



ChatGPT Prompts to Write Cold Emails

Based on 25 Copywriting Frameworks



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Introduction

Cold emails are facing an existential crisis. As AI-generated messages flood inboxes worldwide, prospects have developed an almost superhuman ability to spot and ignore cookie-cutter outreach. The days of 'spray and pray' are dead, replaced by an era where only the truly exceptional cuts through the noise.

But here's the challenge: it's hard to write great cold emails—especially when your focus as a seller is building relationships over the phone, not in writing.

That's where this guide comes in. By bridging proven copywriting frameworks with modern AI capabilities, we're making it easier than ever to create cold emails that get results.

Here's how:

25 Cold Email Frameworks: Tried-and-tested structures to help you write better emails.

DIY GPT Prompts: Easy-to-use prompts to create personalized and engaging cold emails.

Automation Tool: A tool to handle all the heavy lifting of written cold outreach.

The most successful cold emails feel like a personalized conversation, not a mass-produced template. This guide ensures you can strike that balance, whether you're:

- ◆ An SDR looking to improve response rates.
- ◆ A sales leader aiming to build out a founding SDR team.
- ◆ A business owner trying to achieve Product-Market Fit and get your first 100 customers with cold outreach.

The following pages contain your blueprint for cold email success in the AI age. Let's turn the tools that commoditized cold outreach into your competitive advantage.

#1 PAS Framework

Developed by: Robert Bly



Problem

Identify the audience's challenge, frustrations, and needs to set the stage.



Agitation

Highlight the impact of ignoring the problem to create urgency.

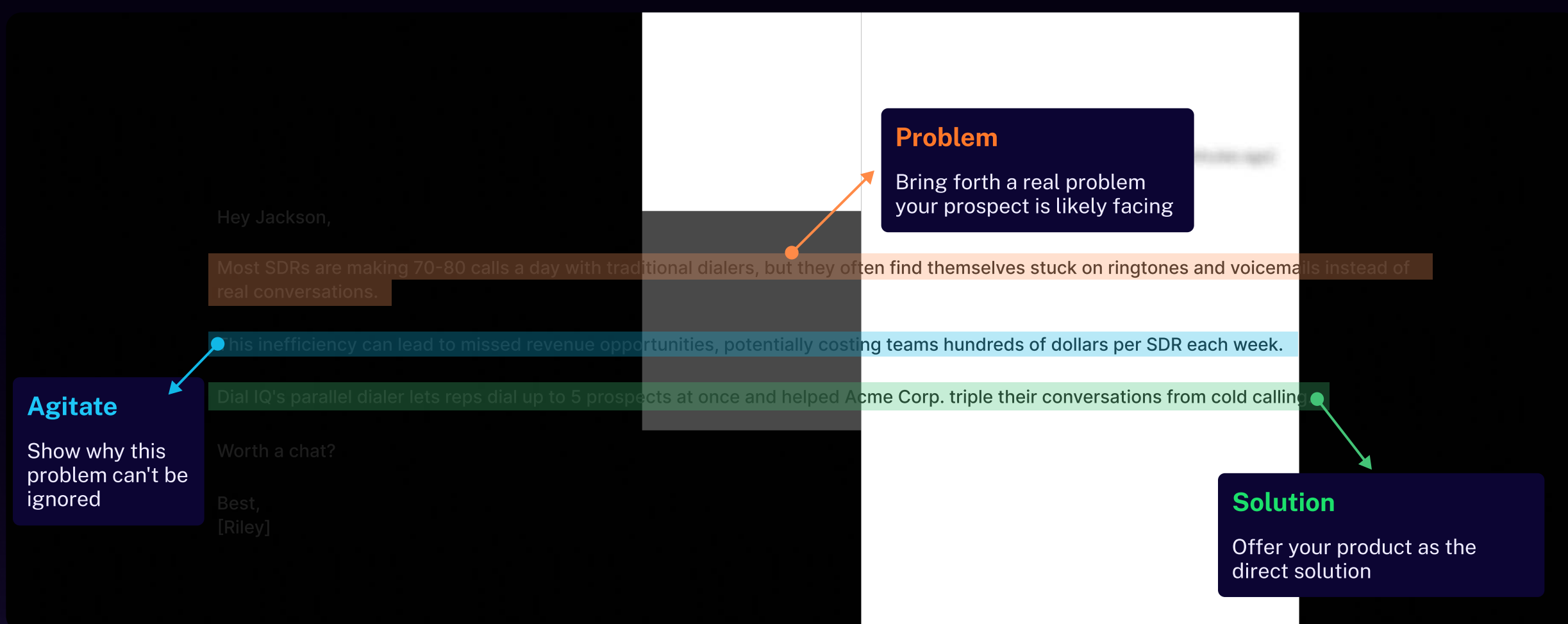


Solution

Present your solution, focusing on how it solves their pain points.

👉 What's Distinctive About the PAS Framework

This approach hinges on knowing your prospect, ensuring your message speaks to their needs. By focusing on the urgency of their situation, you can prompt action, guiding prospects toward the solution you offer.





💡 ChatGPT Prompt - PAS Framework

Write a PAS (Problem-Agitate-Solution) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Problem: Begin with a personalized line highlighting a relevant pain point of {{Company}} that relates to our solution (using {Painpoints} and {Prospect_Research}).

Agitate: Dive deeper into the impact of this problem or why it's challenging for companies like {{Company}} ({ICP} insights and competitor weaknesses can support this).

Solution: Briefly introduce our solution with {Description}, {Value Proposition}, and any {Case Study} if applicable. Mention how we stand out ({Competitor Advantage} if applicable.).

End with a CTA - Either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#2 AIDA Framework

Developed by Elias St. Elmo Lewis



Attention

Grab the reader's attention with a compelling opening that highlights a pain point or opportunity.



Interest

Engage by presenting a relevant problem, opportunity, or insight that resonates.



Desire

Create a strong desire by showcasing how your offering solves their problem or fulfills their need.

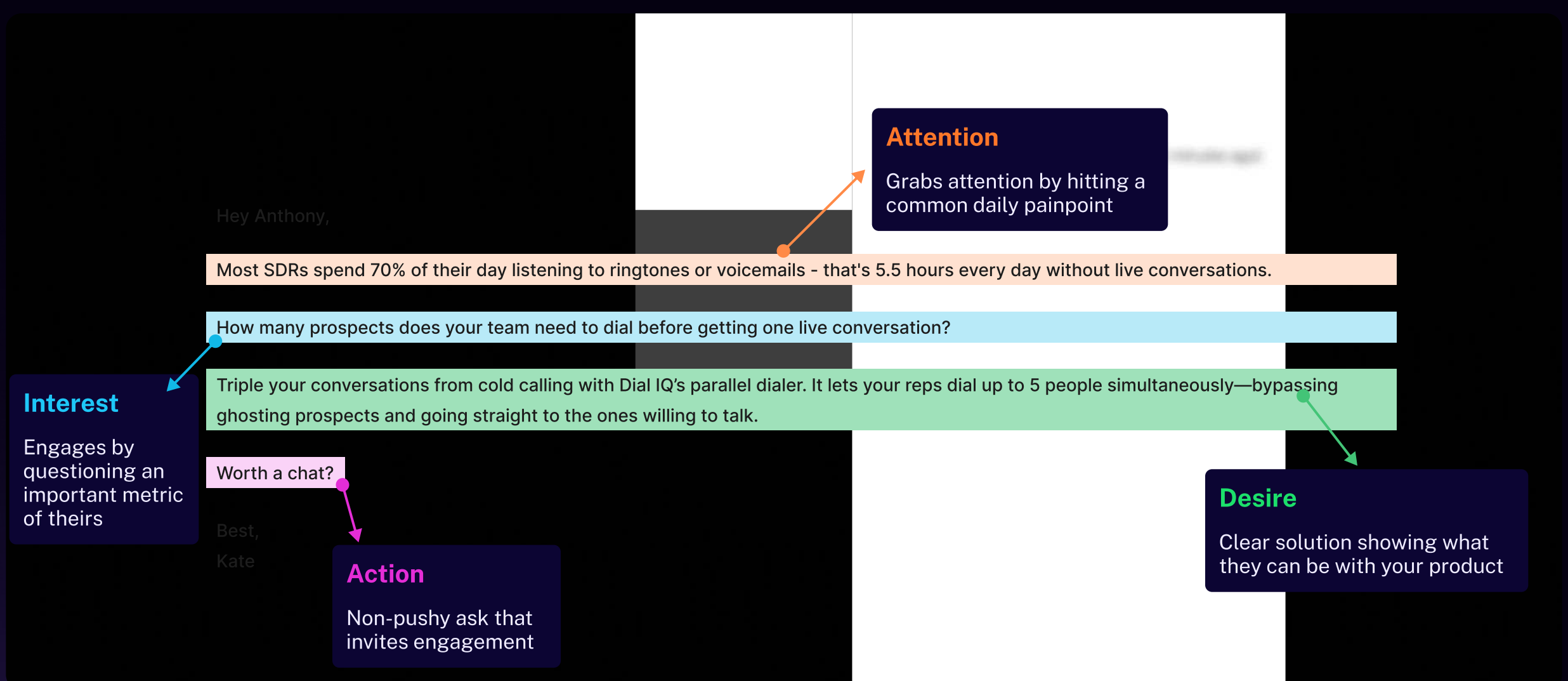


Action

Prompt immediate, clear action as the natural next step.

👉 What's Distinctive About the AIDA Framework

AIDA's distinctiveness lies in its clear, linear progression through the sales funnel. This framework is effective when the prospect is unfamiliar with your offering and requires a well-paced introduction that builds both emotional and rational appeal, culminating in a strong call to action.





💡 ChatGPT Prompt - AIDA Framework

Write an AIDA (Attention-Interest-Desire-Action) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Attention: Start with a compelling statement or question that grabs the prospect's attention, tailored to the prospect's situation using {Painpoints} and {Prospect_Research}.

Interest: Address a key challenge the prospect faces, diving deeper into the impact of this problem and why it's a major hurdle for companies like {{Company}}. You can support this with insights from {ICP} or weaknesses of competitors.

Desire: Highlight the benefits of our solution by briefly introducing {Description}, showcasing the {Value Proposition}, and if applicable, including a {Case Study}.

Action: End with a CTA - either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#3 BASHO Framework

Developed by Jeff Hoffman



Research

Reference a relevant detail to show your knowledge of the prospect.



Pain Point

Identify a specific challenge, framed as a question to create urgency.



Value

Present your solution, highlighting how it addresses their pain point.

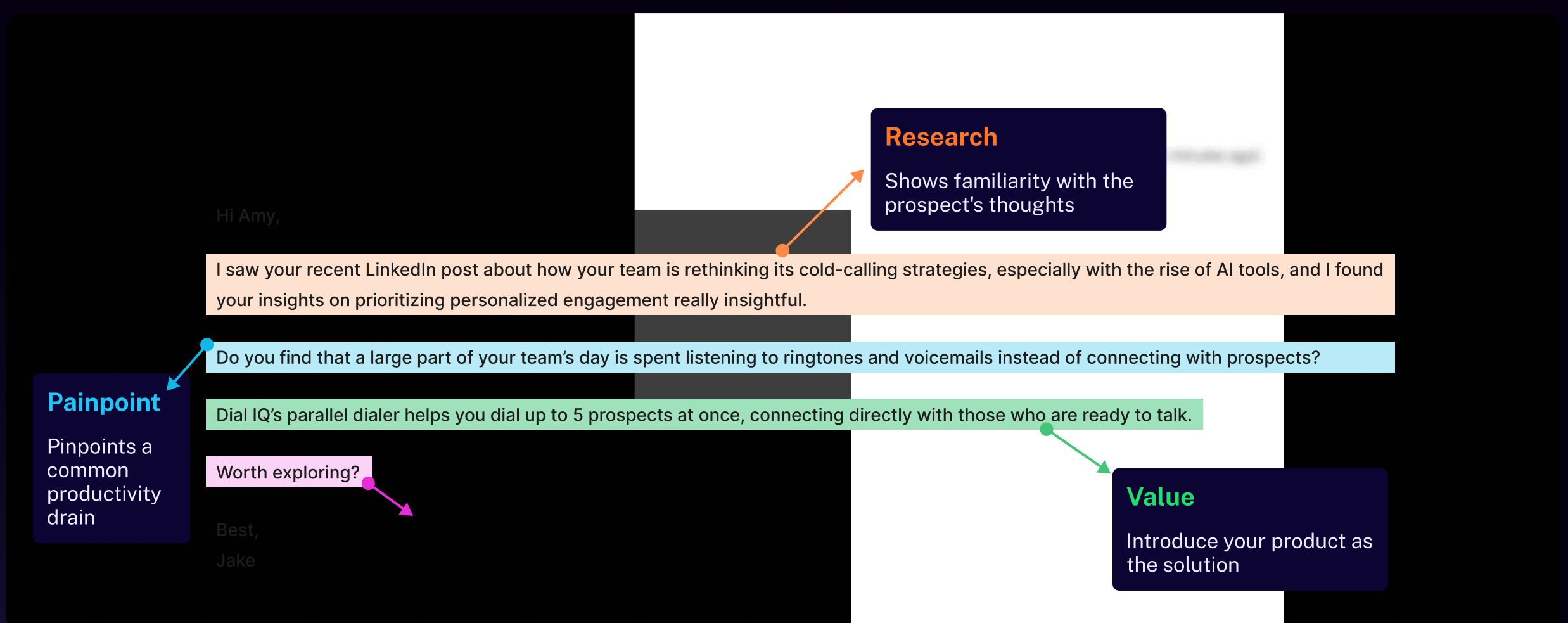


Engagement

End with a concise, non-pushy call to action.

