Personalize or randomize a message template with AI

If you want the AI to write variations of a message template you already have — **you're in the right place**.

This guide will show you how to customize an AI variable to do so step by step.

We'll use a sample prompt to help you learn, but you can totally replace it with your own structure.

Step 1: Write your message like you normally would

Start by opening a blank document out of Genesy and write the message you want to use as reference.

For instance:

```
Hey {first name, are you currently exploring solutions for
outreach automation or considering a change in provider?

I'd be happy to share how we've helped other sales leaders
like you close more deals with less effort.

Let me know if you'd like to chat — I'd love to hear more a
bout your current priorities.

And if this is not the case, I just wish you a nice day 😊
```

- *

Step 2: Find the parts you want to personalize or randomize

Look at your message and ask yourself - which parts could I change slightly from contact to contact?

For instance:

- Do I want to change the **greeting** sometimes?

- Should I try different ways of referring to the **goal**?

- Can I personalize their type of persona according to the data I have in Genesy?

Every part you want to switch from contact to contact = becomes a [TAG]

We will now re-write the message, indicating tags where a replaceable text should be:

Following the same example:

```
[GREETING]{first name, are you currently exploring solution
s for [PRODUCT] or considering a change in provider?

I'd be happy to share how we've helped other [PERSONA] like
you close more deals with less effort.

Let me know if you'd like to chat — [CLOSING_LINE]

And if this is not the case, [GOODBYE]
```

First name

You can invent any [TAG] you want — like [PAIN_POINT], [BENEFIT], [RANDOM FACT], etc.

Step 3: Think how you want each [TAG] to be personalized or randomized

Now look at the tags and ask yourself - how do I want this to switch from contact to contact?

- Do I want it to be **personalized** according to data I have?

- Or do I just want to **randomize** one expression or another?

Detect which tags you want to personalize or randomize.

For [TAGS] you wish to personalize:

Write down the criteria for the personalization.

For instance, let's say I want to personalize [PRODUCT] and [PERSONA] based on the lead's job title

```
Decide the correct values based on the lead's job title:
If it indicates top management in Sales, then:
[PRODUCT] = outreach automation
[PERSONA] = Sales leaders
If it indicates Sales (but not top management), then:
[PRODUCT] = pipeline and deal tracking
[PERSONA] = Sales managers
Otherwise:
[PRODUCT] = lead generation and enrichment
[PERSONA] = Sales teams
[PRODUCT] and [PERSONA] must keep the exact same spelling a
nd casing as defined above. Do not modify capitalization or
format.
```

For [TAGS] you wish to randomize

Think of 3 possible options for randomization.

For instance:

```
randomize [GREETING] between:
- Hi,
- Hey,
- Just curious,

randomize [CLOSING_LINE] between:
- maybe we can help you hit your goals faster
- I'd love to hear more about your current priorities
- happy to share how this works
```

Step 4: Put it all together in an AI Variable

Now go to Genesy > AI Playbook > AI variables > Create new AI variable

Introduce the prompt using this structure:

- Goal

- Template to personalize / randomize (from step 2)

- Rules for personalization / randomization (from step 3)

- Additional rules for tone and style

- Input: data that should be used for personalization (see in step 3 tags to randomize)

For instance:

```
You are writing a friendly, professional email to a lead. The message must follow this structure:

[GREETING] {first name, are you currently exploring solutions for [PRODUCT] or considering a change in provider?

I'd be happy to share how we've helped [PERSONA] streamline their processes and reduce complexity.

Let me know if you'd like to chat—[CLOSING_LINE].

And if this is not the case, [GOODBYE]"

Rules:

Decide the correct values based on the lead's job title:
If it indicates top management in Sales, then:
[PRODUCT] = outreach automation
[PERSONA] = Sales leaders
If it indicates Sales (but not top management), then:
[PRODUCT] = pipeline and deal tracking
[PERSONA] = Sales managers
Otherwise:
[PRODUCT] = lead generation and enrichment
```

```
[PERSONA] = Sales teams
[PRODUCT] and [PERSONA] must keep the exact same spelling a
nd casing as defined above. Do not modify capitalization or
format.

randomize [GREETING] from:
- Hi
- Just curious
- Hey
randomize [CLOSING_LINE] from:
- maybe we can help you hit your goals faster
- I'd love to hear more about your current priorities
- happy to share how this works

randomize [GOODBYE] between:
- I just wish you a nice day 😊
- wishing you a great rest of the week! 😊
- congrats! and have a great day 😊

Additional requirements:
Do not use quotation marks (")
Email must sound friendly and natural, as if written by a p
erson, but remain professional
English must be correct and natural.
No exaggerated enthusiasm (keep it smooth and genuine)

Input:
Job title: {Job title
```

💡 We have a predefined AI variable using this structure, it's called **Randomize Template** -- check it out!