



60 ChatGPT Prompts

For Outbound Lead Generation

Boost Your Sales And Increase Revenue With
the power of GPT & AI



Introduction

For most people, ChatGPT is a game-changer when it comes to writing. And it's true, the free tool can help greatly reduce the time spent on each task.

You will get content ideas, turn the topics suggested into social media posts, and transform them into articles.

The possibilities are truly endless.

But one thing you don't see often is people using **ChatGPT for outbound lead generation.**

This includes creating emails, cold calling, LinkedIn outreach, lead qualification, data management, parsing, and so much more.

At Expandi, we are always on the lookout for new and innovative ways to enhance the outbound lead generation process. After hearing about the GPT chat, my colleagues and I were eager to test it out. However, as we began to craft GPT chat prompts, we quickly realized that it was no easy task.

We needed to find a way to create prompts that could effectively utilize the language model, provide sufficient context, and generate high-quality text.

To overcome these challenges, we invested time and effort into researching the nuances of the GPT model and came up with over 50 proven chat prompts for every stage of the outbound lead generation process. These prompts were carefully crafted to ensure relevance and coherence and generate engaging content.

By utilizing these prompts, we were able to boost our outbound lead generation process and connect with potential leads in a more effective way.

After reading this guide, crafting the right prompt won't be a challenging aspect of working with ChatGPT anymore. Below, we'll cover 50+ prompts you can use for outbound lead generation.

By the end of this guide, you'll have a better idea of how to operate and get the most out of ChatGPT for your business specifically.

And before you ask - No, ChatGPT did NOT write this for us, everything you'll find here is based on our own experience 😊

What's In A ChatGPT Prompt?

A prompt is a short piece of text that serves as the starting point for ChatGPT's response.

And with the right prompt, you're practically unstoppable.

The technology is trained on large amounts of data to understand how people communicate and respond to certain questions or statements.

Machine learning specialists leverage the power of collecting large-quality data to train the models. ChatGPT, in particular, is reportedly trained on more than 45 terabytes of text, including conversations, news, blog posts, books, etc.

However, one important thing to keep in mind about its accuracy is that ChatGPT finished its "training" in 2021.

So, for certain prompts, it might not produce the most accurate or reliable info (i.e. for news after 2021, for example).

While it may be tempting to copy ChatGPT's answers directly to your blog or cold email, it's always worth double-checking for accuracy, reliability, and overall cohesiveness.

So, before we continue to create the right prompt, here are some general tips to keep in mind:

- ChatGPT processes up to 4,096 tokens in an input, any character beyond that is ignored without a message. A token is roughly equivalent to a word, depending on the use case.
- The response generation can be stopped with the stop button above the input field if you notice ChatGPT is going in the wrong direction with your prompt.
- If there has been too much exchange during one session, it may be helpful to start a new chat so that subsequent replies are not corrupted or based on prior information.
- As an AI language model, the tool doesn't have a specific limit on the maximum number of words it can include in a response. So, in theory, it can write a 5,000-word blog post if needed.
- The tool can't give you "hidden" data (e.g. how much search volume a keyword has).
- As of February 1, 2023, OpenAI has introduced ChatGPT Plus. Currently, it costs \$20/month, is available even when demand is high, provides a faster response speed, and priority access to new features.

If you want to learn more about rules, just read our guide "[15 Rules For Crafting Effective GPT Chat Prompts](#)"

What's In A ChatGPT Prompt?

And according to [OpenAI](#), the limitations are as follows:

- ChatGPT sometimes writes plausible-sounding but incorrect or nonsensical answers. Fixing this issue is challenging, as: (1) during RL training, there's currently no source of truth; (2) training the model to be more cautious causes it to decline questions that it can answer correctly; and (3) supervised training misleads the model because the ideal answer depends on what the model knows, rather than what the human demonstrator knows.
- ChatGPT is sensitive to tweaks to the input phrasing or attempting the same prompt multiple times. For example, given one phrasing of a question, the model can claim to not know the answer, but given a slight rephrase, can answer correctly.
- The model is often excessively verbose and overuses certain phrases, such as restating that it's a language model trained by OpenAI. These issues arise from biases in the training data (trainers prefer longer answers that look more comprehensive) and well-known over-optimization issues.^{1,2}
- Ideally, the model would ask clarifying questions when the user provided an ambiguous query. Instead, our current models usually guess what the user intended.
- While we've made efforts to make the model refuse inappropriate requests, it will sometimes respond to harmful instructions or exhibit biased behavior. We're using the [Moderation API](#) to warn or block certain types of unsafe content, but we expect it to have some false negatives and positives for now. We're eager to collect user feedback to aid our ongoing work to improve this system.

ChatGPT Prompt Anatomy Examples

Some of the most popular entries include the following:

- “I want you to act as ___ for ___”
- “Your task is to ___”
- “___ should ___”
- “___ should not ___”
- “To get started, please ___”
- “Assuming I am ___, what would be the best way to ___”
- “Your job is to ___, I want you to___”
- “I am ___. You are ___.”
- “For ___ target audience. Create ___.”
- “Assuming ___. How do I ___”
- “You will be in charge of ___ as ___ with ___. Then, I want you to ___”

Similarly, you can use the following “mega prompt” approach:

- Simulate person or role.
- Complete or do tasks.
- Steps to complete task.
- Context / constraints.
- Goal.
- Format output.

It is important to note that crafting effective GPT chat prompts is not a one-time task. Even with the best prompts, it may take several iterations to achieve the desired results. You may need to adjust and fine-tune the prompts based on the language model's response until you get the results you want.

Now, let's take a look at some more practical use cases and zoom in on prompts for each step of the outbound lead generation process.

Ready to automate your lead generation steps with ChatGPT?

To make sure you get the most out of this section, we'll focus on preparing for lead generation. And of course, we'll be using ChatGPT prompts to zoom in on our target audience.

Proven ChatGPT Prompts For Every Stage Of The Outbound Lead Generation Process

Here's what we'll be using ChatGPT for:

- Identifying personas and target audiences
- Creating market research for your audience
- Enriching and cleaning your lead database
- Outbound lead generation material and resources

Now, let's take a look at some prompt examples that will help you define your target audience for outreach.

#1. Identifying buyer personas for cold outreach

Buyer personas help lead generation with defining what people buy, when they buy it, and how.

If you sell to everyone it means you sell to none. This is the fundamental rule that every Sales & Marketing pro should know. That's why everyone should determine who their ideal client is and write it down on paper. So you can always focus only on the most important prospects.

Well-crafted personas also include psychographic qualities, such as how your prospects think, what their interests and goals are, and so on.

Check out our full guide on [ideal customer profiles vs buyer personas](#) if you need more examples on that.

Idea Customer Profile Example

Industry	Location	Number of employees	Business Model	Revenue
Furniture	United States	<50 Employees	E-commerce	<\$500K

★ #1. Identifying buyer personas for cold outreach

When defining personas with ChatGPT, you should make sure to include:

- Audience's pain points.
- Challenges they face.
- Potential marketing channels to use and where they hang out the most.
- Media that is popular with that audience.
- What kind of content to use.
- Objections they might have during the call.