👉 What's Distinctive About the BASHO Framework

BASHO stands out for its precision in targeting high-level prospects with deeply personalized content. It is best applied when contacting individuals who have a high threshold for engagement and are not easily swayed by generic outreach.





💡 ChatGPT Prompt - BASHO Framework

Write a BASHO Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Research: Start with a personalized statement based on what you know about the prospect. This could be a recent podcast appearance, a blog post, company growth, new product launch, an industry event they attended, or something relevant. This helps show you've done your homework and makes the email feel tailored. Do not try to link this with the pain point unless it actually connects. Make sure this statement is from a professional capacity, strictly NOT from a personal capacity.

Pain Point: Address a specific challenge the prospect may be facing. This could stem from their role, industry, or something observed in their recent activities. Ask it in question format.

Value: Introduce our product as the solution, making it clear how it addresses their specific pain point. Be specific about the benefits it offers.

Engagement: End with a CTA - either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#4 SSS Framework

Developed by Daniel Levis



Star

Introduce a relatable character facing a challenge that mirrors your prospect's own.



Story

Describe the challenge, focusing on its impact and consequences of inaction.

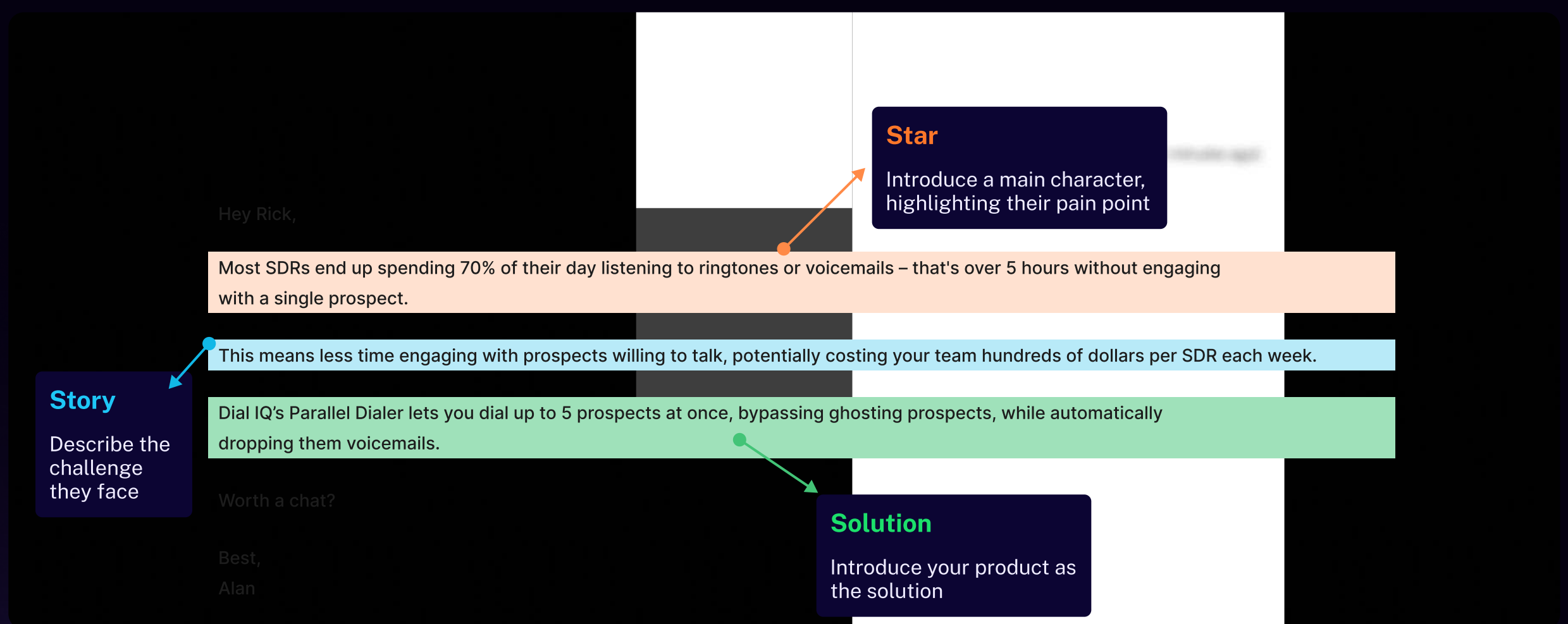


Solution

Present your product as the clear, effective solution to the problem.

👉 What's Distinctive About the SSS Framework

SSS stands out for its direct relatability, using a real-world "Star" to mirror the prospect's challenges. It works best when simplifying complex problems and making the solution feel urgent and relatable.





💡 ChatGPT Prompt - SSS Framework

Write an SSS (Start-Story-Solution) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Star: Introduce the main character who is the "star" of the story. The star should be extremely relatable to the target audience. Do not be dramatic, state it as it is.

Story: Describe a situation or challenge the {ICP} might be facing that relates to our solution.

Solution: Introduce our product, emphasizing how it can address the challenge or need mentioned.

End with a CTA - Either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#5 PASTOR Framework

Developed by Ray Edwards

Created by Alice Design from the Noun Project



Problem

Clearly define the prospect's pain point to set the stage.



Amplify

Emphasize the consequences of inaction to create urgency.



Story

Share a relatable success story to build trust and credibility.



Transformation

Illustrate the positive outcome of solving the issue.



Offer

Introduce your product as the direct solution.

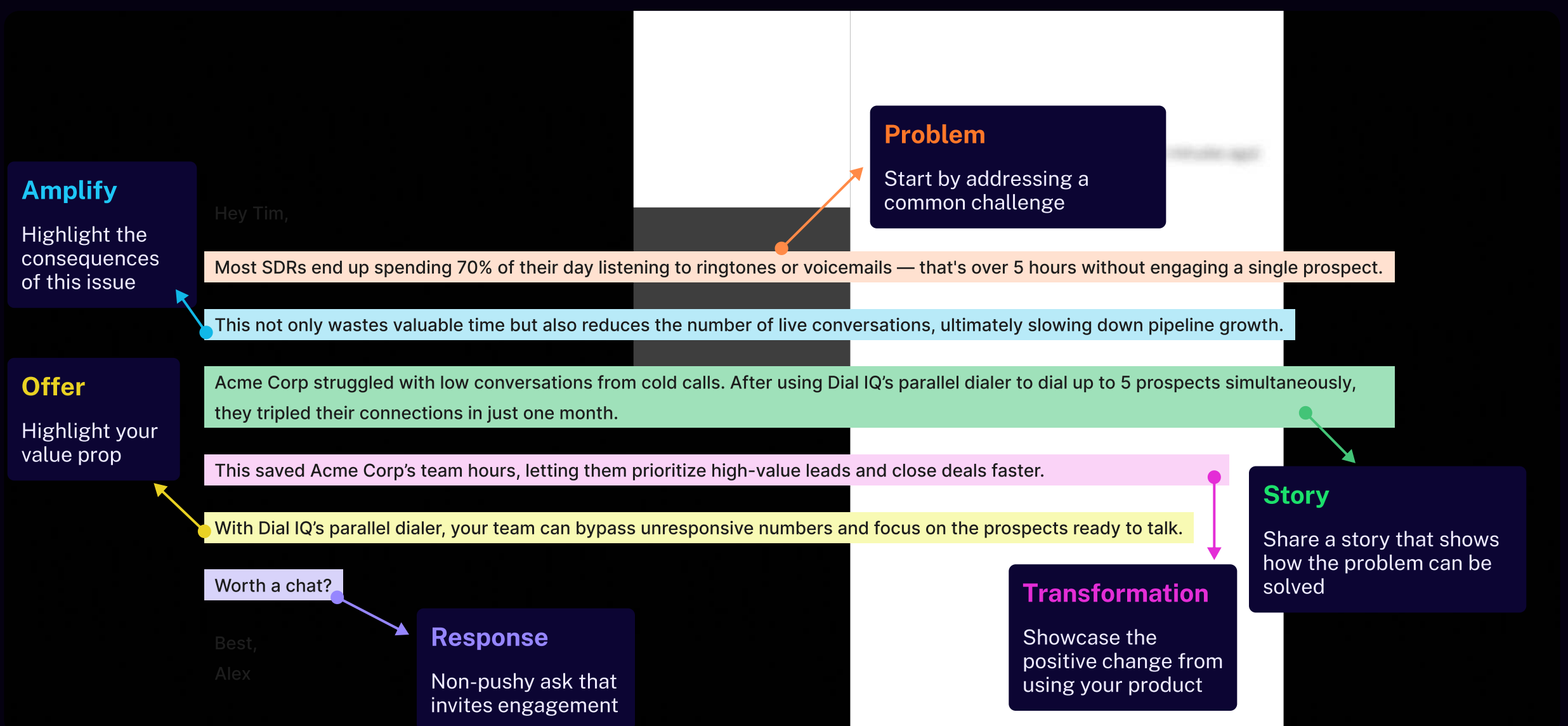


Response

End with a clear and actionable next step.

👉 What's Distinctive About the PASTOR Framework

PASTOR works best in sales processes where the decision-maker is balancing both personal and professional risks, often struggling with a sense of urgency to fix a complex issue.





💡 ChatGPT Prompt - PASTOR Framework

Write a PASTOR (Problem-Amplify-Story-Transformation-Offer-Response) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Problem: Identify a challenge or pain point the prospect is likely facing in their role or industry, based on the research you have from {Prospect_Research}. This should be a common issue that directly impacts their daily workflow, efficiency, or overall business performance.

Amplify: Explain why this problem is important, highlighting its negative effects on their business. Discuss how it affects things like productivity, growth, or revenue, emphasizing the broader consequences of the problem based on {Painpoints}.

Story: Provide a brief and relatable example or case study of another company (ideally from {Case Study}) that experienced this same problem. Describe how they overcame it and the tangible results they achieved.

Transformation: Introduce our product or service from {Description} as the solution to the problem. Explain how it works to resolve the issue, and the positive impact it can have on the prospect's business. Focus on a specific feature or benefit from {Value Proposition} that directly addresses the challenge.

Offer: Present our value proposition from {Value Proposition}, clearly outlining the feature or benefit that solves the prospect's pain point. Be direct and focused, keeping the offer relevant to the prospect's situation.

Response: Close with a CTA. Either - "Worth a chat?" or "Worth Exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#6 BAB Framework

Developed by Gene Schwartz



Before

Acknowledge the prospect's pain points, showing you understand their situation.



After

Paint a picture of their ideal future, contrasting it with their current struggles.

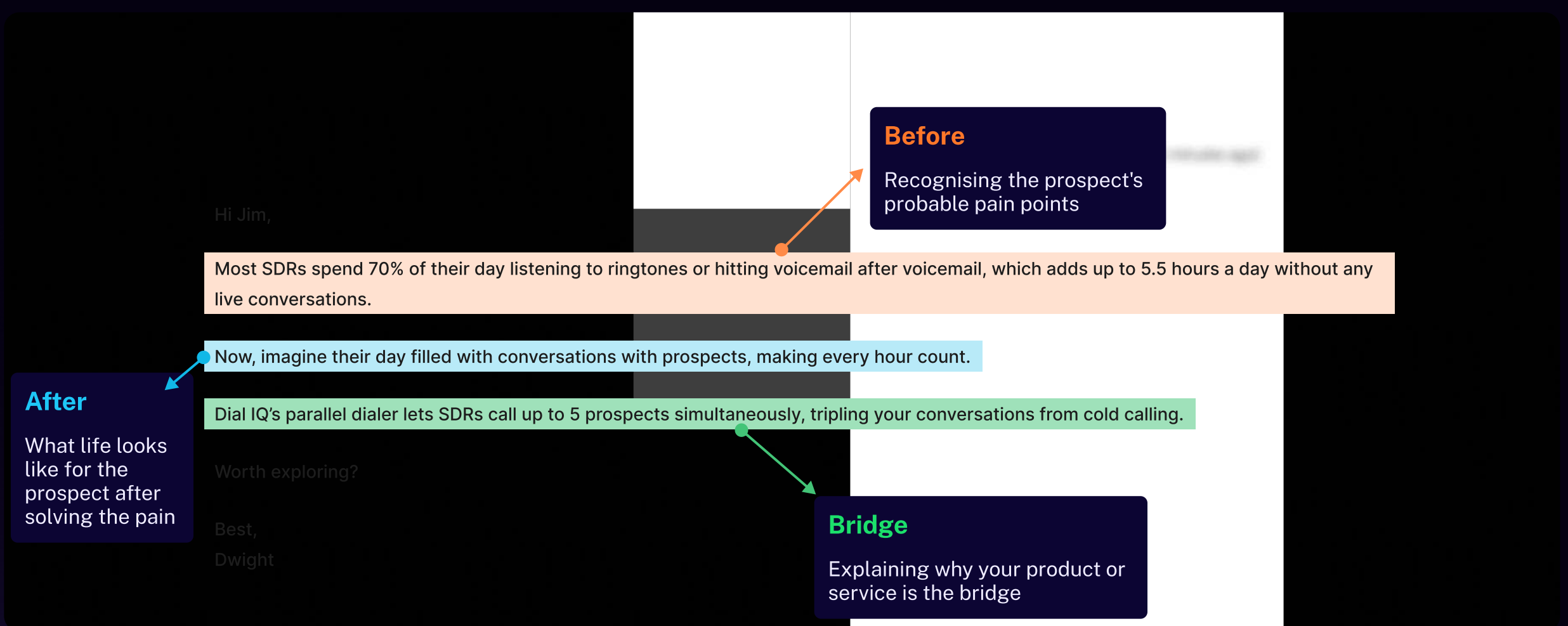


Bridge

Present your solution as the key to achieving that ideal future, highlighting its relevance.

👉 What's Distinctive About the BAB Framework

BAB is ideal for situations where you need to demonstrate a clear transformation. It works well with prospects who are already aware of their challenges but need a tangible vision of improvement.





