

✦ THE PAYOFF ✦

When you know WHO



Research Time

5 min

Instead of hours



Your Emails

Actually fit

Their exact situation

Result: Every message lands because it's written for a **real person**

STEP 2 OF 3

MAKE

Creating messages that feel written
just for them

PERMISSION GRANTED



NOW you open AI



AI becomes your **writing partner**, not your thinking replacement.

The research you did = the intelligence AI needs

The Prompt Formula

Copy this structure every time

1 Context

"I'm reaching out to [role] at [company type]..."

2 Intelligence

"Here's what I learned: [Winner Hypothesis insights]..."

3 Constraint

"Write 3 lines max, no buzzwords, reference specifics..."




4 Output

"Give me 3 variations to choose from..."

The Difference




AI Slop

"Hope this email finds you well! I wanted to reach out because I noticed your company is growing and thought you might be interested in our innovative solution..."

-  Generic opener
-  No specific research
-  Instant delete

Strategic AI

"Saw your post about the Q3 hiring surge—adding 40 SDRs in 90 days is aggressive. When we helped [similar company] scale that fast, their biggest bottleneck was..."

-  Specific trigger
-  Shows real research
-  Gets replies

STEP 3 OF 3

MEASURE

Learning what works so you can
do more of it



REALITY CHECK

The Boring

**Most salespeople send emails and
have no idea what's working**

73%	91%	100%
Don't track responses	Can't name top message	Are guessing

You can't improve what you don't measure.



Reply Rate

By message type, subject line, and persona



Positive vs Negative

"Let's talk" vs "Please stop emailing"



Meeting Rate

Replies that become actual conversations

The Sellers Who **Learn Fastest**



Test ONE variable at a time

Subject line OR opener OR CTA — never all three



Wait for statistical significance

At least 50 sends before drawing conclusions



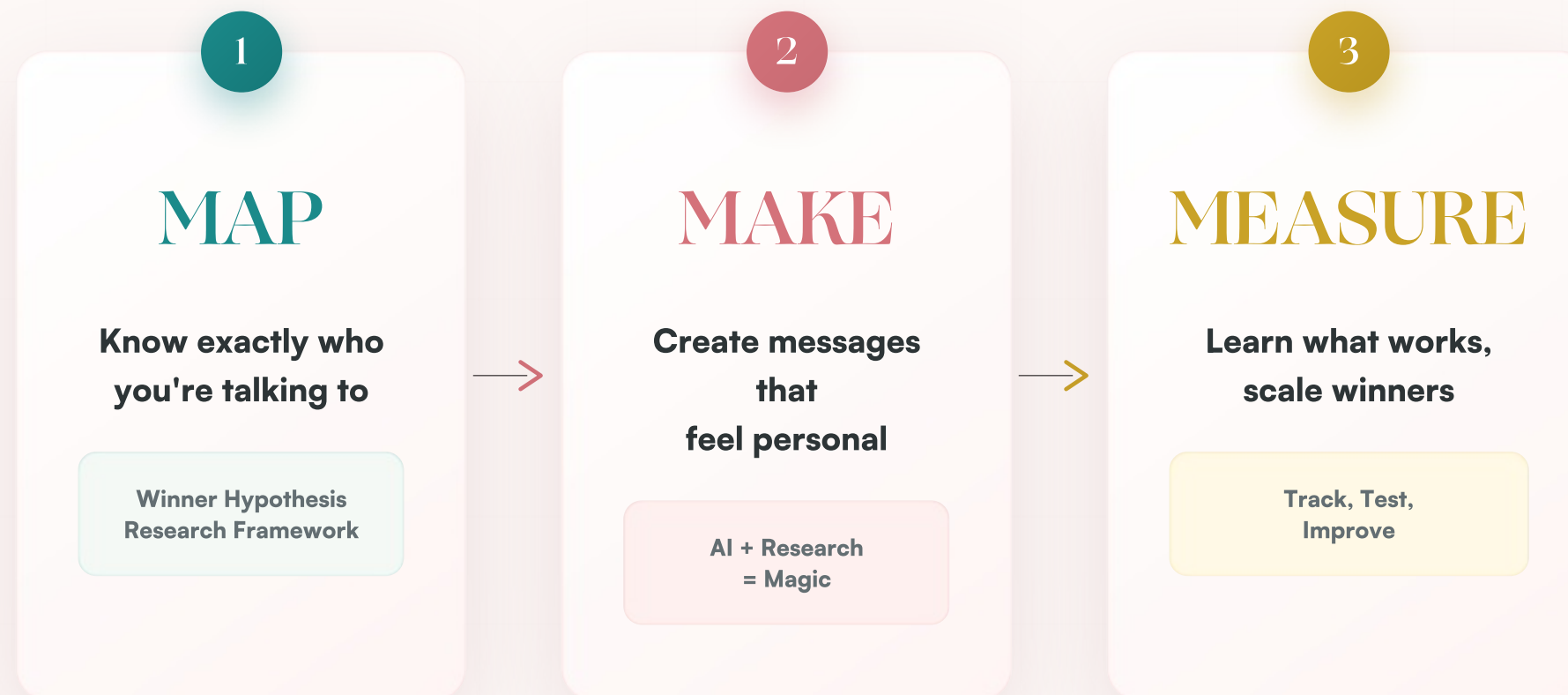
Double down on winners

Once you find what works, scale it before testing more

The goal: Find your 2-3 "always work" messages

FRAMEWORK RECAP

The Complete Process



Simple. Repeatable. Effective.