Prompt Templates

Here're the prompts that you can edit and use for your business:

Prompt #1

- I'm selling a {solution} that helps people achieve {benefits/outcome}. Give me 5 buyer personas I should target in my cold outreach. Include their pain points, content I should create to overcome their objections, and what channels I can find them on.

I'm selling a LinkedIn automation solution that helps people get leads on autopilot (from sending connection requests, InMails, emails, and more) - all from one platform. Give me 5 buyer personas I should target in my cold outreach. Include their pain points, content I should create to overcome their objections, and what channels I can find them on.

Sure, here are 5 buyer personas you can target for your LinkedIn automation solution along with their pain points, objections, and the channels you can find them on: Upvote Downvote

1. Small business owners and entrepreneurs:

- Pain points: Finding new clients, generating leads, and increasing revenue.
- Objections: Concerns about the cost of automation, skepticism about the effectiveness of automated outreach, and concerns about the legality of using automation on LinkedIn.
- Content: Case studies and testimonials from successful clients, blog posts on the benefits of LinkedIn automation for small businesses, and webinars on how to use automation to generate leads.
- Channels: LinkedIn, email, and small business networking events.

★ #1. Identifying buyer personas for cold outreach

Prompt Templates

Prompt #2 (CONTINUE IN THE SAME CHAT)

- Give me 7 pain points for buyer persona {#1}. Based on that, how can they use {solution}?

Give me 7 pain points for buyer persona #1. Based on that, how can they use LinkedIn cold outreach tools?

Sure, here are 7 pain points that buyer persona #1 (small business owners and entrepreneurs) may have:

1. Difficulty generating new leads
2. Limited budget for advertising and marketing
3. Limited time and resources for lead generation
4. Inability to scale lead generation efforts
5. Lack of understanding of how to effectively use LinkedIn for lead generation
6. Low conversion rates from existing lead generation efforts
7. Inability to consistently generate high-quality leads



Don't forget to specify your prompts before you get a good answer:

add more pain points with more detailed description

Sure, here are 3 additional pain points that small business owners and entrepreneurs may experience when it comes to lead generation on LinkedIn:

8. Inconsistent lead generation: Small business owners and entrepreneurs may struggle to generate leads on a consistent basis, which can make it difficult to forecast revenue and plan for growth. They may have peaks and valleys in lead generation, which can lead to instability and uncertainty.
9. Difficulty standing out from competitors: Small business owners and entrepreneurs may find it challenging to differentiate themselves from their competitors on LinkedIn. They may be targeting the same audiences and using similar messaging, which can make it difficult to capture the attention of potential leads.



★ #1. Identifying buyer personas for cold outreach

Prompt Templates

Prompt #3

- I sell {solution} to {target audience}. Give me 5 objections they might have and how I can overcome them in my marketing.

I sell Expandi - a LinkedIn cold outreach tool to small business owners, entrepreneurs, and startups. Give me 5 objections they might have and how I can overcome them in my marketing.

Sure, here are 5 objections that small business owners, entrepreneurs, and startups may have when considering Expandi, along with potential ways to overcome them:

1. "I don't have the budget for this": To overcome this objection, you can emphasize the ROI that Expandi can provide by helping to generate more leads and sales. You can also offer a free trial or demo to let them see the results for themselves before committing to a paid plan.
2. "I'm not comfortable with automating my outreach": This objection may stem from

Prompt #4

- My target audience is {audience}. What marketing channels should I focus on to reach them? And argue about what I should choose them.

My target audience is small business owners, entrepreneurs, and startups. What marketing channels should I focus on to reach them? And argue about what I should choose them.

Certainly! Here are some marketing channels that could be effective for reaching small business owners, entrepreneurs, and startups:

1. LinkedIn Cold Outreach: LinkedIn is a popular platform for professionals, making it a great place to reach small business owners, entrepreneurs, and startups. LinkedIn Ads allow you to target your audience by job title, company size, industry, and other factors, making it easy to reach your ideal customers.
2. Content Marketing: Creating valuable content, such as blog posts, videos, and social media posts, can be an effective way to attract your target audience and build your

★ #1. Identifying buyer personas for cold outreach

Prompt Templates

If you decided to find influencers in your industry, the CPT chat can be an excellent resource for it. The chat can provide you with a list of influencers, so you may be able to connect with them directly, ask for their advice, or suggest cooperation in your service promotion.

Prompt #5

- I am interested in promoting {Expandi}, and I believe that collaborating with {LinkedIn outreach} influencers can be a great way to reach a wider audience. Can you please provide me with the top {10} {LinkedIn outreach} influencers, along with the links to their profiles, and a brief explanation of why they are great choices? Organize all data into the table

I am interested in promoting Expandi, and I believe that collaborating with LinkedIn outreach influencers can be a great way to reach a wider audience. Can you please provide me with the top 10 LinkedIn outreach influencers, along with the links to their profiles, and a brief explanation of why they are great choices? Organize all data into the table

LinkedIn Outreach Influencer	Link to Profile	Brief Explanation
1. John [REDACTED]	https://www.linkedin.com/in/[REDACTED]	John [REDACTED] is an author, speaker, and trainer who specializes in helping entrepreneurs and business professionals leverage LinkedIn for sales and marketing. He has authored several books on the topic, and has a large following on LinkedIn.
2. Brynne [REDACTED]	https://www.linkedin.com/in/[REDACTED]	Brynne [REDACTED] is a LinkedIn sales trainer and social selling expert. She is the author of the book "The

If you want to focus on outbound lead generation, all the following prompts will be for you.

#2. Prepare your LinkedIn account for cold outreach

Preparing your LinkedIn account for cold outreach is important because it can significantly increase your chances of success when reaching out to people you don't know. Here are some reasons why:

- **Establishing Credibility:** When someone receives a cold message from a person they don't know, the first thing they are likely to do is to check out the sender's LinkedIn profile to see if they are a real person and if they have any credibility in the industry. By having a complete and professional LinkedIn profile, you can establish your credibility and make it more likely that the person will respond to your message.
- **Building Trust:** Cold outreach can be seen as intrusive or even spammy. A well-crafted LinkedIn profile can help you build trust with your message recipient. When your LinkedIn profile shows that you are a legitimate professional with relevant experience and expertise, the recipient will have more reasons to trust you and engage with your message.
- **Making a Good Impression:** Your LinkedIn profile is often the first impression someone will have of you. By having a professional-looking profile, you can make a good impression and show that you are serious about your career and your outreach efforts.

Prompt Templates

1. Headline: Your headline appears right below your name on LinkedIn and is one of the first things people see when visiting your profile. Make sure your headline accurately reflects your current job title and industry and includes keywords relevant to your skills and expertise.

Prompt #6

- I'm {Stefan Smulders}, {founder of Expandi - a LinkedIn cold outreach tool}. My current headline is: { "Currently Scaling my SaaS bootstrapped to \$10M ARR | 🏆 Feat. #54 on Latka | FAILED STARTUPS IN PRIVATE - NOW I RETRY IN PUBLIC | Sharing my mistakes so you can avoid them -->"} Come up with {10} different texts for the headline of my LinkedIn Profile based on the current version but make it more {funny}. The target audience is {SaaS founders}. Add emojis.

#2. Prepare your Linkedin account for cold outreach

I'm Stefan Smulders, founder of Expandi - a Linkedin cold outreach tool.

