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
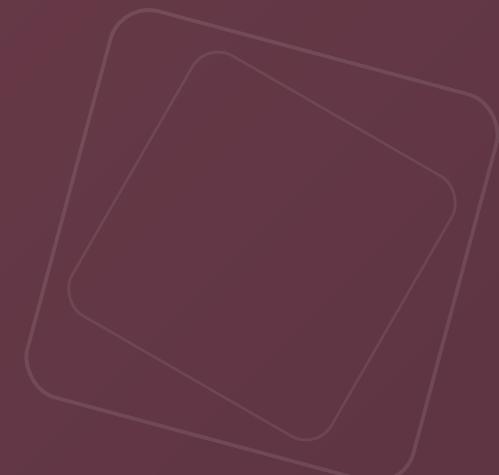
MAKE
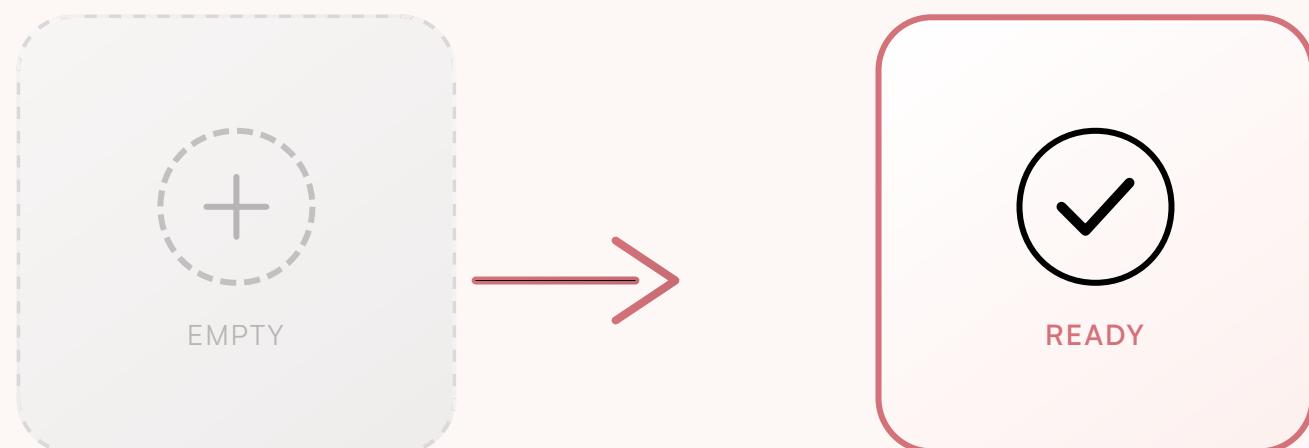
Creating messages that feel written

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%**
Don't track
responses
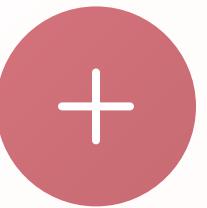
91%
Can't name top
message

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"

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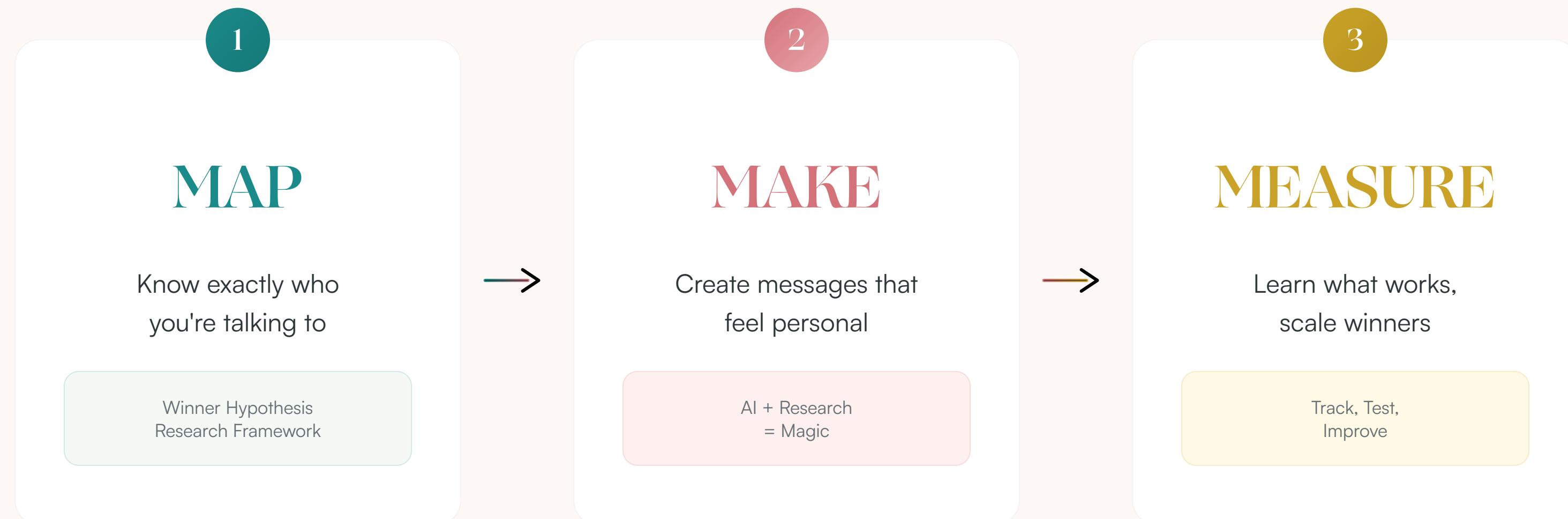
✓ **Double down on winners**
Once you find what works, scale it before testing more

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.