💡 ChatGPT Prompt - BAB Framework

Write a BAB (Before-After-Bridge) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Before: Identify a specific challenge or pain point the prospect is likely experiencing, relevant to their role or industry, and keep it grounded in factual context. Write it in terms of a general market standard for other people like my ICP. (For example, most {ICPs}...)

After: Describe the ideal outcome or transformation, showing what success could look like if the challenge were resolved. Use realistic, measurable results to make it relatable and credible. Write in question format. Use the same tense and tone as the first line. (Start the sentence with "What if", "Imagine", etc..)

Bridge: Introduce my product or service as the missing link between the current challenge and the desired outcome. Be concise and direct about the benefit or value my solution provides.

Add a CTA - either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#7 PAPA Framework

Developed by Dan Kennedy



Problem

Highlight the prospect's key challenge to make your message relevant to their needs.



Agitate

Show the impact of ignoring the issue to create urgency and emphasize the stakes.



Proof

Use data or testimonials to build credibility and validate your solution.

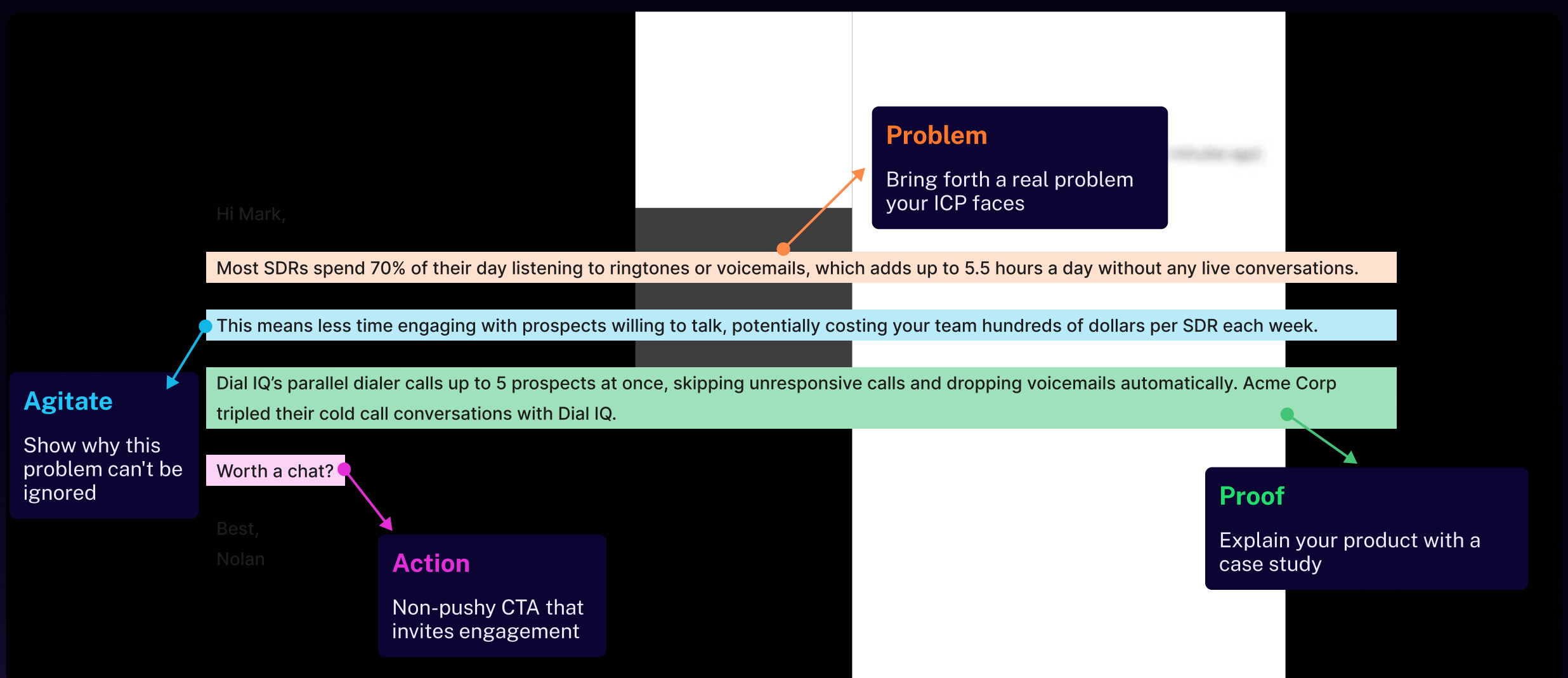


Action

End with a clear, compelling call to action that aligns with their next steps.

👉 What's Distinctive About the PAPA Framework

PAPA is ideal for industries that require trust, using proof to address skepticism. It's most effective when your offering has clear, measurable results to showcase.





💡 ChatGPT Prompt - PAPA Framework

Write a PAPA (Problem-Agitate-Proof-Action) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Problem: Begin with a common issue or challenge faced by individuals in the prospect's role or industry.

Agitate: Emphasize the frustration or negative impact of this problem to make it more relatable and pressing for the prospect.

Proof: Highlight a specific feature or solution offered by our product/service that resolves this problem. Describe how it provides a clear solution to the prospect's challenge. Add our successful case study, crisply.

Action: Conclude with CTA. Either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#8 APP Framework

Developed by Dan Kennedy and Michael Masterson



Awareness

Reveal a problem the prospect may not yet recognize, sparking curiosity.



Problem

Emphasize the consequences of ignoring the issue and its impact on their success.



Positioning

Show your solution as the most effective way to resolve the issue and meet their goals.

👉 What's Distinctive About the APP Framework

APP stands out for its ability to uncover latent issues that the prospect may not yet be aware of. It's particularly effective for engaging prospects who aren't actively seeking a solution but could benefit once they realize an operational gap or inefficiency.

Cold Call Reviews Inbox x

Hi Jon,

Sales managers often find it challenging to spot consistent patterns in cold calls or pinpoint reps' skill gaps, leaving valuable coaching insights untapped.

Without a clear breakdown of call performance, it's tough to see which techniques are converting and where reps consistently fall short, leading to missed targets and unpredictable results.

Dial IQ's Talk Track Tables highlight which openers, CTAs, and value prop techniques convert best. They also reveal skill gaps and ensure reps follow a winning call structure.

Worth exploring?

Best,
Dany

Awareness
Bring to notice a common frustration faced by ICP

Problem
Highlight the negative impact

Positioning
Present your product as the direct solution



💡 ChatGPT Prompt - APP Framework

Write an APP (Awareness-Problem-Positioning) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Awareness: Start by creating awareness of a common challenge or frustration faced by individuals in the prospect's role or industry.

Problem: Highlight the negative impact or specific pain points that make this challenge difficult to ignore, making it relatable and pressing. Be as specific as possible.

Positioning: Present a specific feature or solution offered by our product/service that addresses this problem directly. Describe how it provides a clear solution to the prospect's challenge.

Conclude with a short CTA. Either "Worth a chat?" "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#9 SPIN Framework

Developed by Neil Rackham



Situation

Understand the prospect's environment, processes, and challenges to provide context for their needs.



Problem

Identify specific pain points your solution can address.



Implication

Highlight the impact of unresolved issues to create urgency.

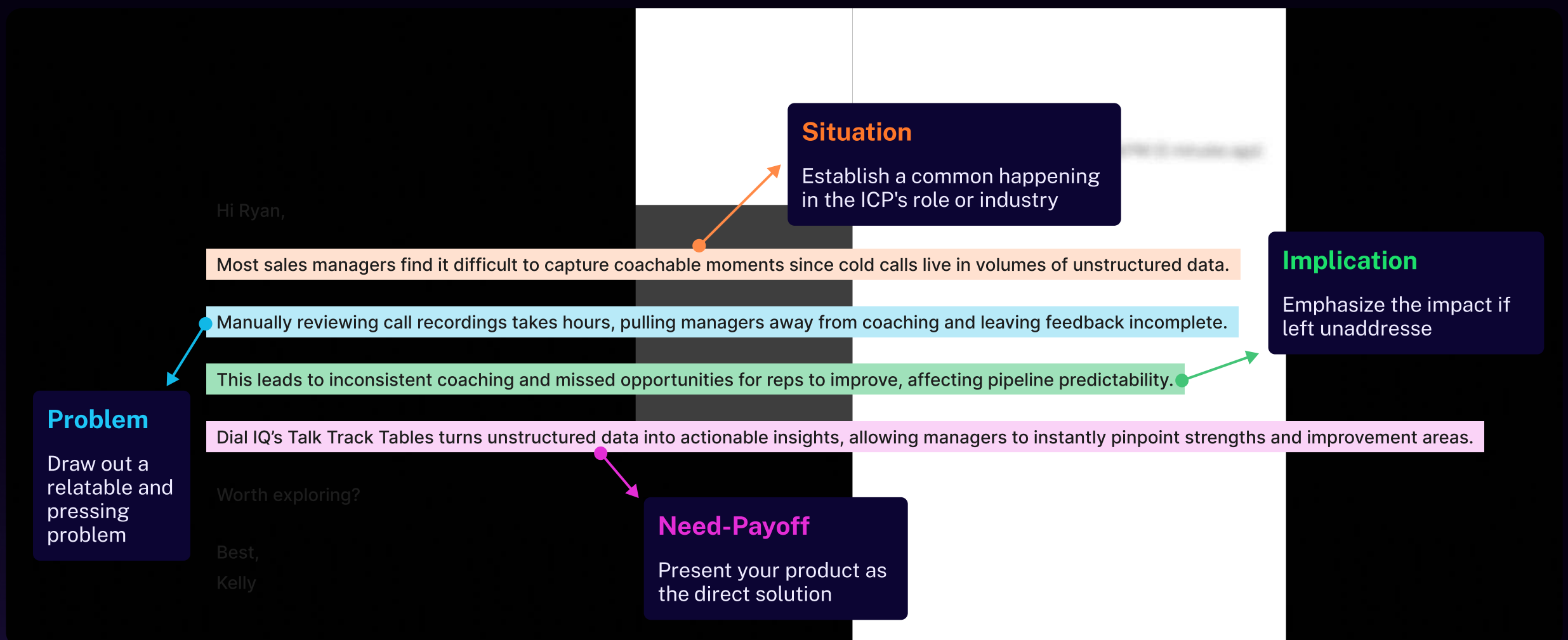


Need-Payoff

Help the prospect envision the benefits of resolving the problem with your solution.

👉 What's Distinctive About the SPIN Framework

SPIN focuses on understanding a prospect's situation, making it ideal for complex, high-value sales requiring customization and long-term ROI.





💡 ChatGPT Prompt - SPIN Framework

Write a SPIN (Situation-Problem-Implication-Need-Payoff) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Situation: Begin by establishing a common situation or context relevant to individuals in the prospect's role or industry.

Problem: Identify a specific challenge or frustration that arises in this context, making it relatable and pressing for the prospect.

Implication: Emphasize the potential negative impact if this problem goes unaddressed, highlighting what's at stake or what they could be losing.

Need-Payoff: Present a specific feature or solution offered by our product/service that directly addresses this problem. Clearly describe how it resolves the issue and what positive outcomes the prospect can expect.

Conclude with a short CTA - Either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#10 REAL Framework

Developed by Brian Clark



Relevance

Highlight a potential challenge the prospect may face and its impact.



Evidence

Show how your product effectively resolves the challenge with proof like data or testimonials.



Action

Provide a clear, compelling call to action.

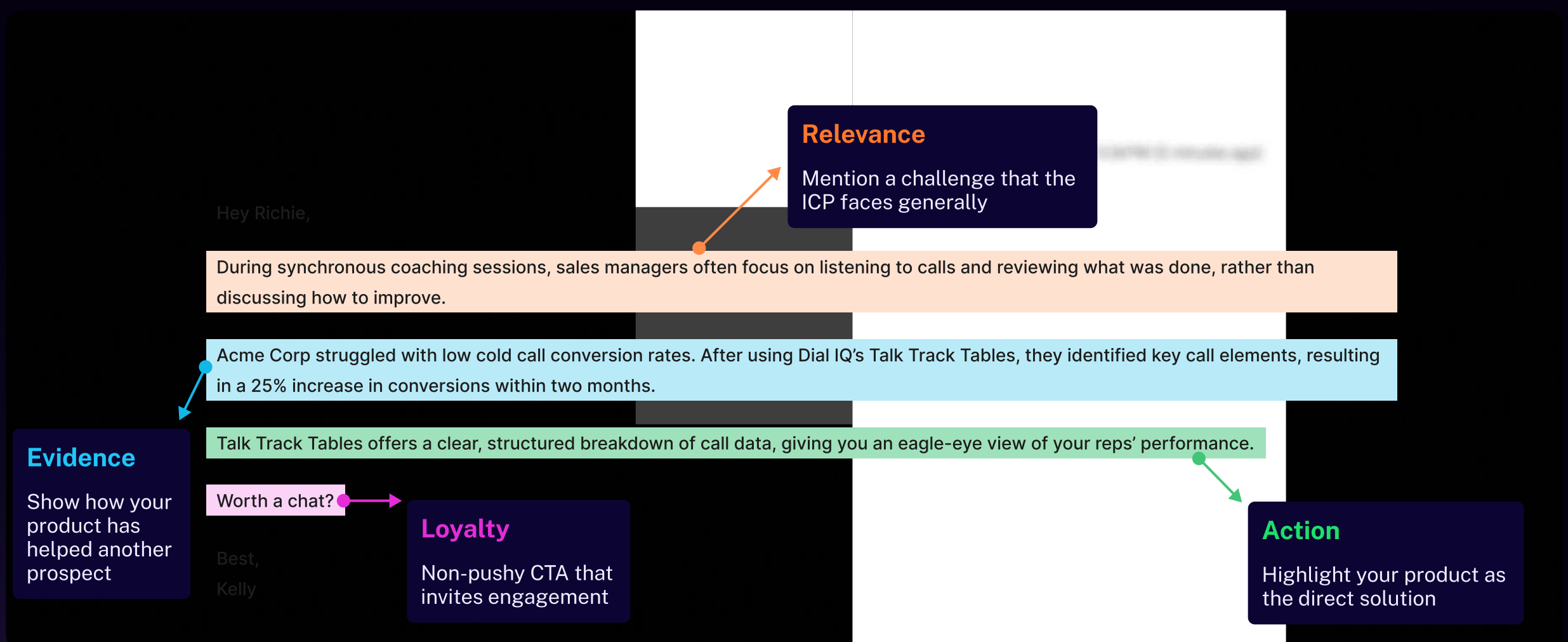


Loyalty

Demonstrate long-term value to build lasting relationships.