My current headline is: "Currently Scaling my SaaS bootstrapped to \$10M ARR | 🏆 Feat. #54 on Latka | FAILED STARTUPS IN PRIVATE - NOW I RETRY IN PUBLIC | Sharing my mistakes so you can avoid them -->"

Come up with 10 different texts for the headline of my Linkedin Profile based on the current version but make it more catchy, and funny. The target audience is SaaS founders. Add emojis.

Sure, here are 10 different options for your LinkedIn headline that are more lighthearted and humorous:

1. 🚀 Bootstrapping Expandi to the moon and beyond 🚀 | Failed a few times, but now I'm a public success story!
2. 💡 Making cold outreach hot 🔥 | Scaling my SaaS biz to \$10M ARR and having a blast doing it 💪
3. 😊 Nerd alert: I love cold outreach and I'm damn good at it! | SaaS founder turned comedian 😊
4. 🌶 Spice up your LinkedIn game with Expandi! | Bringing the heat to cold outreach 🔥
5. ☕ Pssst... want to know my secret to SaaS success? | Spoiler alert: it involves lots of coffee ☕
6. 🎉 Celebrating every milestone on the road to \$10M ARR | Failed startups who? 🙌
7. ⭐ Star of the SaaS world | My superpower: turning failures into wins 🤘

2. Summary: Your summary is an opportunity to showcase your professional achievements, skills, and interests. Use this section to tell your story, highlight your accomplishments, and share your career aspirations. Make sure your summary is well-written, easy to read, and relevant to the type of outreach you'll be doing.

Prompt #7

- Come up with 5 options for the LinkedIn About section text based on my resume. Use my work experience and include {my total years of experience}, the keyword {'marketing manager'}, and keep it shorter than {150 words}. Make in a {storytelling style}. Include bullet points to increase readability.

#2. Prepare your LinkedIn account for cold outreach

Here is the text from my resume:

{"Results-oriented marketing professional with over 5 years of experience in digital marketing. Skilled in creating and executing successful marketing campaigns that drive brand awareness and lead generation. Proficient in SEO, SEM, social media marketing, email marketing, content marketing, and marketing automation. Experienced in managing marketing budgets and analyzing campaign performance to optimize results."}

Come up with 5 options of the LinkedIn About section text based on my resume. Use my work experience and include my total years of experience, the keyword 'marketing manager', and keep it shorter than 150 words. Make in story telling style. Include bullet points to increase readability.

Here is the text from my resume:

"Results-oriented marketing professional with over 5 years of experience in digital marketing. Skilled in creating and executing successful marketing campaigns that drive brand awareness and lead generation. Proficient in SEO, SEM, social media marketing, email marketing, content marketing and marketing automation. Experienced in managing marketing budgets and analyzing campaign performance to optimize results."

Of course! Here are five options with a storytelling approach and bullet points for increased readability: 

Option 1:

- As a marketing manager with over 5 years of experience in digital marketing, I have a passion for creating and executing successful campaigns that drive brand awareness and generate leads.
- My expertise in SEO, SEM, social media marketing, email marketing, content marketing, and marketing automation has allowed me to consistently deliver results for my clients.
- I am experienced in managing marketing budgets and analyzing campaign performance to optimize results.
- I believe that every brand has a unique story to tell, and I am committed to helping businesses like yours tell that story to the world.
- Let's work together to make your brand stand out in the digital marketplace.

Option 2:

#2. Prepare your Linkedin account for cold outreach

2. Make several posts related to the ICP you defined:

Sharing content related to your area of expertise before cold outreach can help provide context for why you are reaching out to someone. It shows that you are actively engaged in your field and have relevant insights and perspectives to share.

Everyone knows you can use ChatGPT to create content for your Linkedin posts.

But you can take it a step further and get it to create cluster topics for your posts as well based on your pain points.

Prompt #8

- Name {5} relevant topics I can create content around for a {LinkedIn automation SaaS} to inform users {so they can make a purchase}.

Name 5 relevant topics I can create content around for a LinkedIn automation SaaS to inform users so that they can make a purchase?

1. Benefits of using LinkedIn automation for business growth and productivity
2. How LinkedIn automation saves time and streamlines outreach efforts
3. Best practices for using LinkedIn automation ethically and avoiding account suspension
4. Success stories and case studies of businesses who have achieved results using LinkedIn automation
5. Commonly asked questions and concerns about using LinkedIn automation, with clear and concise answers.

More examples you can use:

Prompt #9

- My target audience is {persona} and I help them achieve {outcome}. Give me 10 posts I can create to generate leads.

Prompt #10

- I'm the CEO of {solution}. Create a content plan based on {the target audience's} pain points. The goal is to get them to message me and sign up for a free consultation. So, I want you to give me topics that are relevant when it comes to decision-making.

#2. Prepare your LinkedIn account for cold outreach

Prompt #11

- What topics would help {the audience} want to make a purchase or get on a call with me? Give me 5 post-topic ideas.

Prompt #12

- Can you help me write a LinkedIn post about {growth hacks for LinkedIn cold outreach}? I want to share some tips and tricks for reaching out to potential clients through LinkedIn, but I'm not sure where to start. Please provide a post that is informative, engaging, and helpful for my network. Make this text up to {400} words. Make it in {storytelling} style. Make it {funny and practical}. Add emojis and bullet points if need be

Sure, here's a sample post that you can use as inspiration for your own LinkedIn post:



The other day, I was scrolling through my LinkedIn inbox and I came across a message that made me cringe. It was from a salesperson who had clearly copied and pasted the same

Prompt #13

- My writing style is based on {influence} and I run company {URL}. Can you create a LinkedIn post under 250 words on {topic} to achieve {outcome} for {target audience}?

The <https://expandi.io/blog/companies-who-are-hiring-right-now/> is a blog post I wrote. Can you go through it and tell me what the writing tone of voice is like? Then, create a similar post about LinkedIn lead generation growth hacks.

Sure, I can help you with that.



After reviewing your blog post, the writing tone of voice appears to be informative and helpful. It provides a list of companies that are currently hiring, along with links to their job

Prompt #14

- The {following URL} is a blog post I wrote. Can you go through it and tell me what the writing tone of voice is like? Then, create a similar post about {topic}.

Prompt #15

- The following text is a blog post I wrote on {topic}. Can you emulate this writing style and repurpose the article into a 200 word LinkedIn post.

Now you're ready for your LinkedIn outreach game

#3. Scraping and enriching your lead database

In this section, we'll be using ChatGPT and Google Sheets to find the right prospects automatically.

All this, with 0 coding skills required.

Let's assume, we want to reach companies who are hiring specialists in our niche. This might be useful if you're a design agency reaching out to companies that are hiring designers.

Though, the steps can be applied to any niche. For example's sake, let's assume we're selling SEO services.

We will:

1. Find companies looking for SEO specialists.
2. Scrape the list into a CSV file.
3. Find the right contact info.
4. And create a script with ChatGPT to find the right person (again, 0 coding skills required) - "Find a LinkedIn profile from the company name and job title"

This script allows you to scrape all the data directly in your Google sheet.

