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.

Increasing Dialing Volume   Inbox ×

Hey Jackson,

Most SDRs are making 70-80 calls a day with traditional dialers, but they often find themselves stuck on ringtones and voicemails instead of real conversations.

This inefficiency can lead to missed revenue opportunities, potentially costing teams hundreds of dollars per SDR each week.

Dial IQ's parallel dialer lets reps dial up to 5 prospects at once and helped Acme Corp. triple their conversations from cold calling.

Worth a chat?

Best,
[Riley]

Problem
Bring forth a real problem your prospect is likely facing

Agitate
Show why this problem can't be ignored

Solution
Offer your product as the direct solution

💡 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.

Increasing Dialing Volume Inbox ✕

Hey Anthony,

Most SDRs spend 70% of their day listening to ringtones or voicemails - that's 5.5 hours every day without live conversations.

Attention
Grabs attention by hitting a common daily painpoint

How many prospects does your team need to dial before getting one live conversation?

Interest
Engages by questioning an important metric of theirs

Triple your conversations from cold calling with Dial IQ's parallel dialer. It lets your reps dial up to 5 people simultaneously—bypassing ghosting prospects and going straight to the ones willing to talk.

Desire
Clear solution showing what they can be with your product

Worth a chat?

Action
Non-pushy ask that invites engagement

Best,
Kate

💡 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.

AI-Powered Cold-Calling Inbox ×

Hi Amy,

Research
Shows familiarity with the prospect's thoughts

I saw your recent LinkedIn post about how your team is rethinking its cold-calling strategies, especially with the rise of AI tools, and I found your insights on prioritizing personalized engagement really insightful.

Do you find that a large part of your team's day is spent listening to ringtones and voicemails instead of connecting with prospects?

Painpoint
Pinpoints a common productivity drain

Dial IQ's parallel dialer helps you dial up to 5 prospects at once, connecting directly with those who are ready to talk.

Value
Introduce your product as the solution

Worth exploring?

Best,
Jake

Engagement
Non-pushy CTA

💡 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.

Increasing Dialing Volume   Inbox ✕

Hey Rick,

Star
Introduce a main character, highlighting their pain point

Most SDRs end up spending 70% of their day listening to ringtones or voicemails – that's over 5 hours without engaging with a single prospect.

This means less time engaging with prospects willing to talk, potentially costing your team hundreds of dollars per SDR each week.

Story
Describe the challenge they face

Dial IQ's Parallel Dialer lets you dial up to 5 prospects at once, bypassing ghosting prospects, while automatically dropping them voicemails.

Worth a chat?

Solution
Introduce your product as the solution

Best,
Alan

💡 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.

Increasing Dialing Volume   Inbox ×

Problem
Start by addressing a common challenge

Hey Tim,

Amplify
Highlight the consequences of this issue

Most SDRs end up spending 70% of their day listening to ringtones or voicemails — that's over 5 hours without engaging a single prospect.

This not only wastes valuable time but also reduces the number of live conversations, ultimately slowing down pipeline growth.

Offer
Highlight your value prop

Acme Corp struggled with low conversations from cold calls. After using Dial IQ's parallel dialer to dial up to 5 prospects simultaneously, they tripled their connections in just one month.

This saved Acme Corp's team hours, letting them prioritize high-value leads and close deals faster.

With Dial IQ's parallel dialer, your team can bypass unresponsive numbers and focus on the prospects ready to talk.

Story
Share a story that shows how the problem can be solved

Worth a chat?

Response
Non-pushy ask that invites engagement

Best,
Alex

Transformation
Showcase the positive change from using your product

💡 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.

Increasing Dialing Volume   Inbox ✕

Hi Jim,

Before
Recognising the prospect's probable pain points

Most SDRs spend 70% of their day listening to ringtones or hitting voicemail after voicemail, which adds up to 5.5 hours a day without any live conversations.

Now, imagine their day filled with conversations with prospects, making every hour count.

After
What life looks like for the prospect after solving the pain

Dial IQ's parallel dialer lets SDRs call up to 5 prospects simultaneously, tripling your conversations from cold calling.

Worth exploring?

Best,
Dwight

Bridge
Explaining why your product or service is the bridge

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.

Increasing Dialing Volume   Inbox ×

Hi Mark,

Problem
Bring forth a real problem your ICP faces

Most SDRs spend 70% of their day listening to ringtones or voicemails, which adds up to 5.5 hours a day without any live conversations.

