

✦ 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

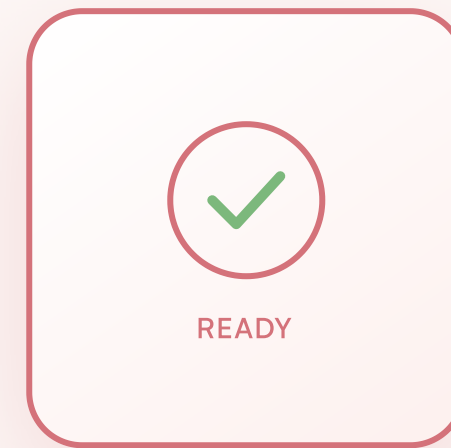


PERMISSION GRANTED

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

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

FRAMEWORK RECAP

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.