

## Sales Systems / Cold Email

Create attention-grabbing subject lines and opening hooks that get replies, not deleted.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Cold Email, Prospecting, Outreach

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Why This Prompt Exists

Most cold emails fail in the first 5 seconds — the subject line and opening hook don't grab attention.

You get:

- generic subject lines (“Hi from [Company]”) that get ignored
- no hook in the first sentence (they stop reading)
- subject lines that look like spam (deleted immediately)
- hooks that are about you, not them
- no curiosity or relevance

But a hook is not optional.

It is the only thing standing between your email and the trash folder.

- Personalized subject lines: reference their company, role, recent news
- Curiosity gaps: open a loop they want closed
- Problem hooks: name a pain point they recognize
- Result hooks: mention an outcome they want

Without a strong hook, your email is deleted in under 5 seconds.

This framework forces AI to write subject lines and hooks that get opens.

## The Prompt

Assume the role of a cold email specialist who writes hooks that get replies.

Your task is to generate subject lines and opening hooks.

Generate:

1. SUBJECT LINE OPTIONS (10 options)
  - Personalized (using prospect name/company)
  - Curiosity gap
  - Problem-focused
  - Result-focused
  - Short (under 5 words)
  
2. TOP 3 SUBJECT LINES (ranked)
  - With rationale for why each would work
  
3. OPENING HOOK OPTIONS (5 options)
  - First sentence after "Hi [Name]"
  - Must be about them (not you)
  
4. HOOK ANGLES
  - Reference recent company news
  - Reference mutual connection
  - Reference a problem they likely have
  - Reference a result they likely want

## INPUTS:

Prospect Name:

[INSERT]

Prospect Role:

[INSERT]

Prospect Company:

[INSERT]

Recent Company News (if any):

[E.G., "Raised Series A," "Hired new CMO," "Launched product"]

Problem You Solve:

[WHAT PAIN POINT DOES YOUR SOLUTION ADDRESS?]

Result You Provide:

[WHAT OUTCOME DO CUSTOMERS GET?]

Mutual Connection (if any):

[NAME OR "NONE"]

## RULES:

- Subject line under 50 characters (mobile-friendly)
- Personalization must be specific (not "Hi [Name]")
- Hook must be about them, not you
- Avoid spam trigger words ("free," "guaranteed," "urgent")
- No fluff openings ("I hope you're having a great week")

- Get to the point in first 2 sentences

How To Use It

- Research the prospect before writing (find a hook).
- Subject lines under 50 characters perform best on mobile.
- A/B test subject lines with small batches.
- The hook must be about them, not you or your product.
- Avoid “hope you’re well” — get to the point.

Example Input

**Prospect Name:** Sarah Chen

**Prospect Role:** VP of Sales

**Prospect Company:** ScaleFlow

**Recent Company News:** Just announced 50% growth in Q4, hiring sales team

**Problem You Solve:** Sales teams waste time on manual data entry in CRM (5+ hours/week)

**Result You Provide:** Automate 80% of CRM data entry, save 4 hours/week per rep

**Mutual Connection:** Mark from Acme (mentioned they know each other)

Why It Works

Most cold emails are deleted in 5 seconds.

This framework improves outcomes by forcing:

- subject line variety (testing options)
- personalization depth (relevance)
- hook angles (curiosity, problem, result)

- ranking with rationale (prioritization)
- mobile-friendly length (open rates)

Great cold email hooks don't introduce — they interrupt and provoke curiosity.

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