This means less time engaging with prospects willing to talk, potentially costing your team hundreds of dollars per SDR each week.

Agitate
Show why this problem can't be ignored

Dial IQ's parallel dialer calls up to 5 prospects at once, skipping unresponsive calls and dropping voicemails automatically. Acme Corp tripled their cold call conversations with Dial IQ.

Proof
Explain your product with a case study

Worth a chat?

Action
Non-pushy CTA that invites engagement

Best,
Nolan

💡 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

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

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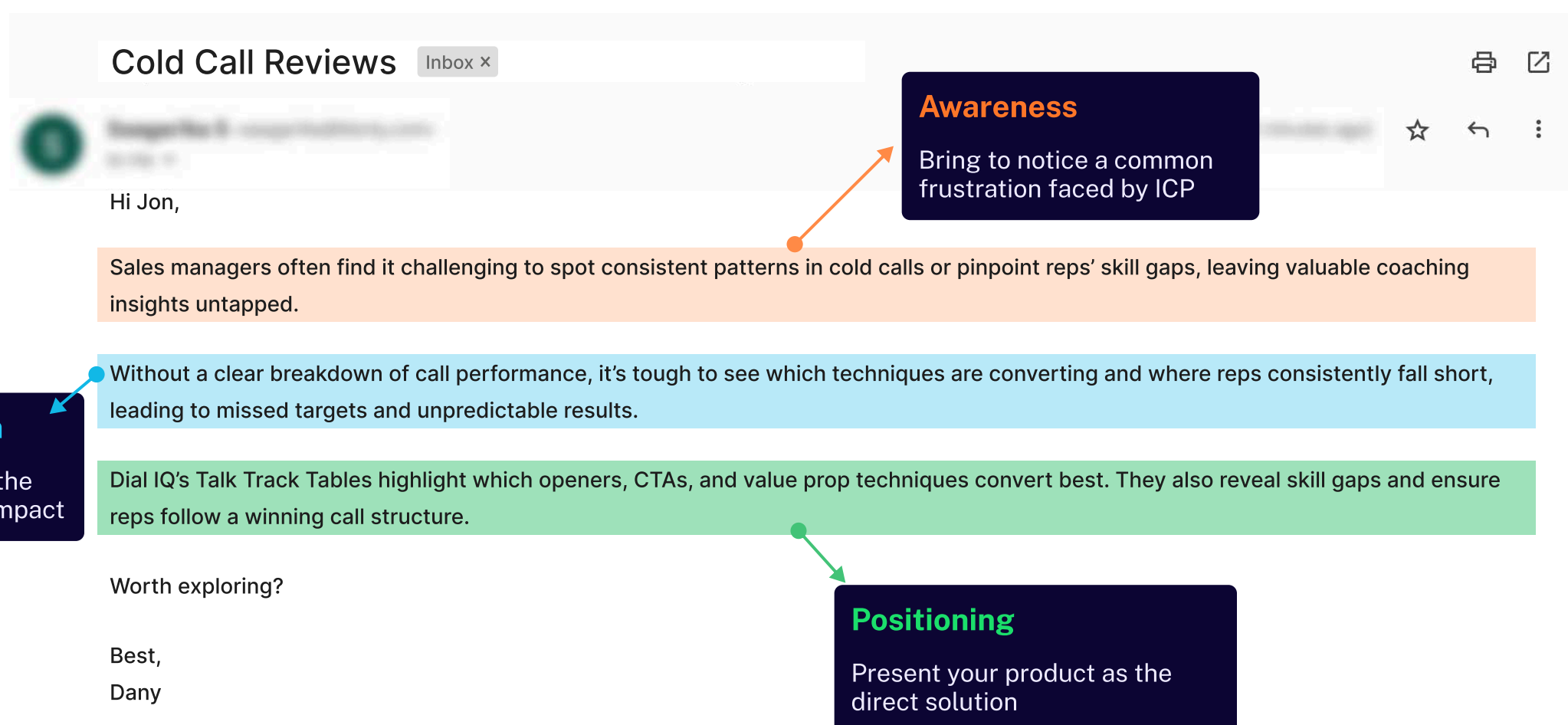Emphasize the consequences of ignoring the issue and its impact on their success.

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 ×

Hi Jon,

Awareness
Bring to notice a common frustration faced by ICP

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

Problem
Highlight the negative impact

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.

