

◆ 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

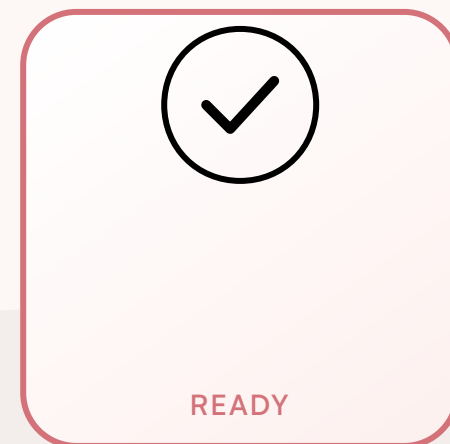


PERMISSION GRANTED

NOW you open AI



Without research



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

The Complete Process

1

MAP

Know exactly who
you're talking to

Winner Hypothesis
Research Framework