👉 What's Distinctive About the REAL Framework

REAL stands out for its ability to drive both immediate action and long-term commitment, making it ideal for prospects who need proof and a clear, relevant solution. It excels in situations where trust and ongoing value are key to conversion.





💡 ChatGPT Prompt - REAL Framework

Write a REAL (Relevance-Evidence-Action-loyalty) Style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Relevance: Start by addressing a challenge that's likely relevant to the prospect. Tie it into a broader industry trend or issue they might be experiencing, specifically relating to their daily work or business needs.

Evidence: Share a brief, relatable example or case study from {Case Study} showing how our product has resolved a similar issue for another company. Provide specific results or outcomes to establish credibility and demonstrate your product's impact.

Action: Highlight our product as the solution, referring to {Description} and focusing on a feature or benefit from {Value Proposition} that directly addresses the prospect's challenge. Keep it concise and actionable, explaining how it aligns with their specific needs.

Loyalty: End with a non-pushy CTA - either "Worth a chat?" or "Worth exploring?".

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#11 FAB Framework

Developed by Gene Schwartz



Feature

Highlight key features that differentiate your product from competitors.



Advantage

Explain how these features provide a unique advantage over alternatives.



Benefit

Show the direct, positive outcomes the prospect will experience.

👉 What's Distinctive About the FAB Framework

FAB stands out by clearly linking product features to tangible advantages and real-world benefits. It's especially effective for prospects who need a clear understanding of how your offering will directly improve their situation.

The image shows a sales script with three callouts explaining the FAB framework components:

- Feature:** "Highlight a specific feature solving the problem" points to the sentence: "Dial IQ's Talk Track Tables provide AI-driven insights into what's working and where reps need improvement, offering clear guidance on improving call quality and consistency."
- Advantage:** "Describes how the product stands out from others" points to the sentence: "Unlike standard call reviews, Talk Track Tables identify specific patterns in call elements (like openers and value prop delivery) that directly impact conversions, making coaching more targeted and measurable."
- Benefit:** "Showing tangible results from using the product" points to the sentence: "With Talk Track Tables, Acme Corp increased its cold call conversion rates by 25% in just two months."

The script also includes: "Hi Phil," "Most SDRs lack a structured framework for cold calls, leading to inconsistent results and missed opportunities.", "Worth a chat?", "Best, Claire"



💡 ChatGPT Prompt - FAB Framework

Write a FAB (Feature–Advantage–Benefit) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Pain Point: Begin with a common pain point or challenge relevant to others in the prospect's role or industry.

Feature: Continue by highlighting a specific feature of my product/service that solves the above pain point specifically. Describe the feature factually and keep it relatable for someone like my ICP.

Advantage: Explain why this feature stands out by describing its unique advantage over standard solutions. Show how it directly addresses the prospect's challenge with a clear, measurable advantage.

Benefit: Conclude by stating the positive impact or benefit this feature provides, focusing on how it delivers real, tangible results for the prospect. Be concise and specific about the difference it can make for them.

Close with a CTA – either “Worth exploring?” or “Worth a chat?”.

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#12 IDCA Framework

Developed by John Caples



Interest

Capture attention with an engaging opening that addresses a key problem or need.



Desire

Highlight the benefits and how the offering resolves the problem or fulfills the need.



Conviction

Provide proof or evidence, such as testimonials or case studies, to build trust.

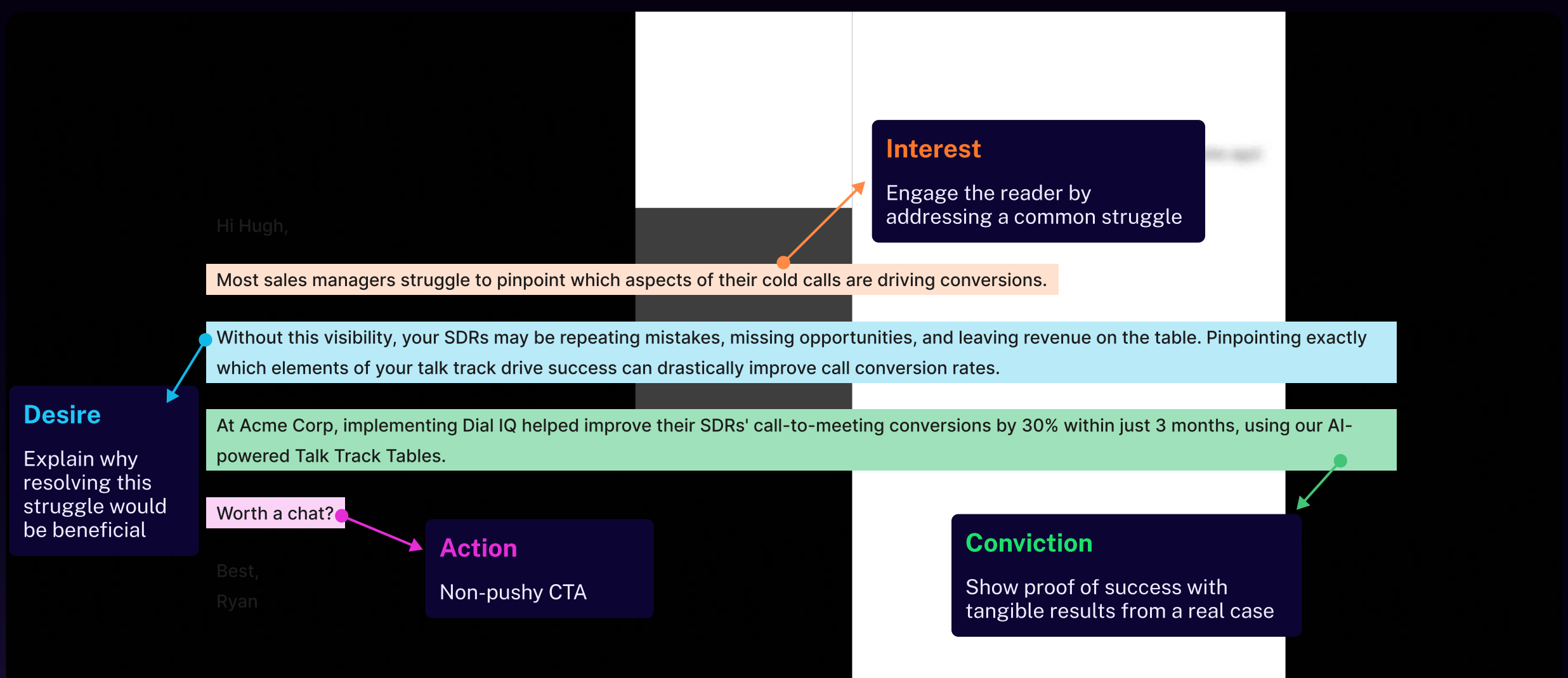


Action

Encourage immediate action with a clear and compelling call to action.

👉 What's Distinctive About the IDCA Framework

IDCA is distinctive for its structured approach that ensures conviction is built through evidence and trust before requesting any action. This order helps overcome skepticism, making the ask feel earned rather than abrupt.





💡 ChatGPT Prompt - IDCA Framework

Write an Interest-Desire-Conviction-Action (IDCA) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Interest: Capture the prospect's attention with an engaging statement or question related to their industry, role, or a relevant business trend identified in {Prospect_Research}.

Desire: Explain why resolving this issue would be beneficial, using specific points from {Painpoints} to highlight how it could positively impact their business.

Conviction: Build confidence by describing how our product or service from {Description} has successfully addressed this issue for others. Reference a relevant success story or result from {Case Study} to show tangible outcomes.

Action: Finish with a CTA. Either - "worth a chat?" or "worth exploring?".

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#13 4Ps Framework

Developed by Michael Masterson



Problem

Identify a key issue that resonates with the prospect's current situation.



Promise

Boldly promise your solution will resolve the problem, sparking curiosity.



Proof

Provide credible evidence, such as testimonials or case studies, to validate your solution.

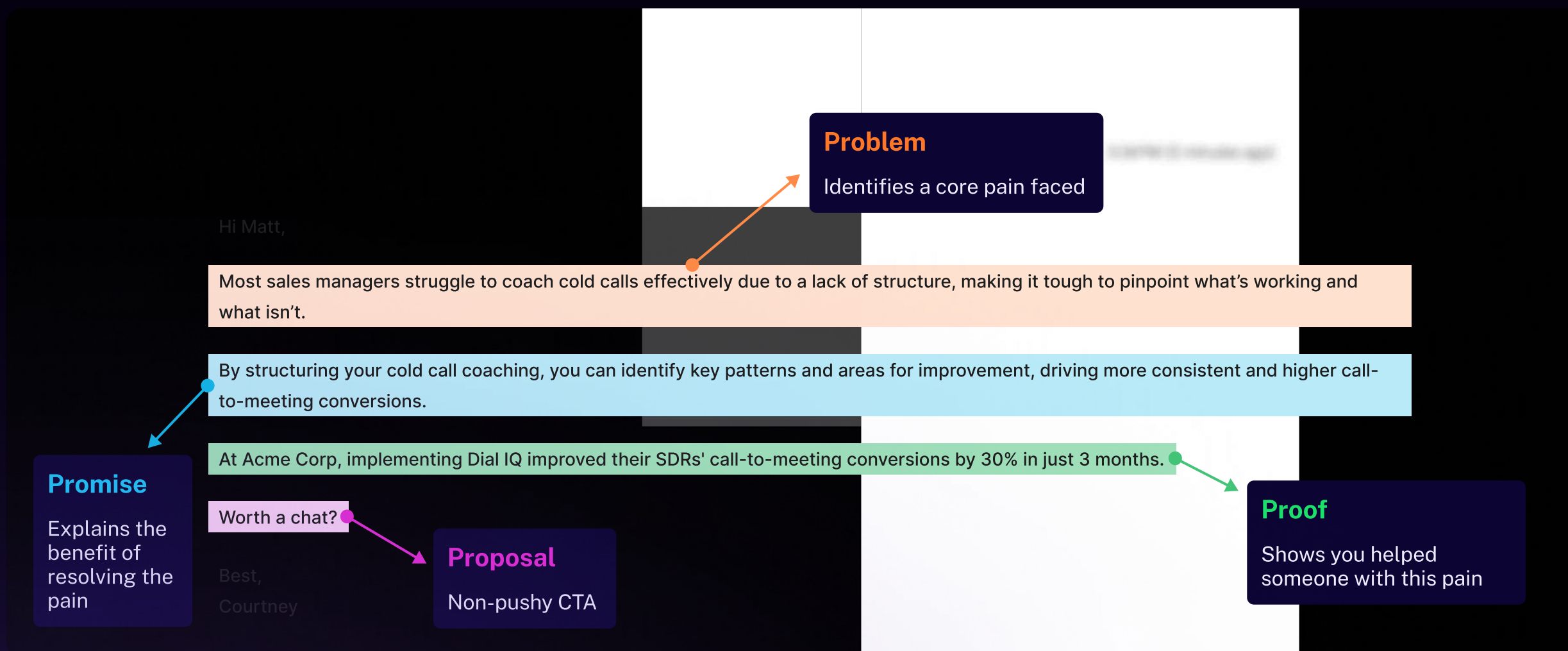


Proposal

Offer a clear, actionable next step for the prospect to resolve the problem.

👉 What's Distinctive About the 4Ps Framework

4Ps stands out for its structured progression from problem to proposal, ensuring the prospect feels both understood and assured before being asked to take action. It's particularly effective in high-stakes situations where building confidence and trust is key before presenting a solution.





💡 ChatGPT Prompt - 4Ps Framework

Write a Problem–Promise–Proof–Proposal (4Ps) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3–4 words max.

Write the email in the following format:

Problem: Identify the core challenge or pain point the prospect faces, based on {Prospect_Research}, that directly affects their business or industry.

Promise: Explain the benefit of resolving this issue, using insights from {Painpoints}. Highlight the positive impact it will have on their business.

Proof: Provide evidence of how our product or service from {Description} has helped other companies facing similar challenges. Reference a relevant case study or success story from {Case Study} to showcase real–world results.

Proposal: Make a low–pressure offer to explore further. Either – "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#14 Problem Nudge Framework

Developed by B.J. Fogg



Challenge

Identify a key pain point the prospect faces.



Question

Ask a thought-provoking question to spark reflection.



Conversation Enquiry

Encourage further dialogue on the issue.