Positioning
Present your product as the direct solution

Worth exploring?

Best,
Dany

💡 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.
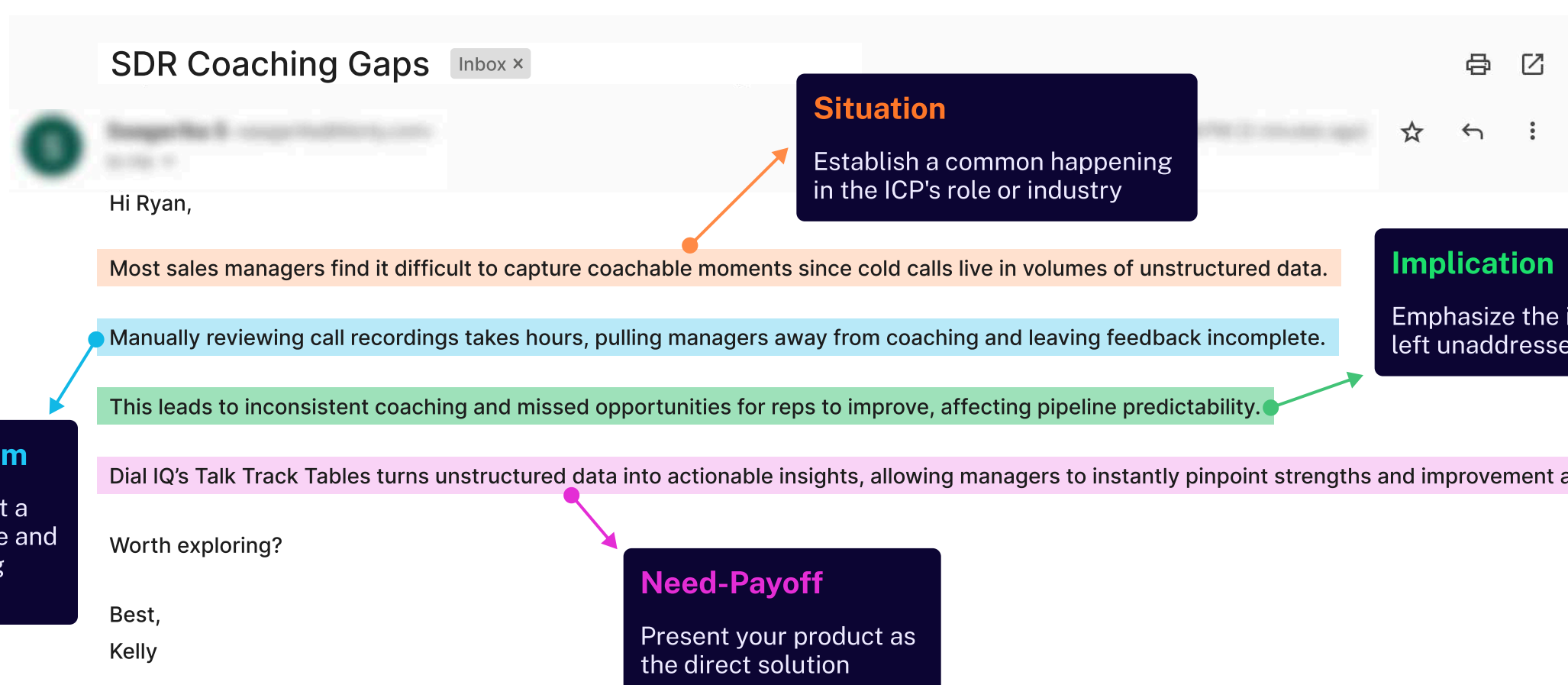
Need-Payoff
Help the prospect envision the benefits of resolving the problem with your solution.

👉 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.

SDR Coaching Gaps Inbox ×

Hi Ryan,

Situation
Establish a common happening in the ICP's role or industry

Most sales managers find it difficult to capture coachable moments since cold calls live in volumes of unstructured data.

Manually reviewing call recordings takes hours, pulling managers away from coaching and leaving feedback incomplete.

Implication
Emphasize the impact if left unaddresse

This leads to inconsistent coaching and missed opportunities for reps to improve, affecting pipeline predictability.

Dial IQ's Talk Track Tables turns unstructured data into actionable insights, allowing managers to instantly pinpoint strengths and improvement areas.

Problem
Draw out a relatable and pressing problem

Worth exploring?

