

♦ 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

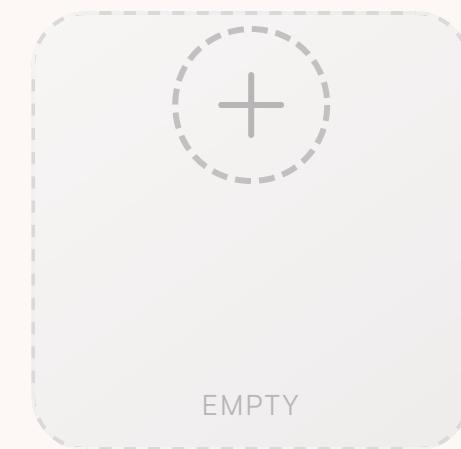


Creating messages that feel written
just for them



PERMISSION GRANTED

NOW you open AI



EMPTY

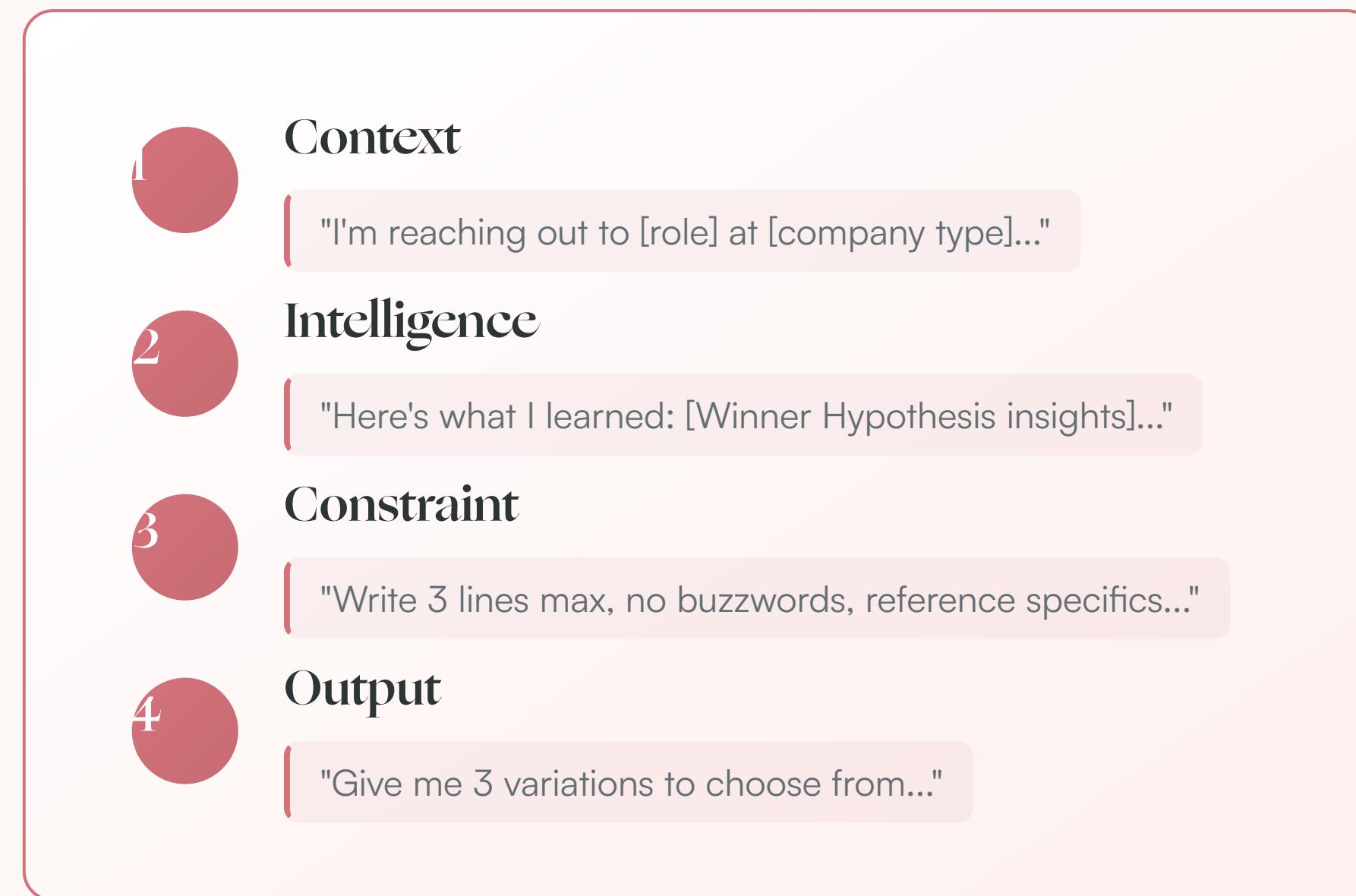
Without research



READY

The Prompt Formula

Copy this structure every time



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

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.

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

1

MAP

Know exactly who
you're talking to

Winner Hypothesis
Research Framework