All you need is to add the formula “=getPerson(NAME OF THE COMPANY)” where “NAME OF THE COMPANY” is a cell with the name of the company (in my case it's A2, A3 ... A24) and click “ENTER”:

	A	B	C	D	E	F
1	employerName	companyDetails/jobTitle	url	CEO's Name	LinkedIn	
2	Launch Potato	www.launchpota	Performance Ma	https://www.glas	=getPerson(A2)	
3	Liquibase	www.liquibase.c	Senior Technical	https://www.glas		
4	Webgility	www.webgility.cc	Senior Marketing	https://www.glas		
5	Launch Potato	www.launchpota	Senior Content S	https://www.glas		
6	Ordermark	https://www.next	Senior Growth M	https://www.glas		
7	Kentik	www.kentik.com	Senior Manager,	https://www.glas		
8	Pipe17	www.pipe17.com	Sr. Content Mark	https://www.glas		
9	Invonto	www.invonto.cor	Digital Marketing	https://www.glas		
10	Your Creative Pe	www.yourcreativ	Sr. Content Strat	https://www.glas		

In a few seconds, this function will return your CEO's Name and the LinkedIn account URL of this person:

	A	B	C	D	E	F	G	H
1	employerName	companyDetails/jobTitle	url	CEO's Name	LinkedIn			
2	Launch Potato	www.launchpota	Performance Ma	https://www.glas	Greg	https://www.linkedin.com/in/greg		
3	Liquibase	www.liquibase.c	Senior Technical	https://www.glas				
4	Webgility	www.webgility.cc	Senior Marketing	https://www.glas				
5	Launch Potato	www.launchpota	Senior Content S	https://www.glas				
6	Ordermark	https://www.next	Senior Growth M	https://www.glas				
7	Kentik	www.kentik.com	Senior Manager,	https://www.glas				
8	Pipe17	www.pipe17.com	Sr. Content Mark	https://www.glas				
9	Invonto	www.invonto.cor	Digital Marketing	https://www.glas				

When you have all the necessary data, you can reach the leads with Expandi.

Not bad, right?

#3. Scraping and enriching your lead database

ee our full guide on this for a detailed, step-by-step breakdown: [Convert Companies Who are Hiring Right Now into Your Sales Leads on LinkedIn | 36% Reply Rate Campaign](#)

Now, let's get back to getting the most out of using ChatGPT for outbound lead generation.

So how to get the script for this use case?

Prompt #16

- I need a Google Apps Script function that utilizes the Google Custom Search API to find a {Person's name} and {LinkedIn profile} from a {company name} and {job title}.

Please create a Google Apps Script function that utilizes the Google Custom Search API to find a Person's name and LinkedIn profile from a company name and job title

```
1 function findPerson(company, jobTitle) {
2   var apiKey = 'YOUR_API_KEY';
3   var searchEngineId = 'YOUR_SEARCH_ENGINE_ID';
4   var query = company + ' ' + jobTitle + ' linkedin';
5   var url = 'https://www.googleapis.com/customsearch/v1?key=' + apiKey + '&cx=' + searchEngineId + '&q=' + query;
6   var response = UrlFetchApp.fetch(url);
7   var data = JSON.parse(response.getContentText());
8   if (data.items) {
9     for (var i = 0; i < data.items.length; i++) {
10       var item = data.items[i];
11       if (item.link.indexOf("linkedin.com/in/") !== -1) {
12         var name = item.title;
13         var profileUrl = item.link;
14         return {
15           name: name,
16           profileUrl: profileUrl
17         };
18       }
19     }
20   }
21   return null;
22 }
23 }
```

Here's how to use the function:

- Replace "YOUR_API_KEY" with your Google Custom Search API key.
- Replace "YOUR_SEARCH_ENGINE_ID" with your Google Custom Search Engine ID.
- Call the function with the company name and job title as arguments, like this:

```
findPerson('Acme Corporation', 'Software Engineer').
```

The function will return an object with two properties: `name` and `profileUrl`. If it finds a LinkedIn profile that matches the company name and job title, it will return the name and profile URL. If it doesn't find a matching profile, it will return null.

#4. Prepare your contacts Database before outreach

If you've ever tried to collect data for outbound lead generation, you know that the info might be in so many different variations. For example, the company name might look like www.companyname.com or Company LTD, and so on. Since you're using this data for cold email/LinkedIn personalization, you need to remove it. GPT can help you with it!

Prompt #17

- Create a Google Sheets formula that extracts a clean company name from a cell containing a URL or domain name, which may include 'www', 'https://', and other prefixes. Additionally, remove common suffixes like 'LTD', 'LLC', and 'Inc' from the extracted company name.



Assuming the URL or domain name is in cell A1, you can use the following formula to extract a clean company name and remove common suffixes: thumb up icon thumb down icon

```
1 =REGEXREPLACE(REGEXREPLACE(SUBSTITUTE(SUBSTITUTE(SUBSTITUTE(A1,"https://",""),"http://",""),"www.",""),"\b(inc|llc|ltd)\b",""))
```

You can use the following Google Sheets formula to extract a clean company name from a cell containing a URL or domain name.

A	B
Type of data	CompanyName
expandi	Expandi
www.expandi.io	Expandi.io
expandi.io	Expandi.io
https://expandi	Expandi
http://expandi.io	Expandi.io

Note that this formula assumes that the URL or domain name is in cell A1. If your data is in a different cell, simply replace "A1" with the other cell in the Google sheets.

The same happens with people's names. Sometimes people might have unusual Latin letters in their names, for example àáâãäå

#4. Prepare your contacts Database before outreach

Here's how to solve it with GPT:

Prompt #18

- Develop a Google Sheets formula that replaces unusual Latin letters in a list of names with their English counterparts. Ensure the formula covers multiple Latin characters, such as 'ø', 'à', 'é', and others, converting them to the closest English equivalents.

Develop a Google Sheets formula that replaces unusual Latin letters in a list of names with their English counterparts. Ensure the formula covers multiple Latin characters, such as 'ø', 'à', 'é', and others, converting them to the closest English equivalents.

Assuming the list of names is in column A starting from row 1, you can use the following formula in cell B1 to replace unusual Latin letters with their English counterparts:

¹ =ArrayFormula(REGEXREPLACE(A:A, "[øóòôõö]", "o"), "[ØÓÒÔÕÖ]", "O"), "[àáâãäå]", "a"), "[ÀÁÂÃÄÅ]", "A"), "[èéêë]", "e"), "[ÈÉÊË]", "E"), "[ìíîï]", "i"), "[ÌÍÎÏ]", "I"), "[ùúûü]", "u"), "[ÙÚÛÜ]", "U"), "[ýÿ]", "y"), "[ÝŸ]", "Y"), "[ç]", "c"), "[ç]", "C"), "[ß]", "ss"), "[ñ]", "n"), "[Ñ]", "N"), "[š]", "s"), "[Š]", "S"), "[ž]", "z"), "[Ž]", "Z")))

This formula uses the `ArrayFormula` function to apply the `REGEXREPLACE` function to each cell in column A. The `REGEXREPLACE` function uses three nested `regexreplace` functions to replace each unusual Latin letter with its closest English equivalent:

- ‘ø’ is replaced with ‘ə’
 - ‘à’ is replaced with ‘a’
 - ‘é’ is replaced with ‘e’

You can add more nested `regexreplace` functions to handle additional Latin characters as needed.