Best,
Kelly

Need-Payoff
Present your product as the direct solution

💡 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-Payof: 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
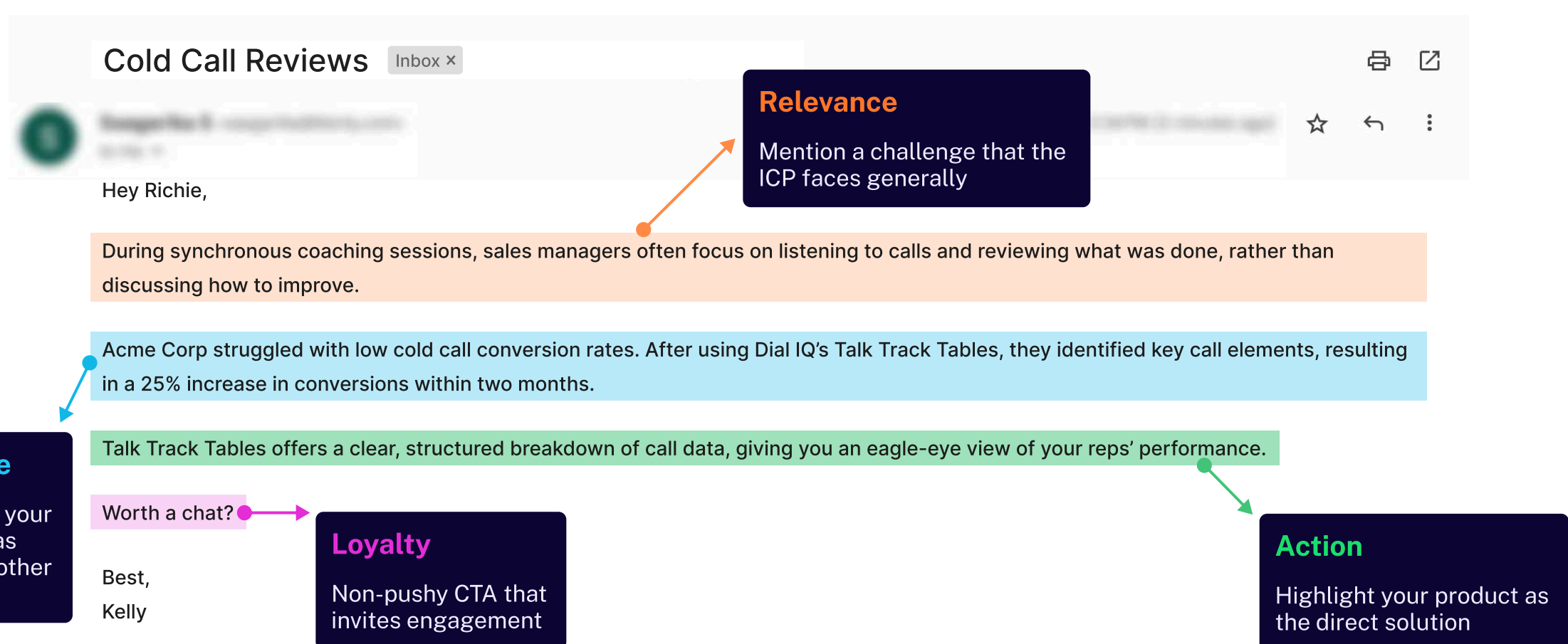Provide a clear, compelling call to action.

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.

Cold Call Reviews | Inbox ×

Hey Richie,

Relevance
Mention a challenge that the ICP faces generally

During synchronous coaching sessions, sales managers often focus on listening to calls and reviewing what was done, rather than discussing how to improve.

Acme Corp struggled with low cold call conversion rates. After using Dial IQ's Talk Track Tables, they identified key call elements, resulting in a 25% increase in conversions within two months.

Talk Track Tables offers a clear, structured breakdown of call data, giving you an eagle-eye view of your reps' performance.

Evidence
Show how your product has helped another prospect

Worth a chat?

Best,
Kelly

Loyalty
Non-pushy CTA that invites engagement

Action
Highlight your product as the direct solution

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

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.

Cold Call Reviews Inbox ✕

Hi Phil,

Most SDRs lack a structured framework for cold calls, leading to inconsistent results and missed opportunities.

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.

Feature
Highlight a specific feature solving the problem

Advantage
Describes how the product stands out from others

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.

