

♦ 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



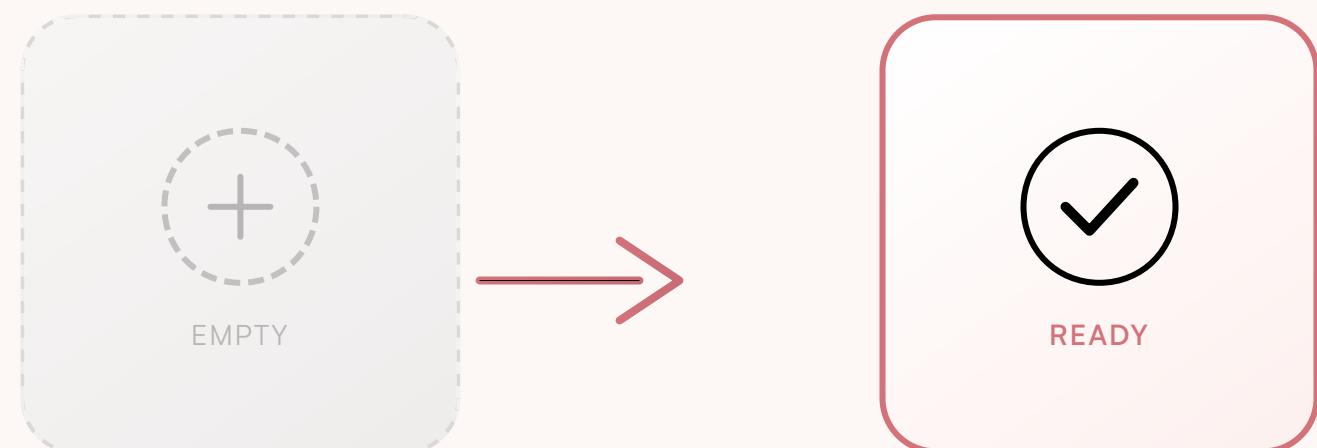
Creating messages that feel written  
just for them



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

## 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

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Learning what works so you can  
do more of it



REALITY CHECK

# The Boring Truth

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

**73%**

Don't track  
responses

**91%**

Can't name top  
message

**100%**

Are guessing

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

# 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



## **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

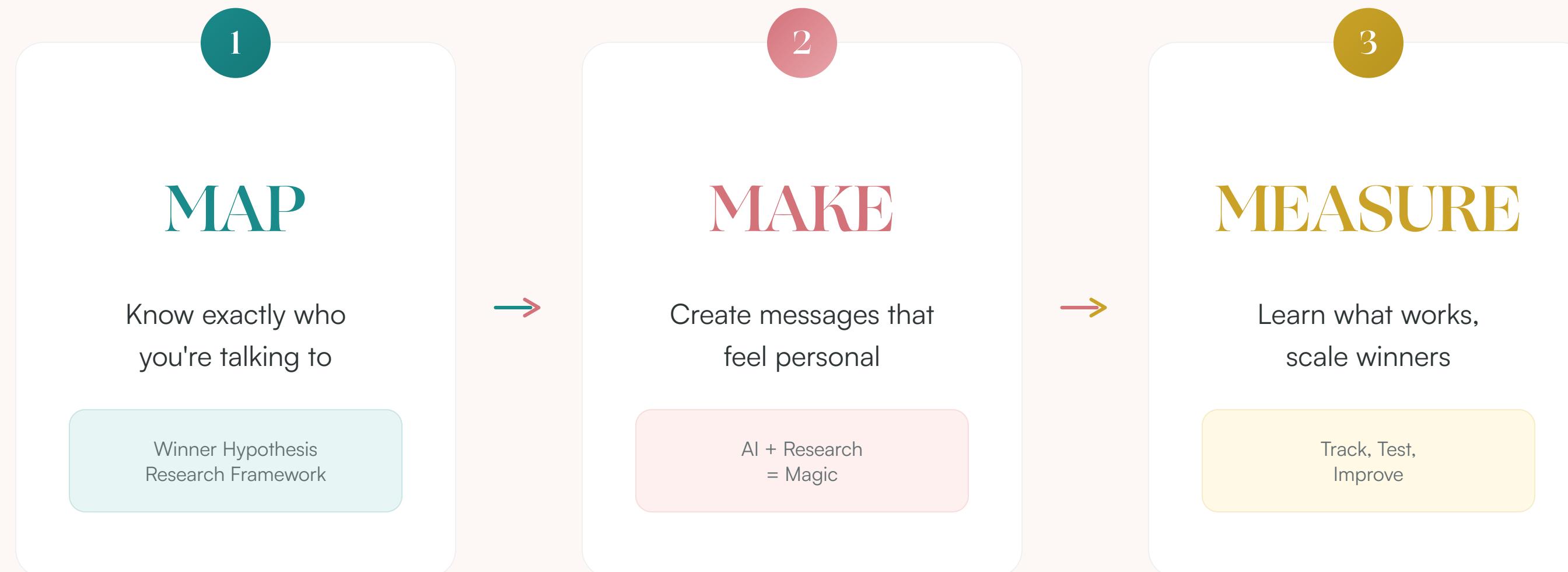


## **Double down on winners**

Once you find what works, scale it before testing more

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

# The Complete Process



Simple. Repeatable. Effective.