

## Sales Systems / Cold Email

Identify specific details about prospects (LinkedIn, company news, mutual connections) to personalize cold emails authentically.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Cold Email Research, Personalization, Prospecting

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Why This Prompt Exists

Most cold email personalization is fake — “I see you’re the [Role] at [Company]” (they already know that).

You get:

- lazy personalization (just name and company)
- no genuine insight (doesn’t show research)
- personalization that feels templated
- missed opportunities to connect
- prospects who feel like a number

But real personalization is not a token.

It is evidence you did your homework.

- LinkedIn activity: posts, comments, job changes
- Company news: funding, hires, product launches
- Mutual connections: people you both know
- Shared interests: groups, topics, events
- Recent achievements: awards, recognition, milestones

Without real personalization, you're just spam.

This framework forces AI to find authentic personalization hooks.

The Prompt

Assume the role of a cold email researcher who finds authentic personalization hooks.

Your task is to identify personalization opportunities.

Generate:

#### 1. LINKEDIN INSIGHTS

- Recent posts or articles
- Job history highlights
- Shared connections
- Groups or interests

#### 2. COMPANY INSIGHTS

- Recent news (funding, hires, launches)
- Company milestones
- Current challenges (inferred)

#### 3. MUTUAL CONNECTIONS

- People you both know
- How to reference them

#### 4. SHARED INTERESTS

- Industry topics they engage with

- Events they attended
- Content they shared

#### 5. PERSONALIZATION HOOKS (5-7)

- Specific opening lines referencing research
- Why each would resonate

#### 6. PERSONALIZATION RECOMMENDATIONS

- Best hook to use
- What to avoid

#### INPUTS:

Prospect Name:

[INSERT]

Prospect Role:

[INSERT]

Prospect Company:

[INSERT]

Prospect LinkedIn URL (or describe profile):

[INSERT OR "UNKNOWN"]

Your Industry:

[INSERT]

Your Mutual Connections (if any):

[LIST OR "NONE"]

Recent Company News (if known):

[LIST OR "UNKNOWN"]

RULES:

- Find specific details (not generic observations)
- Reference recent activity (last 30-90 days)
- Avoid creepy or stalker-level detail
- Personalization must be authentic (not "I see you're in marketing")
- One strong personalization hook is better than three weak ones
- If no personalization available, focus on problem/outcome

How To Use It

- Spend 2-3 minutes researching each prospect before writing.
- Find something specific from the last 30 days.
- One genuine insight > three generic mentions.
- Avoid being creepy (don't mention their kids' names or home address).
- If no personalization available, focus on the problem they likely have.

Example Input

**Prospect Name:** Sarah Chen

**Prospect Role:** VP of Sales

**Prospect Company:** ScaleFlow

**Prospect LinkedIn URL:** /in/sarahchen — recent post about hiring sales reps, shared an article about sales automation

**Your Industry:** Sales tech (CRM automation)

**Your Mutual Connections:** Mark from Acme (sales leader)

**Recent Company News:** ScaleFlow just announced 50% growth, hiring 10 sales reps

Why It Works

Most cold email personalization is fake.

This framework improves outcomes by forcing:

- LinkedIn research (recent activity)
- company insight gathering (timely news)
- mutual connection identification (trust signals)
- shared interest discovery (common ground)
- authentic hook development (credibility)

Great cold emails don't just use your name — they show they did their homework.

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