With Talk Track Tables, Acme Corp increased its cold call conversion rates by 25% in just two months.

Worth a chat?

Best,
Claire

Benefit
Showing tangible results from using the produc

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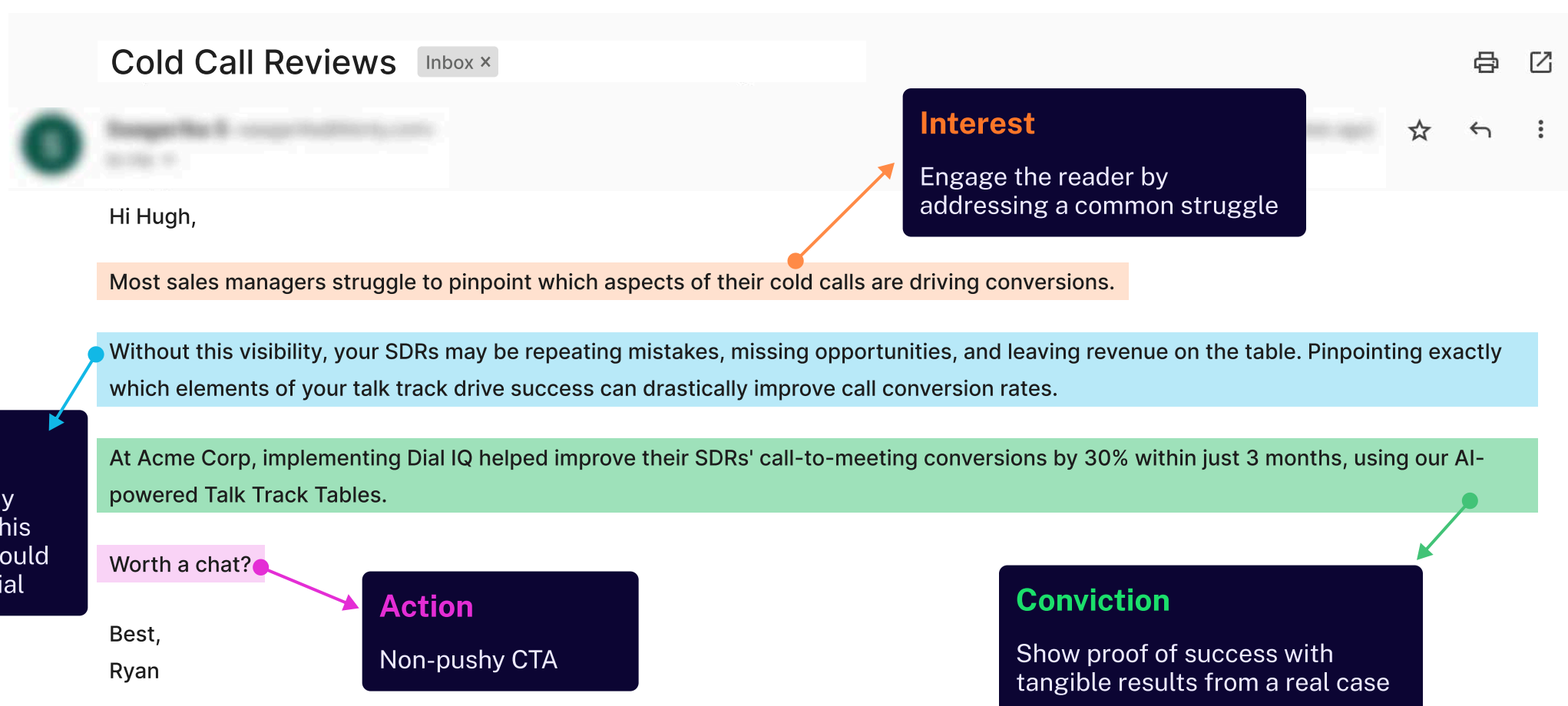Provide proof or evidence, such as testimonials or case studies, to build trust.

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.

Cold Call Reviews | Inbox ×

Hi Hugh,

Most sales managers struggle to pinpoint which aspects of their cold calls are driving conversions.

Interest
Engage the reader by addressing a common struggle

Without this visibility, your SDRs may be repeating mistakes, missing opportunities, and leaving revenue on the table. Pinpointing exactly which elements of your talk track drive success can drastically improve call conversion rates.

At Acme Corp, implementing Dial IQ helped improve their SDRs' call-to-meeting conversions by 30% within just 3 months, using our AI-powered Talk Track Tables.

