

✦ 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

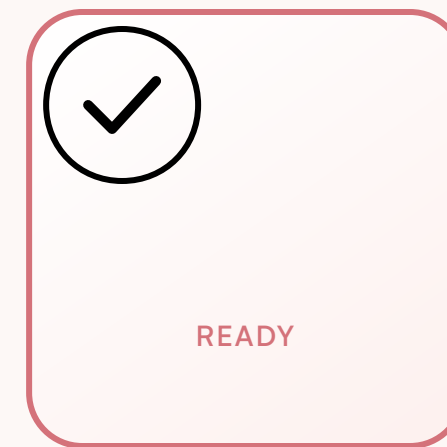
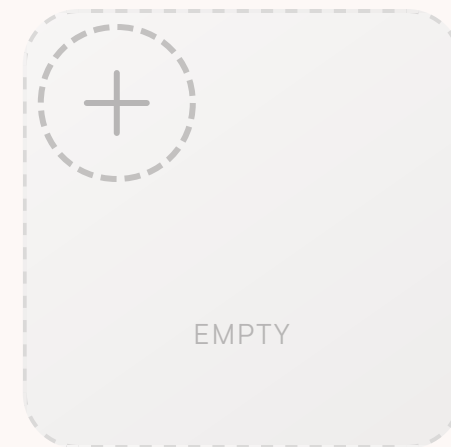


Creating messages that feel written
just for them



PERMISSION GRANTED

NOW you open AI



Without research

With Winner Hypothesis

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

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 Truth

What Smart Sellers **Track**



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

Simple spreadsheet. 5 minutes/week. Compound results.

The Sellers Who Learn Fastest

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

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 Complete Process

1

MAP

Know
exactly who
you're
talking to

Winner
Hypothesis
Research
Framework

