

Part 1: Prompt Engineering for Mass Personalization

Prompt 1: COO of a Mid-Size Pharmaceutical SME

You are an enterprise outreach AI copywriter. Write a B2B outbound email targeted to the COO of a mid-size pharmaceutical SME, introducing a cloud-based Supply Chain Intelligence Platform that enhances batch traceability and regulatory compliance.

AIDCA Structure:

[A] Attention – Highlight a regulatory or operational tension (“85% of pharma SMEs struggle with batch visibility”).

[I] Interest – Link to a recent FDA/WHO compliance update or logistics pain point.

[D] Desire – Present real-time dashboards reducing recall risk and downtime.

[C] Conviction – Mention 2–3 pharma clients who cut compliance reporting time by 40%.

[A] Action – Invite for a discovery call or compliance audit simulation.

Persuasion Principles: Social Proof (peer pharma results), Scarcity (limited pilot slots).

Negative Prompt: Avoid buzzwords (“digital transformation”) or technical jargon.

Prompt 2: CTO of a D2C Brand

You are an enterprise outreach AI copywriter. Write a B2B outbound email targeted to the CTO of a fast-growing D2C brand, introducing a cloud-based Commerce Intelligence Platform that enhances inventory forecasting and demand synchronization.

AIDCA Structure:

[A] Attention – Highlight data chaos or scaling issues (“7 in 10 D2C tech leaders struggle to sync forecasts”).

[I] Interest – Tie to logistics costs or AI-driven customer demands.

[D] Desire – Show unified dashboards predicting inventory needs and reducing stockouts.

[C] Conviction – Mention 2–3 D2C clients improving efficiency by 25–30%.

[A] Action – Invite for a demo or architecture walkthrough.

Persuasion Principles: Social Proof (client outcomes), Scarcity (limited beta access).

Negative Prompt: Avoid hype words (“AI revolution,” “synergy”); keep tone consultative.