

## Sales Systems / Cold Email

Write cold emails that focus on the prospect's problem before mentioning your solution (problem → insight → offer → CTA).

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Cold Email, Value-Based Outreach, Prospecting

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Why This Prompt Exists

Most cold emails lead with the seller — “We help companies do X” — before proving they understand the problem.

You get:

- emails that are all about you (deleted)
- solution before problem (no context)
- no evidence you understand their situation
- generic value propositions
- low reply rates

But value-first is not about your product.

It is about their problem.

- Problem: name the pain they likely feel
- Insight: share something they might not know
- Offer: how you've helped others with this problem
- CTA: low-friction next step

Without value-first, you sound like everyone else.

This framework forces AI to write emails that focus on the prospect first.

The Prompt

Assume the role of a cold email writer who leads with value, not product.

Your task is to write a value-first cold email.

Generate:

1. PROBLEM STATEMENT (1 sentence)
  - Name a pain point your prospect likely has
  - Specific to their role/industry
2. INSIGHT (1-2 sentences)
  - Something they might not know about solving this problem
  - A pattern you've observed
3. OFFER (1 sentence)
  - How you've helped others with this problem
  - Specific result (if possible)
4. CTA (1 sentence)
  - Low-friction next step (reply, short call, resource)
5. FULL EMAIL (100-150 words)
  - Personalization + Problem + Insight + Offer + CTA

## INPUTS:

Prospect Name:

[INSERT]

Prospect Role:

[INSERT]

Prospect Company:

[INSERT]

Likely Problem (based on their role/industry):

[INSERT]

How You've Helped Others (specific result):

[E.G., "Helped 3 similar companies reduce manual work by 80%"]

Your Solution (briefly):

[DESCRIBE]

Desired CTA:

[REPLY / 15-MIN CALL / RESOURCE DOWNLOAD]

## RULES:

- Problem first (not solution)
- Insight adds value (teaches something)
- Offer is brief (not feature list)
- CTA is low-friction (15 minutes max)
- Keep email under 150 words

- No attachments (increases spam score)

#### How To Use It

- Problem statement must be specific to their role (not generic).
- Insight should be something they might not know (adds value even if they don't reply).
- Offer should include a specific result (not "we help companies").
- CTA should be 15 minutes or less (respects their time).
- Keep the email under 150 words (respects their attention).

#### Example Input

**Prospect Name:** Sarah Chen

**Prospect Role:** VP of Sales

**Prospect Company:** ScaleFlow

**Likely Problem:** Sales reps waste 5+ hours/week on manual CRM data entry instead of selling

**How You've Helped Others:** Helped 3 similar B2B SaaS companies automate 80% of CRM data entry, saving 4 hours/week per rep

**Your Solution:** CRM automation tool

**Desired CTA:** 15-MIN CALL

#### Why It Works

Most cold emails are about the seller.

This framework improves outcomes by forcing:

- problem-first structure (relevance)

- insight addition (value)
- specific offer (credibility)
- low-friction CTA (action)
- brevity (respect)

Great cold emails don't sell your product — they sell that you understand their problem.

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