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by Ed Rubuliak



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PROMPT ENGINEERING PLAYBOOK

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Lesson # 04

By Ed Rubuliak



Provide 20 different effective prompts for ChatGPT 3.5 to produce the most effective sales emails.

Discuss the elements that make each prompt effective.





Provide 20 different effective prompts for ChatGPT 3.5 to produce the most effective sales emails.

Discuss the elements that make each prompt effective. Then summarize the common elements of effective prompts.



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expertise.

9. "Personalize the email with the recipient's name and mention any mutual connections or shared interests."
 - Personalization creates a sense of familiarity and builds rapport. By mentioning the recipient's name and shared connections, this prompt establishes a connection and increases the chances of a response.
10. "Address a specific objection or concern that prospects might have and provide a compelling counterargument."
 - By acknowledging potential objections and addressing them directly, you show that you understand their hesitations. This prompt allows you to overcome objections and build confidence in your offering.
11. "Invite the prospect to an industry event or webinar where they can learn more about your product/service."
 - This prompt provides an opportunity to engage with prospects in a more interactive setting. By inviting them to an event or webinar, you demonstrate your commitment to educating and supporting their needs.
12. "Offer a case study or testimonial from a satisfied customer to showcase the positive impact of your product/service."
 - Case studies and testimonials provide social proof and demonstrate the value of your offering. This prompt allows you to showcase real-life examples that resonate with potential customers.
13. "Provide a step-by-step guide or resource that helps prospects overcome a common challenge."
 - By offering a helpful resource, you establish yourself as a trusted advisor. This prompt demonstrates your willingness to provide value beyond your product/service and fosters trust with prospects.
14. "Highlight the cost-saving benefits of your product/service to appeal to the prospect's financial interests."
 - This prompt appeals to the prospect's desire to save money or optimize their budget. By emphasizing cost-saving benefits, you position your offering as

🔄 Regenerate response

Send a message.



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That was very good, can you continue?

Send a message.

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- Tailoring your offering to meet the unique needs of each prospect enhances its perceived value. This prompt shows that you understand their specific requirements and positions your product/service as the ideal solution.

20. "Extend a warm and personalized invitation to schedule a one-on-one consultation or discovery call."

- Inviting prospects to engage in a direct conversation demonstrates your commitment to understanding their needs. This prompt opens the door for further discussion and allows you to build a deeper relationship.

Common elements of effective prompts for sales emails:

1. Personalization: Effective prompts demonstrate a personalized understanding of the prospect's business, needs, or interests.
2. Value proposition: Prompts clearly communicate the unique benefits and value that your product/service offers to prospects.
3. Relevance: Prompts focus on addressing specific pain points, challenges, or industry trends that are directly relevant to the recipient.
4. Credibility: Prompts leverage social proof, testimonials, case studies, or industry insights to establish credibility and build trust.
5. Engagement: Prompts encourage interaction, whether through thought-provoking questions, invitations to events or webinars, or requests for consultation or feedback.
6. Urgency: Prompts create a sense of urgency by offering limited-time promotions, exclusive deals, or time-bound opportunities.
7. Overcoming objections: Prompts address potential objections or concerns and provide compelling counterarguments to alleviate any hesitations.
8. Call to action: Prompts include a clear and compelling call to action that guides prospects toward the desired next step, whether it's making a purchase, scheduling a call, or exploring a trial.

By incorporating these elements into your prompts, you can create effective sales emails that engage prospects, communicate value, and drive conversions.

🔄 Regenerate response

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- With that, thank you. We will see you in another basic lesson video.

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