

## Sales Systems / Cold Email

Create subject line and body copy variants for testing open rates, reply rates, and meeting bookings.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: A/B Testing, Conversion Optimization, Cold Email

Updated: May 2026

Why This Prompt Exists

Most cold emailers send the same email to everyone and wonder why it doesn't work.

You get:

- no testing (guess what works)
- same subject line for everyone (missed opens)
- same body copy (missed replies)
- no data on what drives replies
- optimization based on opinion, not data

But A/B testing is not optional.

It is how you improve cold email performance.

- Subject line A/B: curiosity vs. problem vs. personalization
- Opening hook A/B: different angles
- CTA A/B: reply vs. call vs. resource
- Length A/B: short vs. medium

Without A/B testing, you don't know what works.

This framework forces AI to create testable variants.

## The Prompt

Assume the role of a cold email optimization specialist who tests to find winners.

Your task is to create A/B test variants.

Generate:

### 1. SUBJECT LINE VARIANTS (3-5 variants)

- Curiosity gap
- Problem-focused
- Personalized
- Short (under 40 characters)
- Question-based

### 2. BODY COPY VARIANTS (2-3 variants)

- Short (50-75 words)
- Medium (100-125 words)
- Different opening angles

### 3. CTA VARIANTS (2-3 variants)

- Reply with "interested"
- Book a 15-min call
- Download a resource

### 4. A/B TEST RECOMMENDATION

- Which variable to test first
- Sample size per variant

- Test duration

## 5. WINNING CRITERIA

- What metric determines the winner (open rate, reply rate, meeting rate)

### INPUTS:

Your Product/Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU EMAILING?]

Prospect Role:

[INSERT]

Problem You Solve:

[INSERT]

Desired Outcome (CTA goal):

[REPLY / MEETING / DEMO / OTHER]

Current Email Performance (if known):

[OPEN RATE %, REPLY RATE %]

### RULES:

- Test one variable at a time (subject line, body, CTA)
- Minimum sample size: 100 per variant for statistical significance

- Test duration: 1-2 weeks (or until sufficient data)
- Winning criteria: clear (e.g., higher reply rate wins)
- Don't change test mid-flight
- Document winners for future campaigns

#### How To Use It

- Test one variable at a time (subject line, body, or CTA).
- Minimum 100 recipients per variant for statistical significance.
- Run tests for 1-2 weeks (or until you have enough data).
- Don't change the test mid-flight (stick to the plan).
- Document winners and use them for future campaigns.

#### Example Input

**Your Product/Service:** CRM automation tool for sales teams

**Target Audience:** VPs of Sales at B2B SaaS companies (50-500 employees)

**Prospect Role:** VP of Sales

**Problem You Solve:** Sales reps waste 5+ hours/week on manual CRM data entry

**Desired Outcome:** MEETING (15-min demo call)

**Current Email Performance:** Open rate 35%, Reply rate 2%

#### Why It Works

Most cold emailers guess what works.

This framework improves outcomes by forcing:

- subject line variants (testing opens)
- body copy variants (testing engagement)

- CTA variants (testing conversion)
- test design (statistical validity)
- winning criteria (decision clarity)

Great cold emailers don't guess — they test, measure, and optimize.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI sales tools, cold email frameworks, and practical strategies for sales professionals and founders.

Carefully engineered prompts for people doing real work.

### **Share this:**

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Cold Email Hook & Subject Line Generator](#)