

# HEY!

With any generative AI, the output is only as good as the input.

Creating really good prospecting emails with AI requires two things:

1. Context on the prospect/account
2. Rules on how the output should be formatted

These 5 prompts are engineered to generate effective emails. Prompts 1-4 are your research prompts and prompt 5 is your AI email prompt.

Instructions:

- Create a new thread in ChatGPT. Note this process **only** works with GPT-4
- Run each prompt in order replacing **[placeholders]** with your information
- Repeat in a new thread for each prospect


Happy prospecting!

## Prompts for writing epic prospecting emails

**1**

Learn about my company, **[Company]**. Read our website and summarize what we do: **[Link]**




 **Resource:** This free tool extracts plain text from web pages for use with ChatGPT → [Access here](#)

**2**

Now read and summarize **[prospect]**'s LinkedIn profile: **[copy/paste prospect's LinkedIn profile]**




 **Note:** ChatGPT is unable to directly access LinkedIn profiles. Copy and paste instead.

**3**

Learn about my prospect's company, **[company name]**. Read their website and summarize what they do. Highlight anything recently dated that is noteworthy: **[paste their company's URL]**

**4**

In table format, list five key pain points **[prospect]** is likely facing alongside five value propositions detailing how my company addresses those pain points.

 **Tip:** To copy and paste an entire LinkedIn profile, Press Ctrl + A (Windows) or ⌘ Cmd + A (Mac)



## 5

Write a prospecting email to **[prospect]**. Use the above information for context and personalization.

Follow these strict rules:

- Output must not be longer than 75 words—make every word count
- Use simple and direct language, no fluff words or jargon
- Use short sentences and paragraphs
- Use a paragraph break between each of the lines to ensure there is plenty of white space, so the email is easy to digest for the reader.

Follow this structure:

Hi **[prospect]**,

Line 1 - Highlight an interesting observation about **[prospect]** from the information above. This may be related specifically to **[prospect]** or **[prospect's company]**.

Line 2 - Tie this observation to a broader pain point **[prospect]** is likely experiencing.

Line 3 - Select a relevant value proposition from earlier in this chat and use it to explain how **[your company]** can help solve this pain point.

Line 4 - Offer a call-to-action phrased as an open-ended question starting with “Does this resonate...” or “Are you interested...” or something similar. The purpose of this call to action is to prompt **[prospect]** to respond.

Line 5 - Sign off exactly as follows:

Best,  
**[your name]**

Line 6 - Add a short P.S. that is personal and relevant to **[prospect]**. It could be a past personal or professional achievement, a promotion, or other relevant and interesting detail from their background. Use a casual and conversational tone.

# IMAGINE IF YOU COULD SCALE THIS PROCESS 100X

With OneShot.ai, you can.

OneShot.ai automates prospect research and email writing across your entire ICP in a few clicks.

Want to see how? [Get a demo here.](#)