The formula will output the modified B_i, starting from row 1. You can click the "Regenerate response" button to regenerate the response.

#4. Prepare your contacts Database before outreach

Also, imagine you have a list of company names, but you need to find their domains for better research. GPT can help you with it:

Prompt #19

- Create a Google Sheets solution to find the company domain from a given company name using external search engine APIs, such as Bing Web Search API. Ensure that the formula returns the most relevant domain for each company name while taking into account any limitations and terms of service associated with the chosen API.



Unfortunately, as an AI language model, I do not have the capability to create a Google Sheets solution for you directly. However, I can provide you with a general outline of the steps that you can follow to implement this solution using an external search engine API, such as the Bing Web Search API.



Here are the steps you can follow:

1. First, you need to sign up for a Bing Web Search API key by visiting the Microsoft Azure website. You may need to provide your credit card details and pay for usage beyond a certain limit.
 2. In Google Sheets, go to the menu bar and select Tools > Script Editor to create a new script.
 3. In the script editor, you will need to write a function that takes a company name as input and uses the Bing Web Search API to retrieve a list of search results for the company name.
 4. You can use the UrlFetchApp.fetch() function to make a request to the Bing Web Search API and retrieve the search results in JSON format.
 5. Once you have retrieved the search results, you can parse the JSON data to extract the most relevant domain for the company name. You may need to use regular expressions or other string manipulation techniques to extract the domain name from the search

Following this tutorial, you can get contacts' domains instead of just company names directly in your Google Sheets.

#5. ChatGPT prompts for cold emails

Cold email templates

You can use ChatGPT prompts for cold email creation by taking the prompts as a starting point and then tailoring the content to your specific needs.

For example, if you want to introduce yourself and your product/service to a potential client, you can use the first prompt and write an email that includes your name, your company, and a brief description of what your product or service does. You can also include a call-to-action (CTA) that encourages the recipient to take action, such as scheduling a call or meeting.

If you want to send a personalized email that shows you have researched the recipient and their company, you can use the second prompt for finding the company beforehand to understand their pain points or challenges. Then, you can craft an email that explains how your product/service can help them specifically and offer a solution to their problem.

By using ChatGPT prompts, you can save time and ensure that your cold emails are effective and engaging. However, it's important to remember to tailor your emails to your specific audience and their needs and avoid using a one-size-fits-all approach.

Prompt #20

- Write a cold email to a prospect in the {Sales Industry}. Their main pain points are {not generating enough qualified leads at scale, and manually trying to reach leads on LinkedIn one by one which is proving to be time-consuming}. The solution we offer is {LinkedIn outbound software}. Keep the email within 100 words. I scraped {LinkedIn event attendees}. So I know their {emails}, {Names}, and {Event name they will attend}. Add variables based on this data

Write a cold email to a prospect in the Sales Industry. Their main pain points are not generating enough qualified leads at scale, and manually trying to reach leads on LinkedIn one by one which is proving to be time-consuming. The solution we offer is LinkedIn outbound software. Keep the email within 100 words. I scraped LinkedIn event attendees. So I know their email, Name, Event name they will attend. Add variables based on this data

Subject: How [Event Name] can help generate more qualified leads for [Prospect's Company Name]

Hi [Prospect's First Name],

I noticed that you're attending [Event Name] and I wanted to reach out and introduce you to

#5. ChatGPT prompts for cold emails

Personalize LinkedIn outreach directly in Google Sheets

GPT is insane! It can help you with personalization and preparing messages for your LinkedIn or Email outreach.

Prompt #21

- I'm writing a cold LinkedIn message to {Stefan Smulders} from {Expandi}. Could you pls create a quick message pls use some news or articles published in media about {Expandi} to hook the attention in the first few lines

Hey, I'm Ilya and I'm writing a cold LinkedIn message to Stefan Smulders from Expandi. Could you pls create a quick message pls use some news or articles published on media about Expandi to hook the attention in the first few lines

Sure, here's an example cold LinkedIn message to Stefan Smulders from Expandi that uses a recent article published in the media to hook attention:

Subject: Congratulations on the recent feature in Forbes!

Hi Stefan,

I hope this message finds you well. I recently came across Expandi's feature in Forbes, highlighting the innovative approach your team is taking to LinkedIn automation. Congratulations on the recognition - it's always great to see businesses making an impact in their industry.

I wanted to connect with you because I believe that our businesses share a common goal of helping clients to increase their LinkedIn engagement and conversions. I would love to learn more about your services and discuss potential collaboration opportunities.

Thank you for your time, and I look forward to hearing from you soon.

As you can see, my prompt wasn't too comprehensive, GPT personalized the message based on its knowledge about the company I'm writing to.

But in the native Chat GPT interface you can't scale it. You can't prepare 50+ personalized cold messages. In fact, you can do this, but it'll take you hours.

So let me show you a solution, you can create dozens of LinkedIn icebreakers directly in Google Sheets

#5. ChatGPT prompts for cold emails

Here is the example:

first_name	last_name	profile_link	job_title	company_name	Icebreaker
Sjoerd	Göddeke	https://www.linkedin.com/in/goddeke/	Chief Sales Officer	Teamleader	
Rob	Klijzen	https://www.linkedin.com/in/robklijzen/	VP of Sales at Trengo - Smart Conversations	Trengo	
Anisa	Berberi, MBA	https://www.linkedin.com/in/anisaberberi/	Snr. Director of Sales	KnowBe4	
Melvin	Roos	https://www.linkedin.com/in/melvinroos/	Head of Sales - Epson Europe B.V.	Epson Europe B.V.	
Chris	Moojen	https://www.linkedin.com/in/chrismoojen/	Head of Sales EMEA	Atlassian	
Chrysann	Sutton	https://www.linkedin.com/in/chrysannsutton/	Head of Sales, EMEA	CitizenLab	
Martijn	Terpstra	https://www.linkedin.com/in/martijnterpstra/	SVP, Global Sales	Lux Research	
Grega	Grmovsek	https://www.linkedin.com/in/grgovsek/	Co-Founder & Head of Product	Perspektiv	
Frans	Welling	https://www.linkedin.com/in/franswelling/	Head of Sales EMEA	KPMG Netherlands	
Trevor	Sergison	https://www.linkedin.com/in/trevorsergison/	Head of Inside Sales	MessageBird	

and in 2 mins you have this:

first_name	last_name	profile_link	job_title	company_name	Icebreaker
Sjoerd	Göddeke	https://www.linkedin.com/in/goddeke/	Chief Sales Officer	Teamleader	I've noticed the recent article about Teamleader on Forbes, it's extremely interesting to know that they've raised \$22 million in funding, so I've checked what Teamleader is doing and might say that you're doing a great job in providing all-in-one software for CRM, project management, and invoicing.
Rob	Klijzen	https://www.linkedin.com/in/robklijzen/	VP of Sales at Trengo - Smart Conversations	Trengo	I've noticed the recent article about Trengo on Forbes, it's extremely interesting to know that they're revolutionizing customer communication with their smart conversations platform, so I've checked what Trengo is doing and might say that they're doing a great job in streamlining communication for businesses.
Anisa	Berberi, MBA	https://www.linkedin.com/in/anisaberberi/	Snr. Director of Sales	KnowBe4	I've noticed the recent article about KnowBe4 on Forbes, it's extremely interesting to know that they've raised \$300 million in funding, so I've checked what KnowBe4 is doing and might say that you're doing a great job in providing cybersecurity training to businesses.
Melvin	Roos	https://www.linkedin.com/in/melvinroos/	Head of Sales - Epson Europe B.V.	Epson Europe B.V.	I've noticed the recent article about Epson Europe B.V. on TechRadar, it's extremely interesting to know that they're revolutionizing the printing industry with their EcoTank technology, so I've checked what Epson Europe B.V. is doing and might say that they're doing a great job in providing sustainable printing solutions.
Chris	Moojen	https://www.linkedin.com/in/chrismoojen/	Head of Sales EMEA	Atlassian	I've noticed the recent article about Atlassian on Forbes, it's extremely interesting to know that they have doubled their revenue in the past year, so I've checked what Atlassian is doing and might say that you're doing a great job in revolutionizing team collaboration tools.
					I've noticed the recent article about CitizenLab on TechCrunch, it's extremely interesting to know that they're empowering citizens to participate in decision-making processes, so I've checked what CitizenLab is doing and might say that you're doing a great job in promoting

Want to learn more about how to realize it, just jump into the [“5 practical ways to personalize LinkedIn outreach using GPT & AI”](#) article

More prompts:

Prompt #22

- Use this email opening example: {"Yamini, I notice that you've been the CEO of HubSpot since 2021 and I wanted to reach out"} to write a casual email that is 50-100 words, consider that the person we're reaching out to is named {full_name} and they are the {title} of {company_name} since {formatted_date}. Include a 1-2 sentence case study of how we (case study example) and end with a CTA to book a 10-minute call.

#5. ChatGPT prompts for cold emails

Email subject lines

What are some of the best email subject lines for the email text above that consistently get 70% open rates? Give me 10 examples. Mention {the Event name they are going to attend}. Exclude ones that sound robotic or bland.

Prompt #23

- What are some of the best email subject lines that consistently get 70% open rates? Give me 10 examples. Exclude ones that sound robotic or bland.

What are some of the best email subject lines for the email text above that consistently get 70% open rates? Give me 10 examples. Mention Event name the are going to attend. Exclude ones that sound robotic or bland.

Sure, here are 10 email subject lines that mention the event the prospect is attending and are designed to grab attention and encourage a high open rate:

1. "Excited to meet you at [Event Name] next week!"
2. "Making the most of [Event Name]: connecting with [Prospect's Industry]"
3. "Ready to revolutionize your lead generation strategy at [Event Name]?"
4. "Unlock the secrets to successful lead generation at [Event Name]"
5. "Join us at [Event Name]: the must-attend event for [Prospect's Industry]"
6. "Get ahead of the game at [Event Name]: Tips for successful lead generation"
7. "Maximizing your ROI: Key insights from [Event Name]"

More prompts:

Prompt #24

- I'm following up with a prospect who hasn't replied for 8 days. Give me 5 different subject lines I can say.

Prompt #25

- What elements can I include in my subject line so that it stands out in a lead's inbox?

#5. ChatGPT prompts for cold emails

Follow-up templates

Prompt #26

- Give me an email follow-up template for a lead who hasn't replied after 7 days. Don't sound robotic and don't mention "I hope this email finds you well". Use FOMO and scarcity but don't make it sensational.

Give me an email follow up template for a lead who hasn't replied after 7 days. Don't sound robotic and don't mention "I hope this email finds you well". Use FOMO and scarcity but don't make it sensational.

Sure, here's an email follow-up template that you can use for a lead who hasn't replied after 7 days:

Subject: Quick follow-up on [previous email subject]

Hi [Prospect Name],

I hope you're having a productive week so far. I wanted to follow up on my previous email from [date of previous email], in case it slipped through the cracks.

More prompts:

Prompt #27

- The following is an email I sent to a prospect who hasn't replied yet. Write a follow-up email with a similar writing style. Don't sound robotic. Keep the tone casual and friendly.

Prompt #28

- Give me an email follow-up that incentivizes the prospect to reply. Keep it casual and friendly.

Prompt #29

- What are some elements I can include in my follow-up to convince a lead to reply? I can give them a longer than usual free trial for my SaaS tool, give me more examples. I am the head of marketing and SEO at (company).

#5. ChatGPT prompts for cold emails

Personalization placeholder ideas

Prompt #30

- I'm writing a cold email targeting agency owners. Give me 5 examples of personalization placeholders I can research and personalize for my campaign. Exclude {first name}.

I'm writing a cold email targeting agency owners. Give me 5 examples of personalization placeholders I can research and personalize for my campaign. Exclude (first name)

Sure, here are five examples of personalization placeholders you can use when targeting agency owners in your cold email campaign:

- Agency's industry/niche:** Personalize your email by mentioning the specific industry or niche that the agency specializes in. For example, "I noticed that your agency specializes in healthcare marketing, and I wanted to reach out about a potential partnership."
- Agency's recent accomplishments:** Research recent news or accolades that the agency has achieved and mention them in your email. For example, "Congratulations on winning the [award name] for your recent campaign - I was impressed by your innovative approach and wanted to discuss how we could work together."
- Agency's pain points or challenges:** Show that you've done your research and understand the challenges that the agency may be facing. For example, "I understand

More prompts:

Prompt #31

- Give me 5 examples of personalization placeholders I can use for my target audience {persona}.

Prompt #32

- Where can I look to personalize my emails based on (placeholders)?

Prompt #33

- The following is a cold email I wrote for {persona}. Give me pointers on how I can make this more personalized. Use placeholders if needed.

#6. ChatGPT prompts for LinkedIn outreach

Ask GPT to write a message based on our mutual connections

If you have mutual connections with someone, it can be a great reason to connect with them. When reaching out to someone based on mutual connections, you could start by mentioning the person or people you both know and how you are connected to them. This can help establish common ground and make your initial outreach more personable.

Before this step you should get all data from every contact's LinkedIn profile

Stefan Smulders · 1st
Currently Scaling my SaaS bootstrapped to \$10M ARR | 🎉 Feat. #54 on Latka | FAILED STARTUPS IN PRIVATE - NOW I RETRY IN PUBLIC | Sharing my mistakes so you can avoid them --> [Follow my journey](#)
Eindhoven, North Brabant, Netherlands · [Contact info](#)
eBook "From Zero to SaaS Hero" ↗
7,474 followers · 500+ connections
ua Ilya Azovtsev - I help with SaaS Growth, Noah Green, and 23 other mutual connections

1. Visit the profile you need
2. Click “other mutual connections”

People · 1st · Stefan Smulders · Locations · Current company · All filters

- Lyubomir Yankov · 1st
Hello World! I'm Lyubo - a coder by day at expandi()io and guitar play... Eindhoven
ua Manuel De Vits, Max Makarenko ua, and 17 other mutual connections
- Andrei Frujina · 1st
Back End Developer at Expandi.io
Netherlands
ua Max Makarenko ua, Noah Green, and 10 other mutual connections
- Lieke Tilburgs · 1st
Customer Success Manager @ Expandi | Helping Companies Skyrocket ... Pelt
ua Max Makarenko ua, Lesia Polivod ua, and 16 other mutual connections
- Steffi Klomp · 1st
Medewerkerster Burgerzaken | Dog mom 🐶 Geldrop
ua Marcel van der Meer, ua Manuel De Vits, and 14 other mutual connections

