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

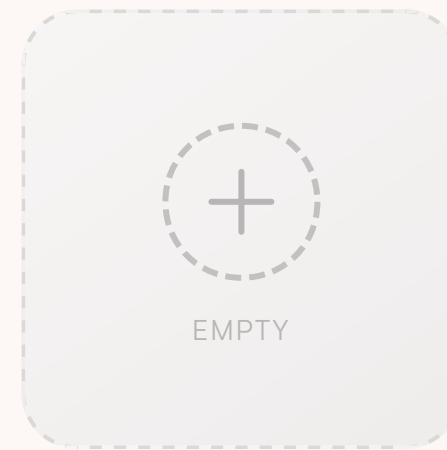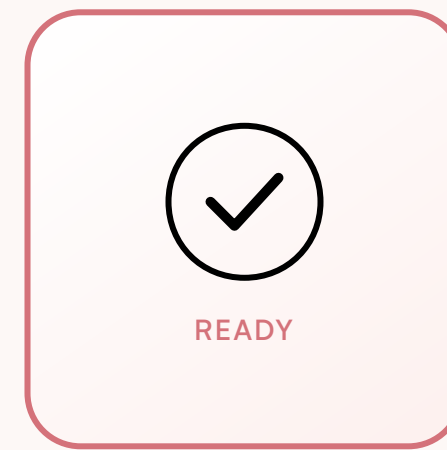Creating messages that feel written

just for them

NOW you open AI

EMPTY

Without research

READY

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"

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**

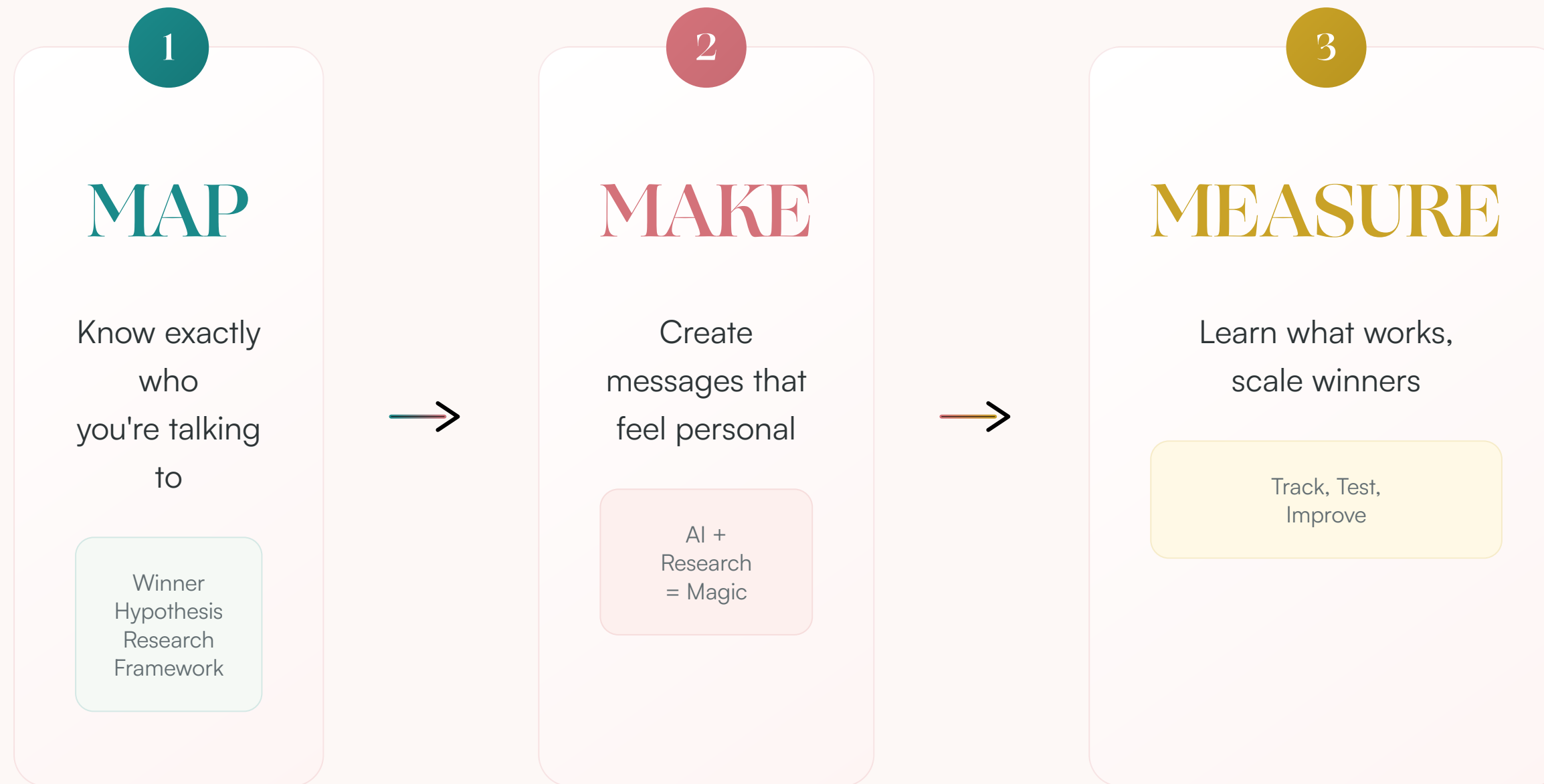At least 50 sends before drawing conclusions

✓ **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.