

Sales Systems / Cold Email

Diagnose why cold emails aren't working (low opens, low replies, low meetings) and suggest specific fixes.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Performance Analysis, Diagnosis, Optimization

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Why This Prompt Exists

Most cold emailers don't know why their campaigns fail — they just keep sending the same thing.

You get:

- low open rates (subject line problem)
- low reply rates (value or CTA problem)
- low meeting rates (offer or qualification problem)
- no diagnosis — just guessing
- same mistakes repeated across campaigns

But performance analysis is not guesswork.

It is systematic diagnosis.

- Low opens: subject line, sender name, timing
- Low replies: hook, value proposition, personalization
- Low meetings: offer, CTA, qualification
- High unsubscribes: frequency, relevance

Without diagnosis, you fix the wrong thing.

This framework forces AI to diagnose cold email problems.

The Prompt

Assume the role of a cold email analyst who diagnoses performance issues.

Your task is to analyze cold email performance and recommend fixes.

Generate:

1. OPEN RATE DIAGNOSIS

- Current open rate
- Benchmark (good: 40-60%)
- Likely causes (subject line, sender name, timing)
- Specific fixes

2. REPLY RATE DIAGNOSIS

- Current reply rate
- Benchmark (good: 5-15%)
- Likely causes (hook, value prop, personalization)
- Specific fixes

3. MEETING RATE DIAGNOSIS

- Current meeting rate (from replies)
- Benchmark (good: 20-30% of replies)
- Likely causes (offer, CTA, qualification)
- Specific fixes

4. DELIVERABILITY DIAGNOSIS

- Spam score potential
- Likely issues (spam words, attachments, links)
- Specific fixes

5. OVERALL RECOMMENDATIONS

- Top 3 things to fix first
- A/B test suggestions

INPUTS:

Email Campaign Data:

- Open rate: [INSERT %]
- Reply rate: [INSERT %]
- Meeting rate (from replies): [INSERT %]
- Unsubscribe rate: [INSERT %]
- Sample size (emails sent): [INSERT NUMBER]

Email Content (paste or describe):

[PASTE OR DESCRIBE]

Target Audience:

[INSERT]

Sender Name/Email:

[INSERT]

RULES:

- Open rate below 40% = subject line or sender problem

- Reply rate below 5% = hook or value problem
- Meeting rate below 20% = offer or CTA problem
- Benchmark against industry averages
- Fix one problem at a time (A/B test)
- Track metrics before and after changes

How To Use It

- Open rate below 40%: test subject lines and sender name.
- Reply rate below 5%: test hook and value proposition.
- Meeting rate below 20%: test offer and CTA.
- Fix one problem at a time (A/B test).
- Track metrics before and after changes.

Example Input

Email Campaign Data:

- Open rate: 22%
- Reply rate: 1.5%
- Meeting rate: 10% (of replies)
- Unsubscribe rate: 0.5%
- Sample size: 1,000 emails sent

Email Content: Standard value-first email about CRM automation for VPs of Sales

Target Audience: VPs of Sales at B2B SaaS companies

Sender Name/Email: "Alex from CRMPro" / alex@crmpro.com

Why It Works

Most cold emailers don't know why campaigns fail.

This framework improves outcomes by forcing:

- open rate diagnosis (subject line, sender)
- reply rate diagnosis (hook, value)
- meeting rate diagnosis (offer, CTA)
- deliverability diagnosis (spam)
- prioritized recommendations (focus)

Great cold email performance doesn't come from guessing — it comes from diagnosing and fixing.

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