3. Copy page data

#6. ChatGPT prompts for LinkedIn outreach

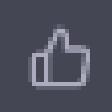
4. Use this text in the prompts

Prompt #34

- I want to reach out to {Stefan Smulders} {https://www.linkedin.com/in/smuldersstefan/}. Could you please create a personalized outreach icebreaker (max 250 characters). It should start with "Hi" but in the language that is common in the location of this person (for example if Ukraine hi = Привіт, Italy hi= ciao, and so on), the whole text after it should be in English. The outreach should use "Common connection the real Person's Name" as a reference to the reason why I'm reaching out to. Common connections: {info}



Hi Stefan, greetings from your fellow 1st-degree connection Lyubo Yankov! I hope this message finds you well. I wanted to reach out as we have a common connection in Lyubo and I've been following your thought leadership on LinkedIn. Your expertise in lead generation and entrepreneurship is impressive, and I would love to learn more about your journey. Would you be open to connecting and chatting further? Best regards.



Comment on the contacts' posts before you send a connection message to warm up your campaign

This warm-up process helps to improve your response rates and increases the likelihood of converting your leads or clients. It is an effective way to establish trust and credibility with your target audience and build a strong network on LinkedIn.

Prompt #35

- Visit the post {Link to the LinkedIn post}. Create a personalized comment I could leave that would show off my topic authority. Don't sound robotic.

Visit post https://www.linkedin.com/posts/ilya-azovtsev_gpt-is-a-free-assistant-but-still-70-of-activity-7042105747089870848-Mn8r/

utm_source=share&utm_medium=member_desktop Create a personalized comment I could leave that would show off my topic authority. Don't sound robotic.

This is a great post, Ilya! As a language model myself, I completely agree with your analysis on the limitations of GPT models and the importance of context and human touch in language understanding. It's important for us as developers and users of these models to remember their limitations and use them in conjunction with human intuition and expertise. Thanks for sharing your insights on this topic!

#6. ChatGPT prompts for LinkedIn outreach

Connection requests and lead generation message

Prompt #36

- Create a LinkedIn connection request under 300 characters. Don't say how you came across their profile and don't sound robotic. Include a pain point agency owners face and why they should connect with me.

Create a LinkedIn connection request under 300 character. Don't say how you came across their profile and don't sound robotic. Include a pain point agency owners face and why they should connect with me.

Sure, here's an example of a LinkedIn connection request under 300 characters that addresses a pain point agency owners face and why they should connect with me:

Hi [Name],

I'm a LinkedIn marketer specializing in helping agencies like yours get more leads and clients. I noticed your agency [Agency Name] focuses on [Service or Niche], and I believe we can collaborate to help your agency scale and grow. Would love to connect and explore potential opportunities.

Best,
[Your Name]

More prompts:

Prompt #37

- I connected with {persona} on LinkedIn. Send a follow-up message to get on a call. Remember I am {persona}.

Prompt #38

- Send a friendly, engaging message to a new connection called {name}. Don't sound robotic and don't sell anything. Ask an engaging question in an attempt to establish a relationship.

#7. ChatGPT prompts for cold calling

Prompt #39

- Imagine I'm cold calling marketing agency owners in my area. Create a potential script making sure to:
 - Ask for their permission to hear the pitch without coming across as too sales-y.
 - Come across as casual and friendly.
 - Overcome any potential objections they might have.
 - Don't make it all about me.

Imagine I'm cold calling marketing agency owners in my area. Create a potential script, making sure to:

- Ask for their permission to hear the pitch without coming across as too sales-y.
- Come across as casual and friendly.
- Overcome any potential objections they might have.
- Don't make it all about me.

Hi [Name], this is [Your Name] from [Your Company]. How are you doing today?



Prompt #40

- Imagine you're a {marketing agency owner} that provides {lead generation services for B2B Companies}. I'm pitching you a {LinkedIn automation SaaS} you can {use to automate certain actions on LinkedIn (such as sending connection requests, follow-ups, and even emails all from one platform)}. What are some objections you might have? Phrasing them as questions? Then, explain to me 1-3 angles of how I could overcome those objections.

More prompts:

Prompt #41

- I am the {head of sales of LinkedIn lead generation automation SaaS too}. You are the{ owner of a marketing agency}. I want you to roleplay those roles, acting as if{ I'm cold calling you through a phone}. (You can roleplay with ChatGPT directly or have it create a potential script within certain guidelines).

Prompt #42

- Can you provide me with a complete sales copy about [product/service] for a cold call to a potential client, including an opening, presentation, overcoming objections, and close?

Prompt #43

- Can you provide me an example of a successful pitch for [product/service] to a [specific audience] potential client?

Prompt #44

- Write me a sales cold calling copy by presenting the value of [product/service] to [prospective customer name] in the most effective way.

#8. ChatGPT prompts for lead qualification

Lead qualification is a crucial step in the lead generation process, as it enables businesses to concentrate their efforts on the most promising leads. ChatGPT can be an effective tool for lead qualification by engaging potential leads in conversations and gathering valuable insights into their needs and interests. This data can then be used to assess which leads are most likely to convert, allowing businesses to allocate their resources efficiently and focus on high-value prospects. By leveraging ChatGPT's capabilities for lead qualification, businesses can optimize their sales efforts, save time and resources, and increase the likelihood of closing more deals.

Prompt #45

- Create an automated conversation {chatbot} path for a LinkedIn lead generation SaaS website. Keep it friendly and casual. Include emoji or two if needed.

Create an automated conversation (chatbot) path for a LinkedIn lead generation automation SaaS website. Keep it friendly and casual. Include emoji or two if needed.

Sure, I can help with that! Here's an example of an automated conversation path for a LinkedIn lead generation automation SaaS website:

👉 Hello there! Welcome to our LinkedIn lead generation automation SaaS tool! How can we assist you today?

💼 I'm looking to generate leads on LinkedIn for my business.

We can also download the PDF version of the LinkedIn profile and ask GPT whether this person is a good client for us.

Before this step you should get all data from epy contact's LinkedIn profile:

1. Visit the profile you need and click the “More” button
2. Choose the “Save to PDF option”

#8. ChatGPT prompts for lead qualification

3. Open the PDF you've got and copy all text

Contactgegevens
stefan@thelinkedinoutreachfamily.com
www.linkedin.com/in/smuldersstefan (LinkedIn)

Belangrijkste vaardigheden
Bootstrapping
Product Launch
Product market fit

Languages
Nederlands (Native or Bilingual)
German (Professional Working)
Engels (Full Professional)

Stefan Smulders ♂#
Currently Scaling my SaaS bootstrapped to \$10M ARR |
Feat. #54 on Latka | ##IL## ##R##### IN #RI##### - N## I R##RY IN
##BLI# | Sharing my mistakes so you can avoid them -->
Eindhoven, Noord-Brabant, Nederland

Samenvatting
I'm a...
I...
My "overnight success" is a decade in the making
I...%
I was making decent money
But I craved more.
So one day, I decided to take the leap of faith and start my own

4. Use this text in the prompts

Prompt #46

- Hi! I'm sales at {Expandi (Linkedin automation software)} I think about reaching out to this person (full Linkedin description is below), pls gimme a score (from 0 to 10) how likely this person might be our client and how should we approach? {Profile text}



I would give this person a score of 7 out of 10 in terms of being a potential client for Expandi. Tony Featherstone has experience in sales and eCommerce, specifically in helping businesses drive additional revenue from Google Shopping. Additionally, his background in mobile devices and customer experience could be a good fit for LinkedIn automation software.

