When you know WHO

Research Time

5 min

Instead of hours
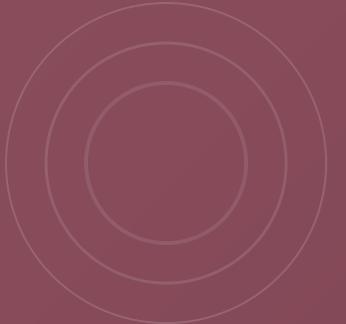
Your Emails

Actually fit

Their exact situation

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

# MAKE
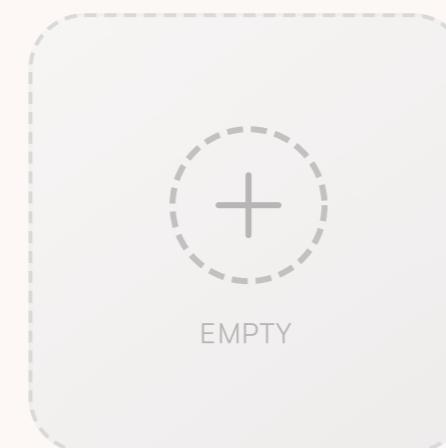
Creating messages that feel written

just for them

NOW you open AI

EMPTY

>

READY
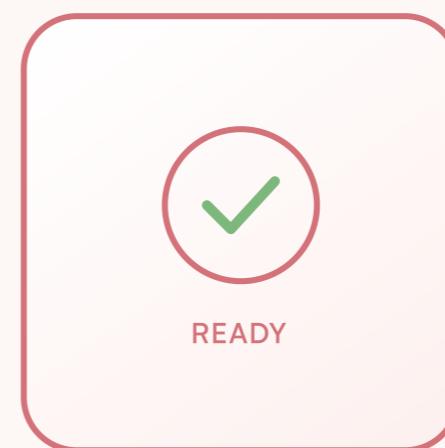
Without research

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

MEASURE

Learning what works so you can

do more of it

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
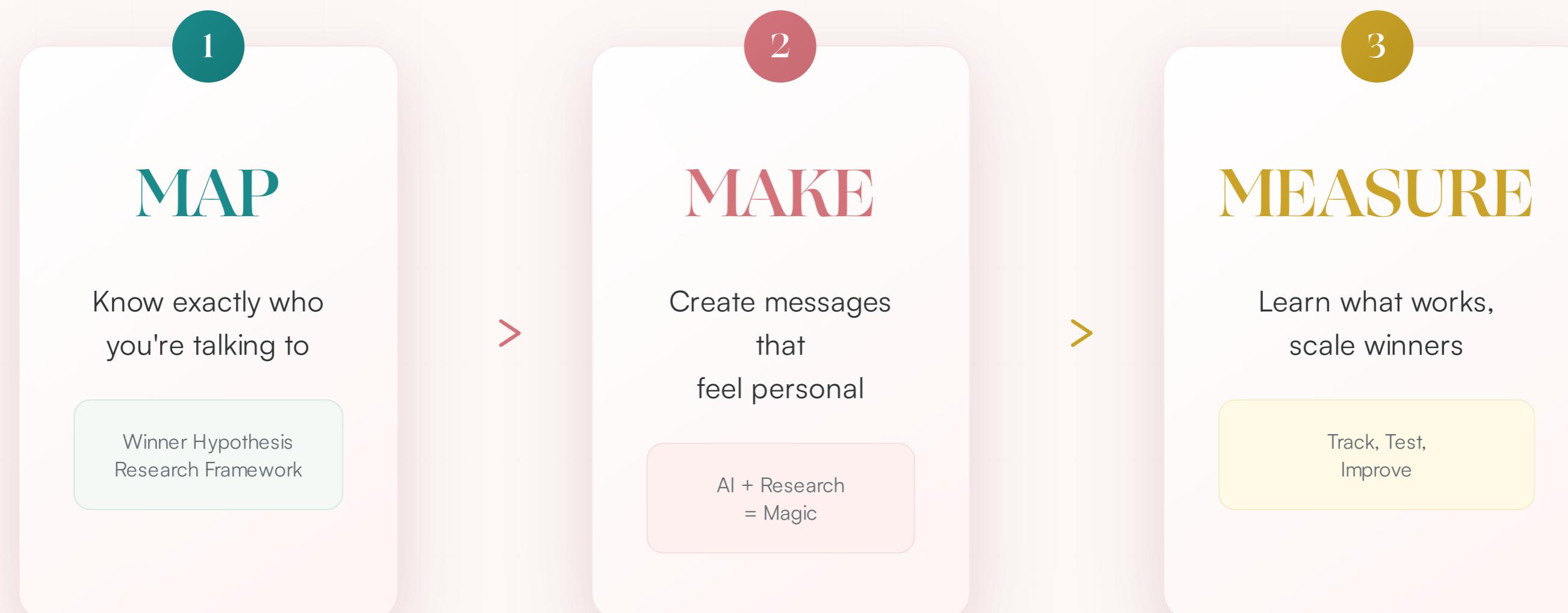
✓ **Double down on winners**
Once you find what works, scale it before testing more

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

>

2

MAKE

Create messages
that
feel personal

AI + Research
= Magic

>

3

MEASURE

Learn what works,
scale winners

Track, Test,
Improve

Simple. Repeatable. Effective.