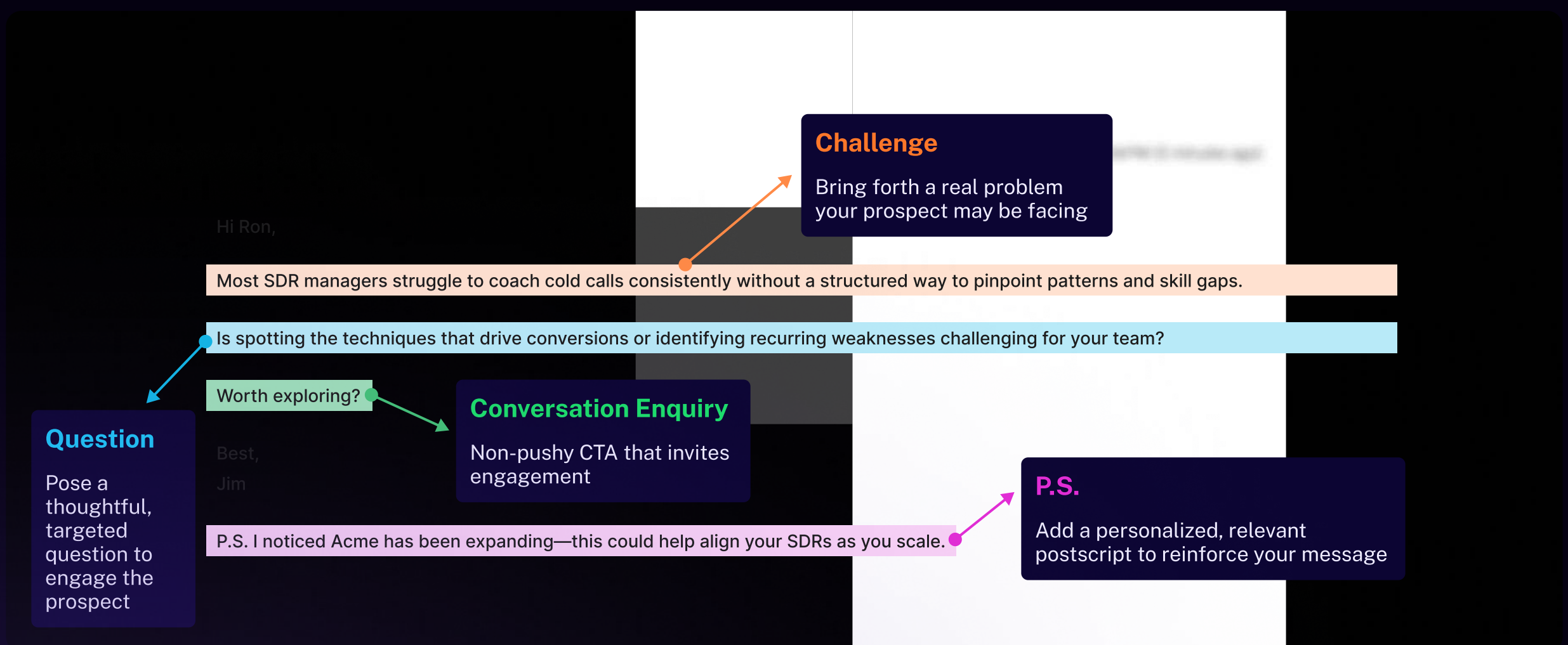


P.S.

Reiterate the message to prompt action.

👉 What's Distinctive About the Problem Nudge Framework

Problem Nudge excels at piquing curiosity by turning overlooked pain points into opportunities for exploration. It's particularly effective for engaging prospects who are not actively seeking solutions but are open to discovering untapped potential.





💡 ChatGPT Prompt - Problem Nudge Framework

Write a Problem-Nudge style cold email using my inputs to sell my product to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Challenge: Begin with an observation about a relevant pain point specific to {{Company}}'s context (from {Painpoints} and {Prospect_Research}). Describe the pain point or challenge clearly, drawing from the second goal to increase the prospect's curiosity by framing the issue as a common struggle. Avoid questions in this paragraph.

Question: In the next paragraph, pose a leading, targeted question that suggests we've considered {{Company}}'s unique business context. Avoid phrases like "I'm curious if..." and instead ask a direct, thoughtful question about whether they experience the same challenge. This question should feel natural, showing genuine consideration of the prospect's situation without assumptions.

Conversation Inquiry: End with a light and non-pushy CTA. Either - "Worth a chat?" or "Worth exploring?".

P.S: Add a personalized line using inputs from {Prospect_Research}. Keep it natural, showing familiarity without excessive flattery.

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#15 4Cs Framework

Developed by Brian Clark



Clear

Make your message simple and easy to understand.



Concise

Keep your message brief and focused on what matters most.



Compelling

Show why your solution is the best choice to overcome challenges and meet goals.

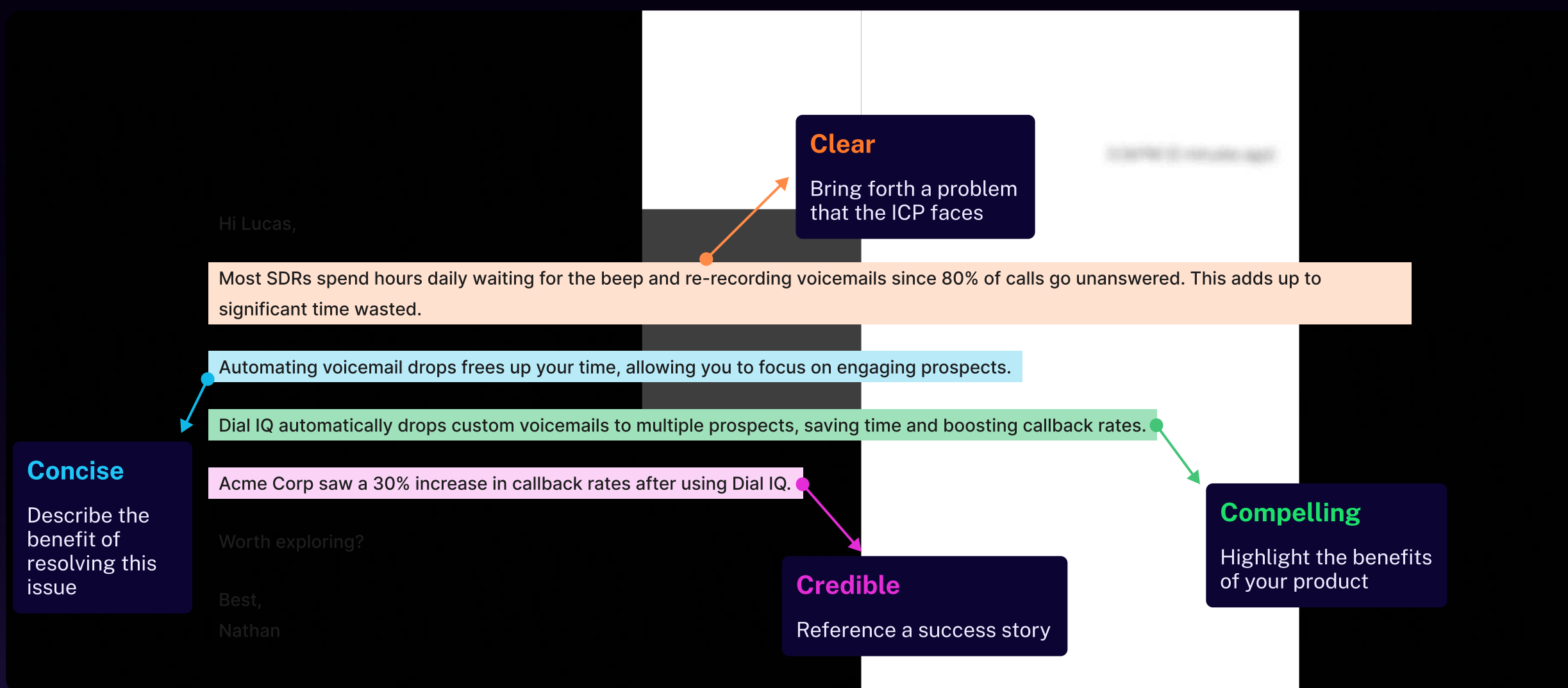


Credible

Build trust with proof of success, like testimonials, case studies, or data.

👉 What's Distinctive About the 4Cs Framework

4Cs is ideal for scenarios where prospects need a clear, straightforward message that builds trust quickly. It's particularly effective when aiming to spark interest and prompt action quickly, without overwhelming them with information.





💡 ChatGPT Prompt - 4Cs Framework

Write a Clear-Concise-Compelling-Credible (4Cs) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Clear: State the prospect's specific challenge or pain point, based on insights from {Prospect_Research}. Make sure the issue is clearly defined and directly relevant to their business or industry. State it as a general observations about the ICP ("most {ICPs} ...").

Concise: Describe how resolving this challenge will benefit the prospect, referring to {Painpoints}. Keep the message short and to the point, focusing on tangible benefits that directly relate to their needs.

Compelling: Highlight how our solution, {Description}, can directly alleviate the prospect's pain points by offering specific features or advantages that make it stand out from alternatives.

Credible: Provide evidence of how our solution, {Description}, has addressed similar challenges for other companies. Use concrete results from {Case Study} to demonstrate how our product has delivered real, measurable impact.

End with a CTA. Either - "Worth a chat?" or "Worth Exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#16 QUEST Framework

Developed by Michel Fortin



Qualify

Determine if the prospect is a good fit for your offering by identifying their needs, challenges, or goals.



Understand

Dive into the prospect's situation to grasp their pain points and motivations.



Educate

Provide valuable insights or information that position your solution as the answer to their problem.



Stimulate

Create interest and desire by showing the benefits and outcomes of using your solution

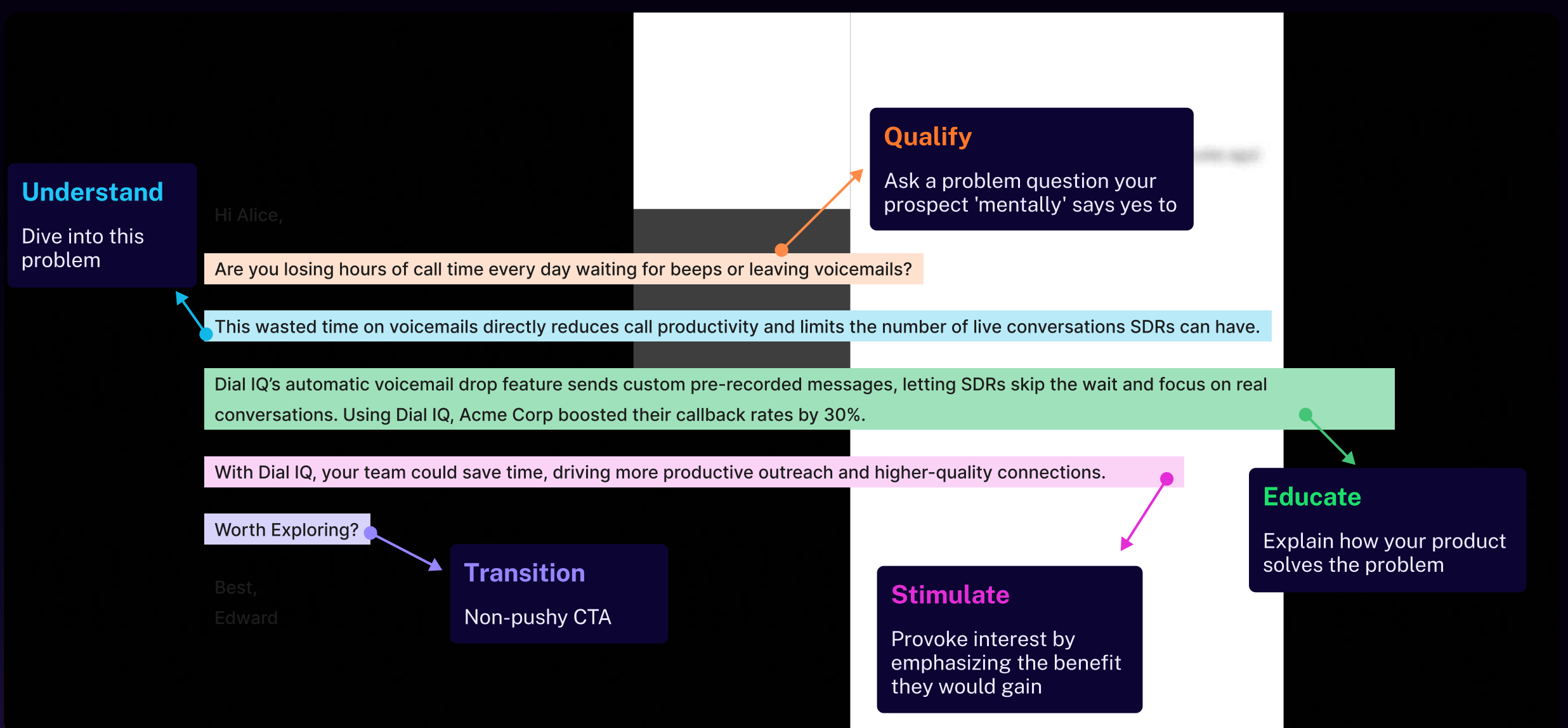


Transition

Guide the prospect smoothly to the next step.

👉 What's Distinctive About the QUEST Framework

QUEST excels in complex sales with multiple decision-makers and longer cycles. It guides prospects through qualifying, understanding, and educating, ensuring every step of the multi-stage buying process is addressed.





💡 ChatGPT Prompt - QUEST Framework

Write a QUEST (Qualify, Understand, Educate, Stimulate, Transition) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Qualify: Ask a question that highlights a challenge the prospect is likely facing based on {Prospect_Research}. The question should address a common pain point or trend in their industry or role, prompting a mental 'yes' from the prospect.

Understand: Acknowledge the challenge raised in the Qualify question by expanding on how this issue is affecting the prospect's productivity or results.

Educate: Introduce how our solution, {Description}, directly addresses this issue. Share a relevant example or result from {Case Study} that illustrates how you've helped other companies in similar situations.

Stimulate: Build curiosity by highlighting a unique benefit or result they could achieve by adopting our solution. Use {Competitor Advantage} to set your offering apart from others they might be considering.