Approach:

More prompts:

Prompt #47

- Imagine you're qualifying leads based on how relevant they are to my solution. My solution is a LinkedIn automation SaaS you can use to automate LinkedIn actions {e.g. sending connection requests, follow-ups, and so on}. What are some questions I can ask to uncover my prospect's needs, pain points, and other information to qualify whether or not they're a relevant lead? Give me 5 questions as examples.

Prompt #48

- You are a highly intelligent chatbot for my {persona}. Give me 7 questions I can include for my chatbot to qualify leads visiting my website.

Prompt #49

- What are some questions I can ask my leads for {solution} to qualify them and turn them into paying customers?

#9. ChatGPT prompts for closing

Generating persuasive closing scripts

Prompt #50

- Imagine I'm on a cold call with the owner of a {marketing agency}. Create a persuasive closing script I can follow- don't sound robotic and assume we already established rapport and a prior relationship.

Imagine I'm on a cold call with the owner of a marketing agency. Create a persuasive closing script I can follow - don't sound robotic and assume we already established rapport and a prior relationship.

Sure, here's an example persuasive closing script for a cold call with the owner of a marketing agency:



Sales: It was great talking to you today, Sarah. I hope you found our conversation helpful and informative.

Sarah: Yes, absolutely. Your LinkedIn lead generation automation tool seems like a great fit for our business.

More prompts:

Prompt #51

- Imagine I had a back-and-forth exchange with {persona} and already have an established relationship. Generate an email to book a call with the prospect. Keep it casual and friendly.

Prompt #52

- Imagine you're a lawyer for {persona} company. Generate a legal, service contract with all the essential clauses. Including: Description of service and scope of work, Compliance and insurance requirements, Payment terms, Confidentiality agreements, Remedies and dispute resolution, and anything else needed. Include a 30-day refund policy if they're not happy with the service. Use placeholders for text that needs to be filled in.

#10. Outbound lead generation material

Before we move onto direct outbound prompts, it's worth mentioning that ChatGPT can help with outbound lead generation by creating relevant resources and materials you can use.

Such as:

Creating sales proposals.

Prompt #53

- I run {a LinkedIn marketing and outreach agency} targeting {funded startups}. I want you to create a sales proposal focusing on their specific needs and pain points for lead generation. But give me the outline first, don't create the full thing.

I run a LinkedIn marketing and outreach agency targeting funded startups. I want you to create a sales proposal focusing on their specific needs and pain points for lead generation. But give me the outline first, don't create the full thing.

Sure, here's an outline for a sales proposal that focuses on the needs and pain points of funded startups:

1. Introduction: Start with a brief introduction that highlights the purpose of the proposal and what you intend to accomplish through it. Also, introduce your agency and the

Creating engaging sales content based on case studies, blog posts, webinars, and quantifiable data.

Prompt #54

- We helped a client get 1,000+ attendees for their first LinkedIn event with 0 paid ads. What kind of sales content can I create based on this to attract more leads?

We helped a client get 1,000+ attendees for their first LinkedIn event with 0 paid ads. What kind of sales content can I create based on this to attract more leads?

Congratulations on helping your client achieve such a successful event without paid ads! Here are some sales content ideas you could create based on this achievement to attract more leads:

1. Case Study: Create a detailed case study that showcases your client's event success,

#10. Outbound lead generation material

Educating potential customers about your product or services.

Prompt #55

- I run a LinkedIn automation SaaS (called Expandi.io). You're visiting my website for the first time. What are some questions you might ask the customer support team that I can prepare for to gauge your interest or qualify you as a lead?

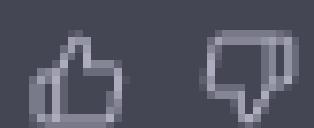
I run a LinkedIn automation SaaS (called Expandi).



You're visiting my website for the first time.

What are some questions you might ask the customer support team that I can prepare for to gauge your interest or qualify you as a lead?

As a language model AI, I do not have a physical form, but here are some common questions that potential customers may ask a customer support team when visiting your website for the first time:



1. Can you tell me more about how Expandi works and its key features?
2. Can you provide some examples of successful campaigns run by previous customers?
3. Does Expandi integrate with any CRM tools?
4. How do you ensure that Expandi follows LinkedIn's terms of service and avoids account suspension?
5. Can you give me a demo of the platform?
6. Can you tell me about your pricing and any special offers or discounts currently available?
7. How does Expandi compare to other LinkedIn automation tools in the market?
8. Can you provide any case studies or customer testimonials?
9. What kind of support and training do you offer to new customers?
10. Are there any risks or limitations associated with using an automation tool like Expandi on LinkedIn?

Finally, we're approaching the last section of this eBook.

#11. ChatGPT prompts for retention

Finally, the last stage of a successful outbound lead generation campaign is retention.

Prompt #56

- Create a feedback form with 7 questions to gather feedback from customers in regards to how they enjoyed the 7-day, free trial of our tool. Use placeholders for the tool name or other information as needed.

Create a feedback form with 7 questions to gather feedback from customers in regards to how they enjoyed the 7-day, free trial of our tool. Use placeholders for the tool name or other information as needed.

Here's a sample feedback form:

1. On a scale of 1 to 5, how would you rate the overall experience of using [Tool Name] during the 7-day free trial?
2. 1
3. 2
4. 3
5. 4
6. 5

More prompts:

Prompt #57

- The following are customer data based on how they've used {solution}. Send a personalized follow-up email with that info in mind, asking for their thoughts on their experience so far. Make the tone casual and friendly.

Prompt #58

- Create a feedback form for {persona} who's been using {solution} for 3 months now. Ask simple yes/no questions and then give them the option to write a longer answer.

Prompt #59

- How can I improve my user retention strategy for {solution}.

Prompt #60

- Give me user retention strategy examples for {solution}. My objective is to create a strong onboarding experience, build trust, and maintain strong customer communication relationships.

Conclusion

Congratulations! You've made it to the end of the eBook!

We hope these prompts have inspired you and given some great ideas for getting the most out of using ChatGPT for lead generation.

As you might have guessed by now, ChatGPT can be an extremely powerful tool for outbound lead generation. And its uses are not limited to just content production.

Instead, you can create highly personalized, engaging conversations with real customers, gather valuable insights about their needs and preferences, and, as mentioned above, completely transform your Google Sheets prospects list.

But remember, ChatGPT is just one piece of the whole lead generation puzzle.

To truly succeed, you need a clear strategy, well-defined goals, and a deep understanding of your target audience.

As well as the right tools of the trade.

So, as a parting gift, when it comes to all things LinkedIn, we recommend:

- Grabbing the free, 7-day Expandi trial.
- Joining The LinkedIn Outreach Family if you have any questions on strategies discussed here or using LinkedIn for lead generation.