

# BLOSSOM WARM OUTREACH: THE JOURNEY MAP

Planning draft, based on our judgment, not user testing yet

Eight stages a sales or GTM buyer moves through, from a stale cold list to recommending warm outreach to their team.

| STAGE                   | BUYER THINKS / FEELS                                                       | WHAT THEY NEED                                                        | WHERE BUYERS DROP OFF                    |
|-------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------|
| <b>1 FRUSTRATION</b>    | "My cold list is stale and I do not trust paid data."                      | A plain line that names the pain.                                     | They cannot tell the tool is for them.   |
| <b>2 EPIPHANY</b>       | "Fit plus a fresh, dated signal plus a warm introducer beats a cold list." | The idea said in one sentence.                                        | The idea only lands after a long read.   |
| <b>3 CURIOSITY</b>      | "I want a look before I commit."                                           | A planned demo with sample data, clearly labeled.                     | Sample data reads as a toy.              |
| <b>4 PROOF</b>          | "Does it work on my list? Are the top picks right? Is the warm path real?" | A way to test their own list, with reasons for each pick.             | No test on their own data, so no belief. |
| <b>5 TRUST</b>          | "Will it send something? Where does my data go? Does it touch my CRM?"     | Approval before anything sends, and a plain note on where data lives. | Unclear data handling and CRM worries.   |
| <b>6 FIRST REAL USE</b> | "I will ask one connector for one intro."<br>A little nervous.             | A draft message to review and a record of who was asked.              | Nothing to copy, nothing recorded.       |
| <b>7 HABIT</b>          | "Who do I ask first this week? Am I over-asking one person?"               | A weekly view of what changed and a fair ask order.                   | Nothing new to see on return.            |
| <b>8 ADVOCACY</b>       | "My teammate or client should see this."                                   | A clean way to share results without private data.                    | A good result cannot travel.             |

Blossom Warm Outreach is in development and not available yet. A free resource from Blossom Automation.

[blossomautomation.com/resources](https://blossomautomation.com/resources)