Transition: Close with a straightforward call to action. Either - "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#17 Fan Dancer Framework

Developed by Robert Collier



Focus on the Audience

Identify the prospect's specific pain point or challenge that is relevant to their business or industry.



Create Intrigue

Spark curiosity by hinting at how solving this problem will benefit them, keeping it concise and engaging.

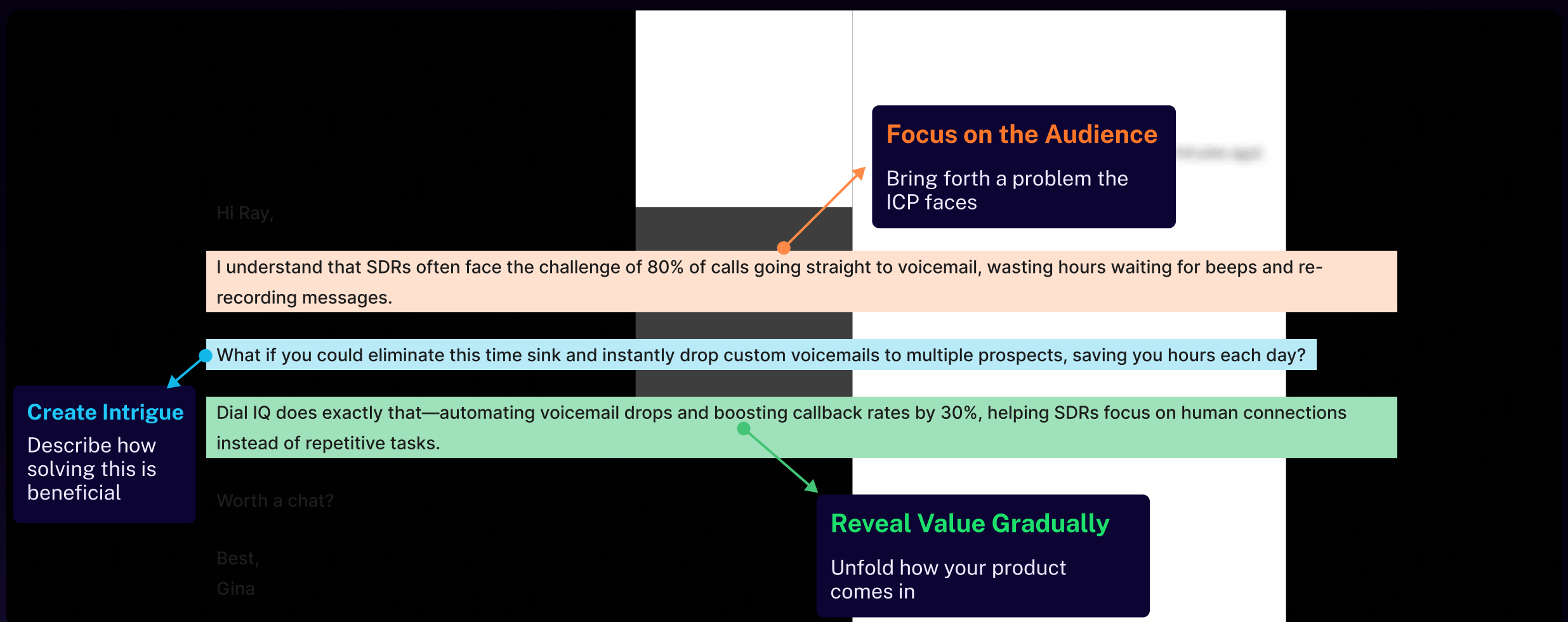


Reveal Value Gradually

Unfold how your solution addresses the problem, step by step, to build understanding and anticipation.

👉 What's Distinctive About the Fan Dancer Framework

Fan Dancer works by maintaining suspense and curiosity, keeping prospects hooked as they gradually discover the value of your offer. This method is effective because it taps into the natural human tendency to want to see how the story ends.





💡 ChatGPT Prompt - Fan Dancer Framework

Write a cold email to {{Fullname}} from {{Company}} using the Fan Dancer framework:

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Focus on the Audience: State the prospect's specific challenge or pain point, based on insights from {Prospect_Research}, relevant to their business or industry. Keep it general.

Create Intrigue: Describe how solving this challenge will benefit the prospect, focusing on {points}, and keep it concise to spark curiosity. Use question format preferably to create intrigue.

Reveal Value Gradually: Unfold how {Description} has solved this problem, step by step.

End with a CTA - either "worth a chat" or "worth exploring".

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#18 ACCA Framework

Developed by Alan A. Lee



Acknowledge

Recognize the prospect's current challenge or situation, making them feel understood and validated.



Compliment

Offer praise or positive reinforcement, building rapport and showing appreciation for the prospect's efforts or qualities.



Clarify

Explain how your product or service can solve their problem or fulfill their need, providing clear and specific benefits.

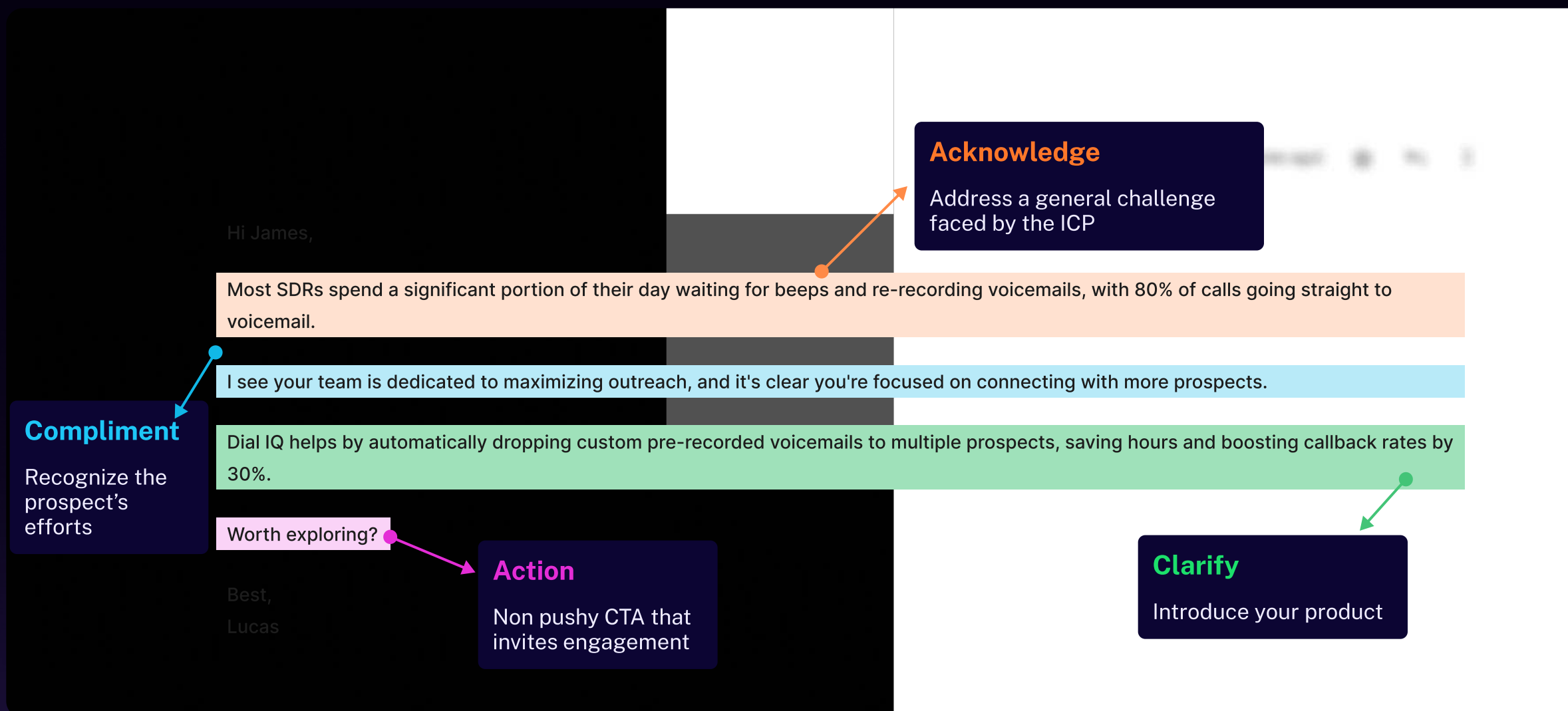


Action

Prompt the prospect to take the next step with a clear, direct call to action, making it easy for them to move forward.

👉 What's Distinctive About the ACCA Framework

The ACCA Framework stands out by building trust early through acknowledgment and compliments, making it ideal for consultative sales that rely on quick rapport and clear action.





💡 ChatGPT Prompt - ACCA Framework

Write an ACCA (Acknowledge, Compliment, Clarify, Action) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Acknowledge: Start by addressing the prospect's specific challenge or pain point based on insights from {Prospect_Research}, relevant to their business or industry. Make it general, showing you understand their situation, like "Most {ICPs}.."

Compliment: Recognize the prospect's efforts or achievements related to the challenge, highlighting something positive about their business or approach. Use information from {Prospect_Research} to personalize this. But don't be dramatic or overly compliment them.

Clarify: Introduce our product, {Description}, and explain how it solves the pain point we've acknowledged, detailing step by step how it can help improve their situation. Share relevant examples from {Case Study} to build credibility.

Action: End with a non-pushy call to action. Either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#19 GROW Framework

Developed by Sir John Whitmore



Goal

Define the specific objective or outcome the individual wants to achieve.



Reality

Assess the current situation and understand the challenges or obstacles



Options

Explore possible strategies, actions, or choices to move toward the goal.

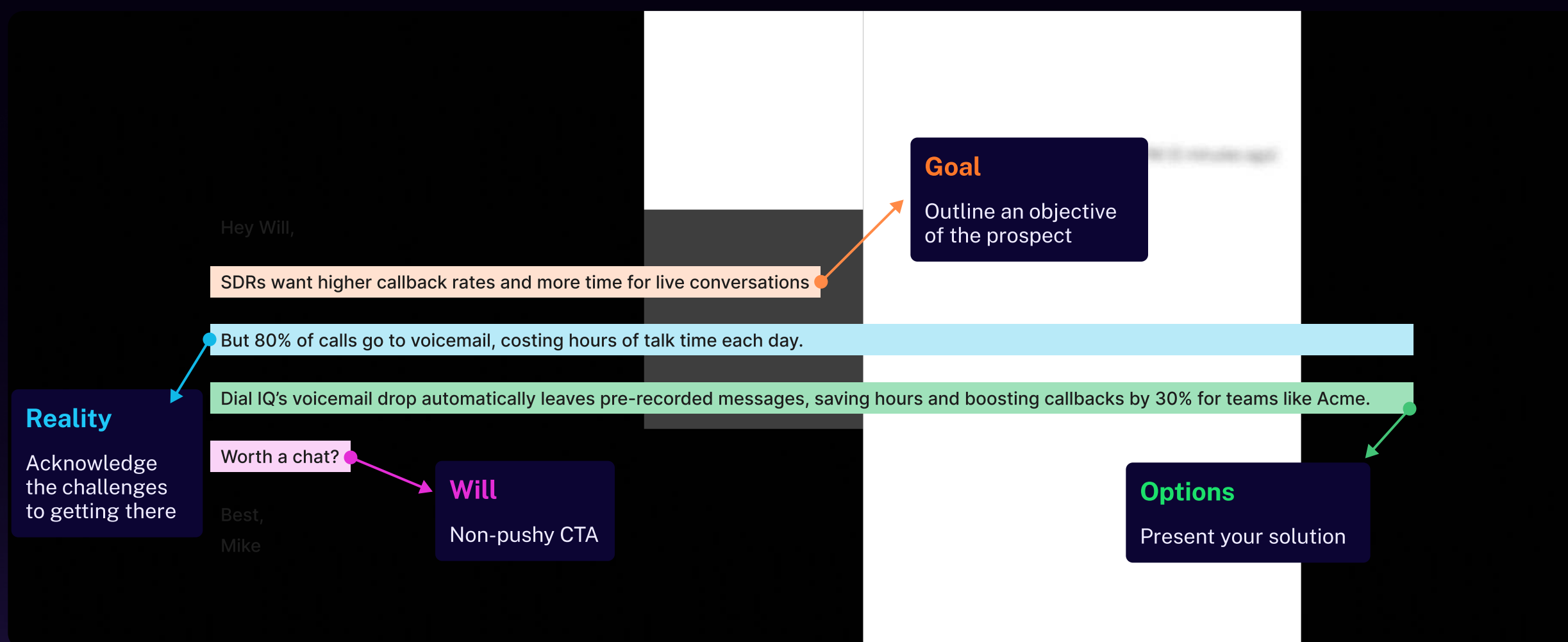


Will

Determine the commitment and actions needed to implement the plan and achieve the goal.

👉 What's Distinctive About the GROW Framework

GROW focuses on aligning the prospect's goals with your solution, making it ideal for progressing leads from curiosity to commitment through targeted, step-by-step engagement.





💡 ChatGPT Prompt - GROW Framework

Write a GROW (Goal, Reality, Options, Will) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Goal: Start by acknowledging the prospect's goals. What are they hoping to achieve? Focus on their objectives, based on insights from {Prospect_Research}. For example, "Most {ICPs} in your industry are looking to improve {specific goal}."

Reality: Briefly describe the current situation or challenges the prospect might be facing in achieving their goal, grounded in {Prospect_Research}. This shows that we understand their specific challenges. If no specific data is available, write a general barrier the ICP faces (that's directly solved by my product.)

