SCALING
WITH SYSTEMS

Chat GPT Cold Email Prompts

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Additional Resources
- <mark>For Coaches, Consultants, Agencies, And Online Service Providers:</mark> Let Us Build You The Same System That Has Generated Us 13,208+ Sales Calls
  - Without Dealing With Crappy Leads, Underperforming Agencies, Or Complex Systems
  - [Click here to learn more!](#)

Youtube Video
- ▶ Chat GPT Prompts For A $10M+ Cold Email Campaign

Step 1: Enter Prompts On Chat GPT To Create Personalized Cold Email Subject Line
- Enter Prompt: *Today, you are going to be a world-class direct-response copywriter who specializes in writing cold emails for "_____".*

  Here is an example of the type of subject line that you would write "_____".

  Now give me five more subject lines that follow a similar structure. Make sure to add a lot of curiosity and interest. Add a line of personalization for each of those subject lines assuming I have the company's "_____" I am emailing.

Step 2: Enter Prompts On Chat GPT To Create Personalized Cold Email Body And CTA
- Enter Prompt: *Okay, write an email to go along with the subject lines above that convinces the business owner to book a call to speak with us so that they "_____".*

  Be sure to tell them how we've helped "_____" other businesses just like them and we can get them "_____" without "_____".

  Add in a few lines of personalization assuming I have the company's "_____".

Step 3: Paste The Cold Email Body And CTA Into Hemingway Editor To Clean Up
- Go to the Hemingway Editor
- Make sure you have Grammarly's Google Chrome extension installed
- Trim up the email to **< 250 words**
- Simplify the email to a **5th grade reading level**

Step 4: Copy The Email Campaign To Apollo.io
- If you want a full tutorial video on how to use Apollo.io, please click here.
- It's incredibly easy to use Apollo's email-sending functionality (SendGrid).
- Go to Apollo's "Email Sequence" page
- Create a "New" sequence using the email campaign we created above.
    - Make sure to add in the follow-up emails for a higher likelihood of a reply.
    - **Always send a test email** to make sure it looks good
- Turn the email sequence "Active"

Step 5: Create Your Lead List
- Apollo.io has its own email database for you to search and scrape from and this is a great place to start when generating leads.
    - Obviously, as you start making money from using Apollo.io you can invest into higher plans which give you access to more filters (like "Revenue").
    - A hack to get around this is to **use LinkedIn and Apollo.io's Google Chrome Extension** to get more leads with more filters at no additional cost.
        - See my video on how to use LinkedIn Sales Navigator here
        - See my video on how to use LinkedIn Boolean searches to find higher-quality leads here
- Go to Apollo's "People" page
- Create a new lead list with the **most qualified** filters possible
    - Management Level: Founder, Owner, C Suite, Partner
    - Location: United States
    - # Of Employees: 1-10
    - Industry: Accounting