

Sales Systems / Cold Email

Design 3-5 follow-up emails for non-responders with different angles and escalating value.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Follow-Up Sequences, Nurture, Persistence

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Why This Prompt Exists

Most salespeople send one email and give up — leaving 80% of replies on the table.

You get:

- one email and done (most replies come from follow-ups)
- same message repeated (annoying, not effective)
- no timing strategy (too soon or too late)
- no value escalation (same value each time)
- missed opportunities from busy prospects

But follow-ups are not harassment.

They are persistence with respect.

- Email 1: value-first, low-friction CTA
- Email 2: different angle, additional insight
- Email 3: social proof (case study)
- Email 4: question (engagement)
- Email 5: break-up email (respectful close)

Without follow-ups, you leave replies on the table.

This framework forces AI to build strategic follow-up sequences.

The Prompt

Assume the role of a cold email sequence strategist who maximizes reply rates through follow-ups.

Your task is to create a follow-up sequence.

Generate:

1. SEQUENCE STRUCTURE (3-5 emails)
 - Day 1: Initial email (value-first)
 - Day 3: Different angle
 - Day 7: Social proof (case study, testimonial)
 - Day 14: Question (engagement)
 - Day 21: Break-up (respectful close)
2. SUBJECT LINES for each follow-up
3. BODY COPY for each follow-up
 - Short (50-100 words)
 - Different angle per email
4. TIMING RECOMMENDATIONS
 - Days between emails
 - Best send times
5. STOP CONDITIONS
 - When to stop following up (reply, unsubscribe, opt-out)

6. OPT-OUT LANGUAGE

- How to let prospects unsubscribe gracefully

INPUTS:

Initial Email (paste or describe):

[PASTE OR DESCRIBE]

Prospect Role:

[INSERT]

Problem You Solve:

[INSERT]

Social Proof Available (case study, testimonial):

[DESCRIBE]

New Angle (different from initial email):

[E.G., "Focus on time savings vs. cost savings"]

Maximum Follow-ups (your preference):

[3 / 4 / 5]

RULES:

- Each follow-up must offer new value (not repeat)
- Space follow-ups 2-7 days apart
- Break-up email is optional but respectful
- Include opt-out in every email (legal requirement)
- Stop following up after 5 emails max

- Track reply rates to optimize sequence

How To Use It

- Space follow-ups 2-5 days apart (don't spam).
- Each email should have a different angle or value.
- Include opt-out in every email (legal requirement).
- Break-up email is optional but leaves the door open.
- Most replies come from follow-ups 2 and 3.

Example Input

Initial Email: Value-first email about automating CRM data entry for VP of Sales

Prospect Role: VP of Sales

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

Social Proof: Case study: helped a similar SaaS company save 4 hours/week per rep

New Angle: Focus on data accuracy (manual entry causes errors) vs. time savings

Maximum Follow-ups: 4

Why It Works

Most salespeople quit after one email.

This framework improves outcomes by forcing:

- sequential follow-ups (persistence)
- different angles per email (variety)
- social proof addition (credibility)
- timing strategy (respect)
- stop conditions (professionalism)

Great follow-up sequences don't harass — they add value with every touch.

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