Options: Introduce our product, {Description}, and explain how it helps address their current challenges. Break down how our product's features align with their goals and provide clear steps on how it can solve their problems. Use a relevant {Case Study} to build credibility if necessary. For example, "Our {Description} has helped {Case Study} overcome similar obstacles by {specific outcome}. It could help you achieve {desired result} as well."

Will: End with a non-pushy CTA - either "worth a chat?" or "worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#20 4Us Framework

Developed by Tom Leung



Urgent

Create a sense of urgency that compels the prospect to act now, highlighting a time-sensitive opportunity or issue.



Unique

Offer something that sets your solution apart from competitors, making it clear why it's the best choice.



Useful

Emphasize the value and benefits of your offering, showing how it directly addresses the prospect's needs.

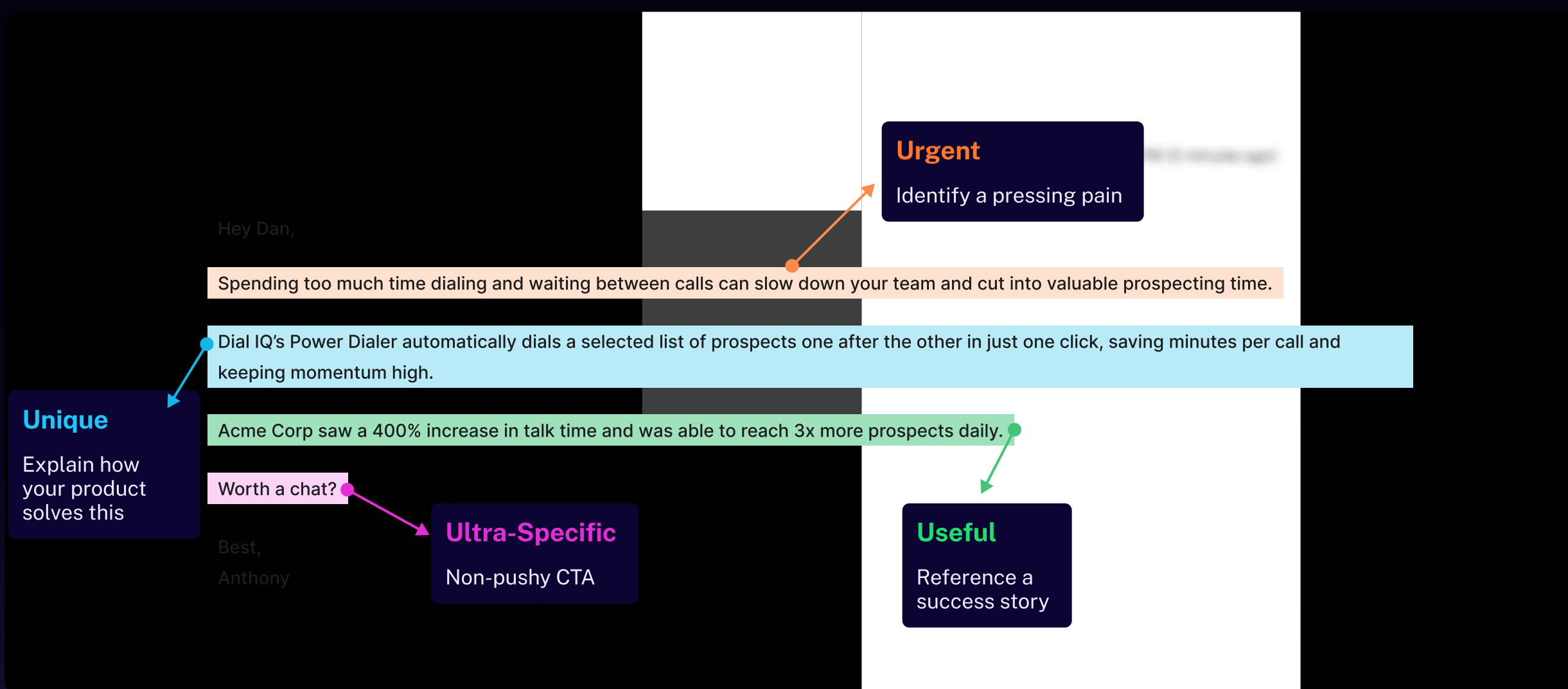


Ultra-Specific

Be precise and clear, providing specific details that speak to the prospect's unique situation and avoid vague or generic language.

👉 What's Distinctive About the 4Us Framework

4Us drives immediate action in cold emails by emphasizing urgency and precision, making it ideal for high-stakes, competitive industries where prospects need a clear, time-sensitive solution.





💡 ChatGPT Prompt - 4Us Framework

Write a 4Us (Urgent, Unique, Useful, Ultra-Specific) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Urgent: Start by identifying a pressing challenge or pain point the prospect is currently facing, based on {Prospect_Research}, that could significantly impact their business or industry if not addressed soon.

Unique: Explain the unique benefit or solution our product provides, drawing from {Description} and {Competitor Advantage}, and highlight how it addresses {Painpoints} in a way competitors don't.

Useful: Describe the tangible value our product has delivered for other businesses facing similar challenges. Reference a success story or relevant case study from {Case Study} to demonstrate the product's effectiveness.

Ultra-Specific: End with a simple call to action. Either - "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#21 Quick Hook Framework

Developed by Jason Fladlien



Hook

Capture the prospect's attention instantly with a compelling statement, question, or idea that makes them want to read more.



Problem

Identify the pain point or challenge the prospect is facing, making it relatable and urgent.



Solution

Present your product or service as the clear and effective solution to the problem, offering a way forward that alleviates the prospect's pain.

👉 What's Distinctive About the Quick Hook Framework

Quick Hook stands out for its ability to immediately capture attention with a direct, impactful message and swiftly transition to a solution, perfect for time-sensitive sales where urgency and clarity are key.





💡 ChatGPT Prompt - Quick Hook Framework

Write a Quick Hook Framework style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Hook: Start with an engaging, attention-grabbing statement based on the prospect's pain point or an issue they're likely dealing with, based on {Prospect_Research} (For example, "Most {ICPs}"...).

Problem: Highlight the challenge or pain point that is urgent for the prospect to address, drawn from the information in {Prospect_Research}. Show how this could negatively impact their business if not solved.

Solution: Present our product's unique value proposition from {Description}, focusing on how it directly addresses the pain point mentioned. Point out the competitive advantage ({Competitor Advantage}) that makes our solution stand out.

Finish with a direct CTA - either "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#22 SLAP Framework

Developed by Glen Livingston



Stop

Capture the reader's attention right away.



Look

Encourage the reader to look further into the content or message.



Act

Prompt the reader to take action, such as engaging with the content or product.

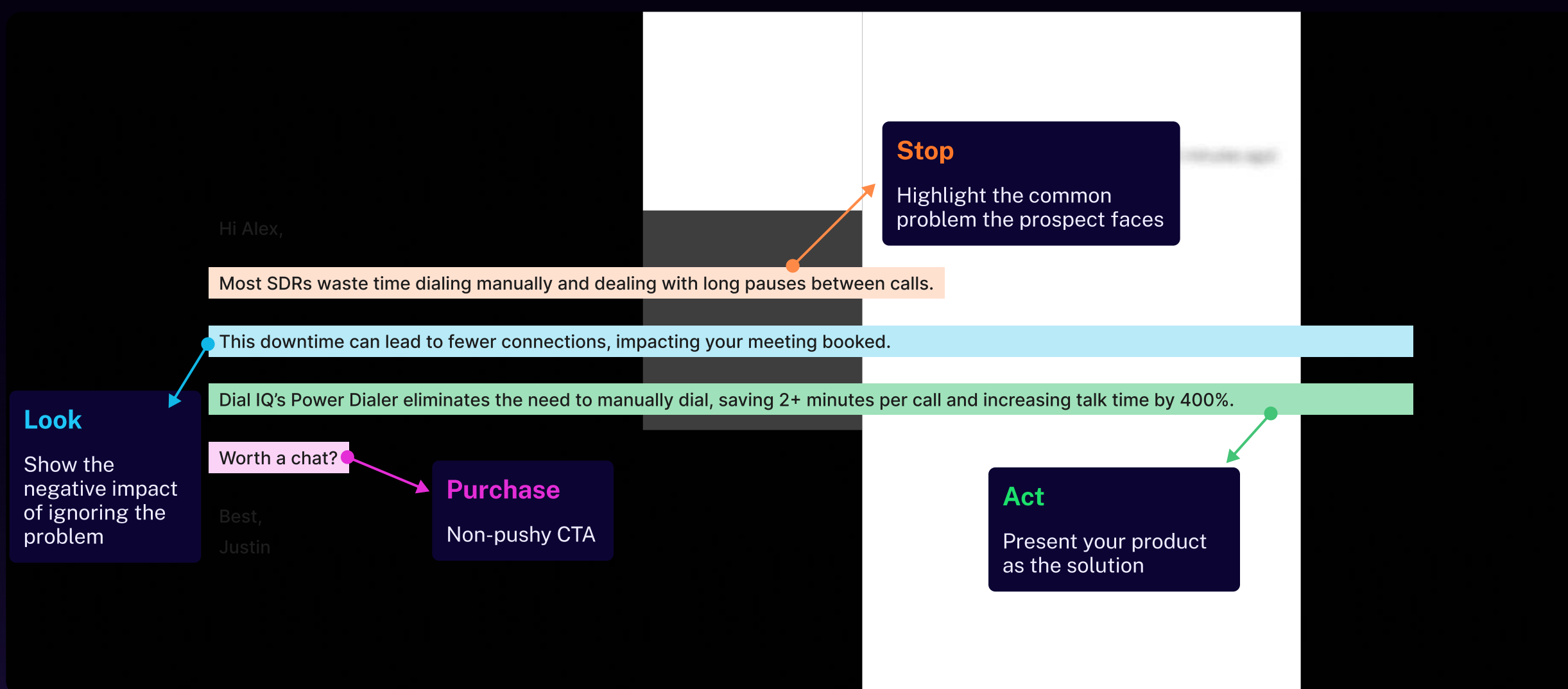


Purchase

Drive the reader to make a purchase or complete the desired conversion action.

👉 What's Distinctive About the SLAP Framework

SLAP is uniquely suited for outreach in cold emails because it focuses on a quick, almost instinctual flow—perfect for recipients with limited time or attention.





💡 ChatGPT Prompt - SLAP Framework

Write a SLAP (Stop-Look-Act-Purchase) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Stop: Grab attention with a compelling statement based on {Prospect_Research}. For example, "Most {ICPs} struggle with {pain point}..."

Look: Emphasize the urgency of addressing this issue, showing how it could hurt the business if left unresolved.

Act: Present our solution, highlighting how it directly addresses the problem. Add {Case Study} if needed.

Purchase: Finish with a direct call to action. Either - "Worth a chat?" or "Worth exploring?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#23 SOAR Framework

Developed by David Cooperrider



Strengths

Highlight the core strengths and unique advantages of the offering.



Opportunities

Identify external or internal opportunities that align with the strengths and can drive growth.



Aspirations

Clarify the aspirations, the bigger-picture goals, or dreams the product or service can help achieve.

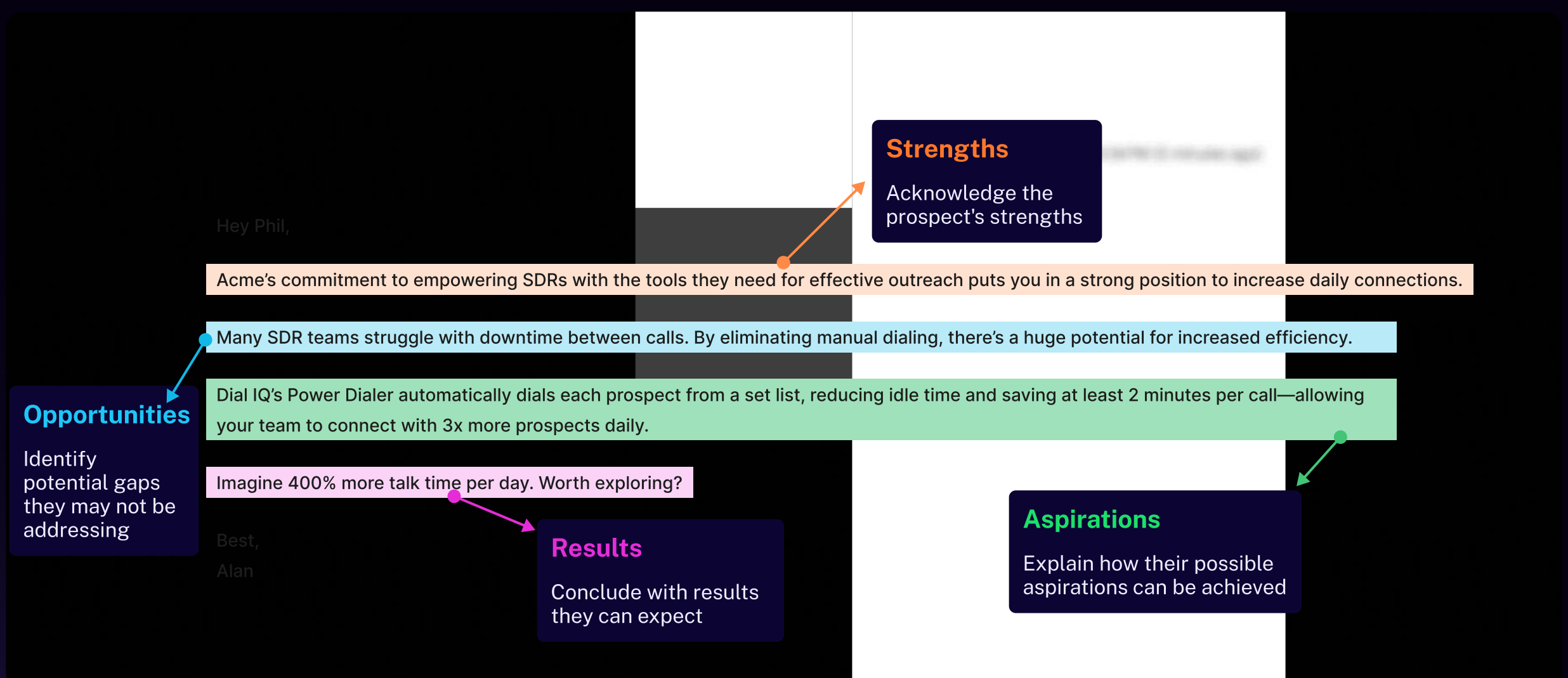


Results

Define the tangible, measurable results or outcomes that demonstrate success.

