

Before you begin, make a copy of this document by going to: File > Make a copy.
That way you can edit it to be specific to your business.

Email Warm-Up Scripts and AI Prompts

Primary Objective: To warm email list and move subscribers closer to conversion.

How to Use This Framework

1. Choose which email script (1-5) you want to use
2. Copy the corresponding prompt
3. Fill in your specific business details in the [BRACKETS]
4. Specify your preferred language variant (e.g., English US, English UK)
5. Use the prompt with your preferred AI tool (Recommended: Claude.ai)
6. 30% off any Social Bureau product if you send us some feedback on the Email Scripts. Send it here - **hey@socialbureau.co**



Email 1: The Value Bomb

Purpose: Deliver immediate value while establishing expertise

COPY/PASTE THE VALUE BOMB PROMPT & EMAIL INTO AI:

Language: [SPECIFY LANGUAGE e.g., English US, English UK]

Write an email using the email script below that delivers immediate value to subscribers in the [INDUSTRY] industry. The business is [BUSINESS NAME] which helps [TARGET AUDIENCE] to [CORE BENEFIT].

Include:

- A warm, conversational greeting
- A quick win or actionable tip related to [SPECIFIC CHALLENGE]
- Personal insight or story about why this tip matters
- Soft call-to-action for engagement
- Include Preview Text too.

Business voice: [FORMAL/CASUAL/FRIENDLY]

Tone: [DESCRIBE DESIRED TONE]

Example Script:

Subject: Quick tip to [solve specific problem] in 10 minutes

Hey {first_name},

I noticed something interesting while working with one of my clients last week that I had to share with you...

[Quick valuable tip that can be implemented immediately]

I discovered this when [brief personal story or context]

Here's why this matters for you...

[Explanation of benefit]

Would love to hear if you try this out - just hit reply and let me know how it goes!

Best, [Your name]

Email 2: The Story Hook

Purpose: Build connection through storytelling

COPY/PASTE THE VALUE BOMB PROMPT & EMAIL INTO AI:

Language: [SPECIFY LANGUAGE e.g., English US, English UK]

Write an engaging story-based email using the email script below for [BUSINESS NAME] that resonates with [TARGET AUDIENCE]. The story should illustrate [KEY CHALLENGE OR TRANSFORMATION].

Include:

- An attention-grabbing opening line
- A relevant personal story
- Connection to the reader's journey
- Clear lesson or takeaway
- Include Preview Text too.

Business voice: [FORMAL/CASUAL/FRIENDLY]

Key emotion to evoke: [SPECIFY EMOTION]

Example Script:

Subject: The mistake that changed everything...

Hey {first_name},

Three years ago, I made a mistake that completely changed how I approach [industry/topic]...

[Engaging story with clear arc]

The lesson I learned that day was simple: [Key insight]

I'm sharing this because I see so many [target audience] facing the same challenge today.

What's your take on this? I'd love to hear your thoughts.

Best, [Your name]

Email 3: The Expert Perspective

Purpose: Position yourself as a thought leader

Prompt:

Language: [SPECIFY LANGUAGE e.g., English US, English UK]

Write an authoritative yet approachable email using the example script below for [BUSINESS NAME] that challenges a common misconception in [INDUSTRY].

The email should:

- Address a widely-held belief in [INDUSTRY]
- Present a fresh perspective
- Support with brief evidence or examples
- Invite discussion
- Include Preview text too

Business voice: [FORMAL/CASUAL/FRIENDLY]

Expertise level: [BEGINNER/INTERMEDIATE/ADVANCED]

Example Script:

Subject: Why [common belief] is holding you back

Hey {first_name},

There's something we need to talk about...

You've probably heard that [common industry belief].

Here's why that's not the full story:

[3 quick points challenging the belief]

In my [X] years of [relevant experience], I've found that: [Alternative perspective]

What's been your experience with this? I'd love to hear your thoughts.

Best, [Your name]

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