerations, replies, and suppression records.

Campaign setup

Domain offered	
Price or next step	
Target buyer profile	
Primary use	
Sender domain	
SPF, DKIM, DMARC tested?	Yes / No
Postal address included?	Yes / No
Opt-out method	

Prospect log

Company and contact	Why the domain fits	Sent and follow-up	Response or outcome

Compliance and quality check

- ☐ Each company was qualified before the contact information was collected.
- ☐ The contact role is connected to the likely domain decision.
- ☐ The message identifies the sender and commercial purpose honestly.
- ☐ The subject line is not deceptive and does not fake a prior conversation.
- ☐ The message includes a valid postal address and simple opt-out method where required.
- ☐ The recipient's jurisdiction and applicable rules were considered.
- ☐ The company and address were screened against suppression records.
- ☐ No recipient received repeated messages after a no, complaint, or opt-out.

Campaign results

Messages sent	
Bounces	
Positive replies	
Negative replies	

Opt-outs	
Qualified conversations	
Offers	
Sales	
Hours spent	
Decision	Continue / Revise / Stop

What the buyer feedback says about the domain