👉 What's Distinctive About the SOAR Framework

SOAR stands out by centering on aligning a prospect's strengths with their future opportunities and aspirations, making it ideal for high-stakes, future-driven decisions.





💡 ChatGPT Prompt - SOAR Framework

Write a SOAR (Strengths-Opportunities-Aspirations-Results) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Strengths: Begin by acknowledging the strengths of the prospect's organization, especially in areas relevant to {Prospect_Research}. Highlight qualities that set them apart in their industry. For example, " {{Company}} excels at {specific strengths or initiatives}, putting them in an excellent position to {related opportunity}."

Opportunities: Identify potential opportunities or gaps they might not be addressing fully yet, based on {Painpoints} and {Competitor Advantage}. Tie in how these opportunities align with industry trends or needs specific to {ICP}. This shows we understand where they could grow or gain a competitive edge.

Aspirations: Connect these opportunities to the larger aspirations or goals of their team or organization. Introduce our product, {Description}, and explain how it can help them reach these aspirations. Use {Case Study} if relevant to illustrate real-world results. For example, "Our {Description} has helped {Case Study} achieve similar ambitions by {specific outcome}. It can help you achieve {desired result} as well."

Results: Conclude with the expected results they can achieve by leveraging our solution. Illustrate how our product's outcomes align with their goals and could make a tangible impact. For example, "Imagine ...{ideal results}"

Close with a CTA - either "Worth exploring?" or "Worth a chat?"

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#24 PIER Framework

Developed by Daniel Fazio



Problem

Identify and highlight the prospect's core issue or pain point to create immediate relevance.



Impact

Show the potential consequences or negative effects of not addressing the problem, emphasizing urgency.



Empathy

Demonstrate understanding of the prospect's challenges and feelings, making the message relatable.

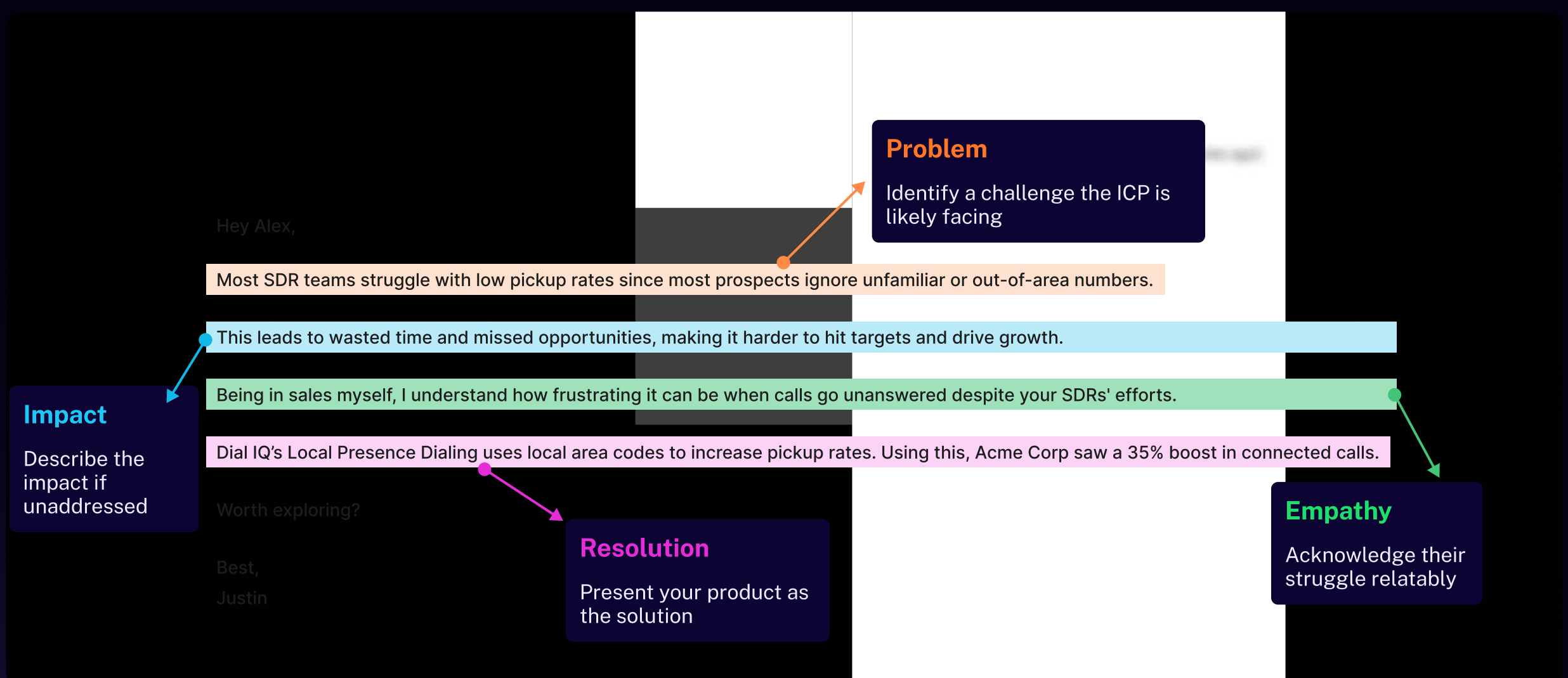


Resolution

Offer a clear and compelling solution to the problem, showing how your offering can alleviate their pain.

👉 What's Distinctive About the PIER Framework

PIER stands out by focusing on deeply understanding the prospect's emotions and challenges, ensuring the copy not only identifies the problem but also resonates on a personal level, driving a more genuine response.





💡 ChatGPT Prompt -PIER Framework

Write a PIER (Problem-Impact-Empathy-Resolution) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Problem: Start by identifying a specific challenge or pain point that the prospect, {{Company}}, might be facing based on {Prospect_Research}. Tie this to broader industry trends or needs specific to their target market or ICP. Like "Most ICPs..."

Impact: Explain the potential consequences of not addressing this problem. How does it affect their business, growth, or competitiveness? This helps highlight the importance of finding a solution.

Empathy: Acknowledge the difficulty of addressing this issue, showing that we understand the challenges they face. Be relatable.

Resolution: Introduce our product, {Description}, as a solution to the problem. Provide a specific example from {Case Study} that demonstrates how our solution has helped similar companies.

End with a CTA - either "Worth a chat?" or "Worth exploring?".

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

#25 PER Framework

Developed by Jon Benson



Personalization

Address the recipient's specific needs or pain points.



Engagement

Spark curiosity or interaction to hold attention.



Relevance

Align the message with the recipient's current situation or interests.

👉 What's Distinctive About the PER Framework

PER is unique in its emphasis on personalization and relevance, creating copy that immediately addresses the prospect's unique situation and engages them in a way that feels direct and immediate.

The screenshot shows an email with the following content:

Hi Matt,

I saw your recent LinkedIn post about your team's struggle with low connect rates in cold calling. Many SDRs face this, especially when prospects ignore calls from unfamiliar numbers.

Have you thought about how using local area codes could increase your connect rates by making calls appear more familiar?

Dial IQ's local presence dialing automatically selects a number with the prospect's area code, helping your team reach more prospects. Acme Corp saw a 35% increase in connected calls after implementing this.

Worth exploring?

Best,
Larry

Engagement
Put forth a compelling point

Personalization
Begin with a personalized observation

Relevance
Drive home the relevance of your product as the ideal solution



💡 ChatGPT Prompt - PER Framework

Write a PER (Personalization-Engagement-Relevance) style cold email to {{Fullname}} from {{Company}}.

These are inputs about my company which I'm trying to sell:

Ideal Customer: {ICP}

What does my product do? {Description}

The value we provide for the user: {Value Proposition}

What pain points do we solve? {Painpoints}

Competitor Advantage: {Competitor Advantage}

How we have helped people: {Case Study}

This is the input about the prospect: {Prospect_Research}

Write the subject in the following format:

Keep it simple, stating the main topic of the email. Avoid being overly creative or fancy. Limit it to 3-4 words max.

Write the email in the following format:

Pain Point: Begin with a common pain point or challenge relevant to others in the prospect's role or industry.

Personalization: Begin by referencing something specific about the prospect, {{Company}}, based on {Prospect_Research}. This could be a recent achievement, initiative, or quality that stands out. Show that we've taken the time to understand their business and context.

Engagement: Pose an engaging question or make a statement that prompts the prospect to think about a challenge or opportunity they might be facing. This could be tied to industry trends or their specific goals, encouraging them to consider how they could improve or grow.

Relevance: Introduce our product, {Description}, as a tailored solution to the problem or opportunity identified. Emphasize the value it can bring to them, providing a relevant example from {Case Study} to illustrate how it's worked for similar companies.

End with a CTA - Either "Worth a chat?" or "Worth exploring?".

Guidelines:

Keep the email under 80 words.

Use a friendly, direct tone.

Make sure to bring forth all the mentioned elements of formatting.

Avoid vague terms like "streamline," "optimize," "maximize," etc.

Be as specific as possible without making assumptions about the prospect.

Conclusion

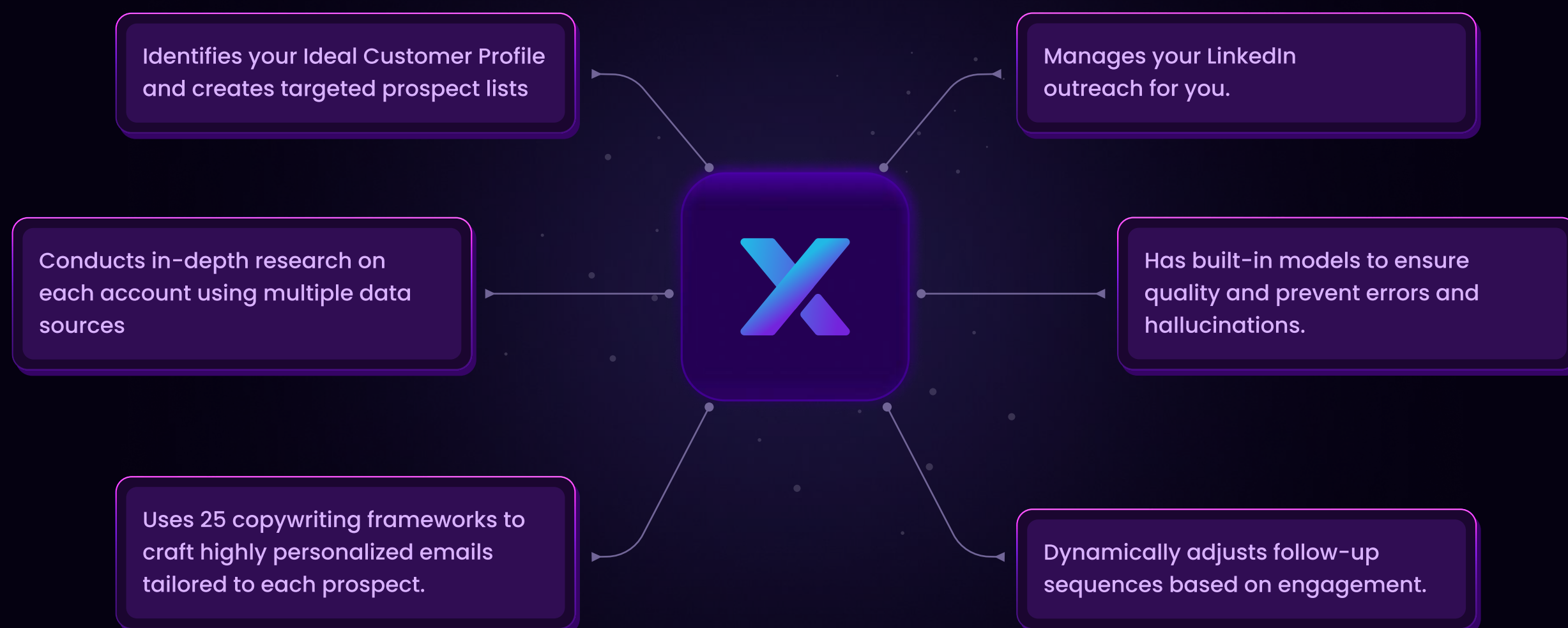
The 25 frameworks and prompts in this guide give you the exact formula for cold emails that get responses. But here's the reality: even with the best AI prompts, applying them at scale is still a massive challenge. Who has the time to research hundreds of accounts and feed the right insights into AI to generate personalized, high-quality emails for each prospect?

But here's the challenge: it's hard to write great cold emails—especially when your focus as a seller is building relationships over the phone, not in writing.

The real struggle is balancing personalization in each email with consistency over weeks, all while scaling to a large number of prospects. Without the right tools, it becomes overwhelming to maintain both relevance and personalization throughout the outreach process.

This is why we built SDRx - to automate high-performing cold outreach at scale. SDRx doesn't just apply these proven frameworks to your emails, it handles the entire process.

SDRx ✨



The real struggle is balancing personalization in each email with consistency over weeks, all while scaling to a large number of prospects. Without the right tools, it becomes overwhelming to maintain both relevance and personalization throughout the outreach process.

[SCHEDULE A DEMO](#)