Desire
Explain why resolving this struggle would be beneficial

Worth a chat?

Action
Non-pushy CTA

Conviction
Show proof of success with tangible results from a real case

Best,
Ryan

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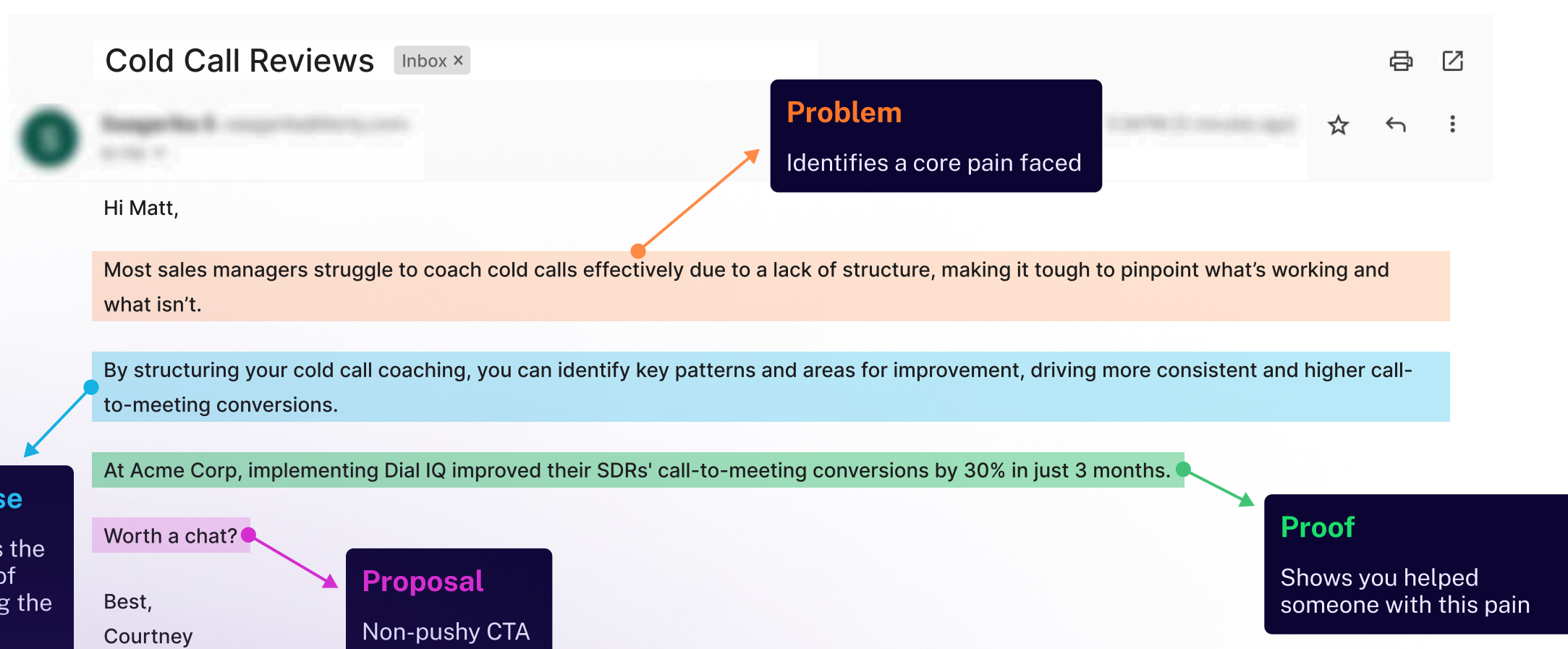
Proposal
Offer a clear, actionable next step for the prospect to resolve the problem.

👉 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.

Cold Call Reviews   Inbox ×

Hi Matt,

Problem
Identifies a core pain faced

Most sales managers struggle to coach cold calls effectively due to a lack of structure, making it tough to pinpoint what's working and what isn't.

By structuring your cold call coaching, you can identify key patterns and areas for improvement, driving more consistent and higher call-to-meeting conversions.

At Acme Corp, implementing Dial IQ improved their SDRs' call-to-meeting conversions by 30% in just 3 months.

Proof
Shows you helped someone with this pain

Worth a chat?

Promise
Explains the benefit of resolving the pain

Best,
Courtney

Proposal
Non-pushy CTA

💡 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
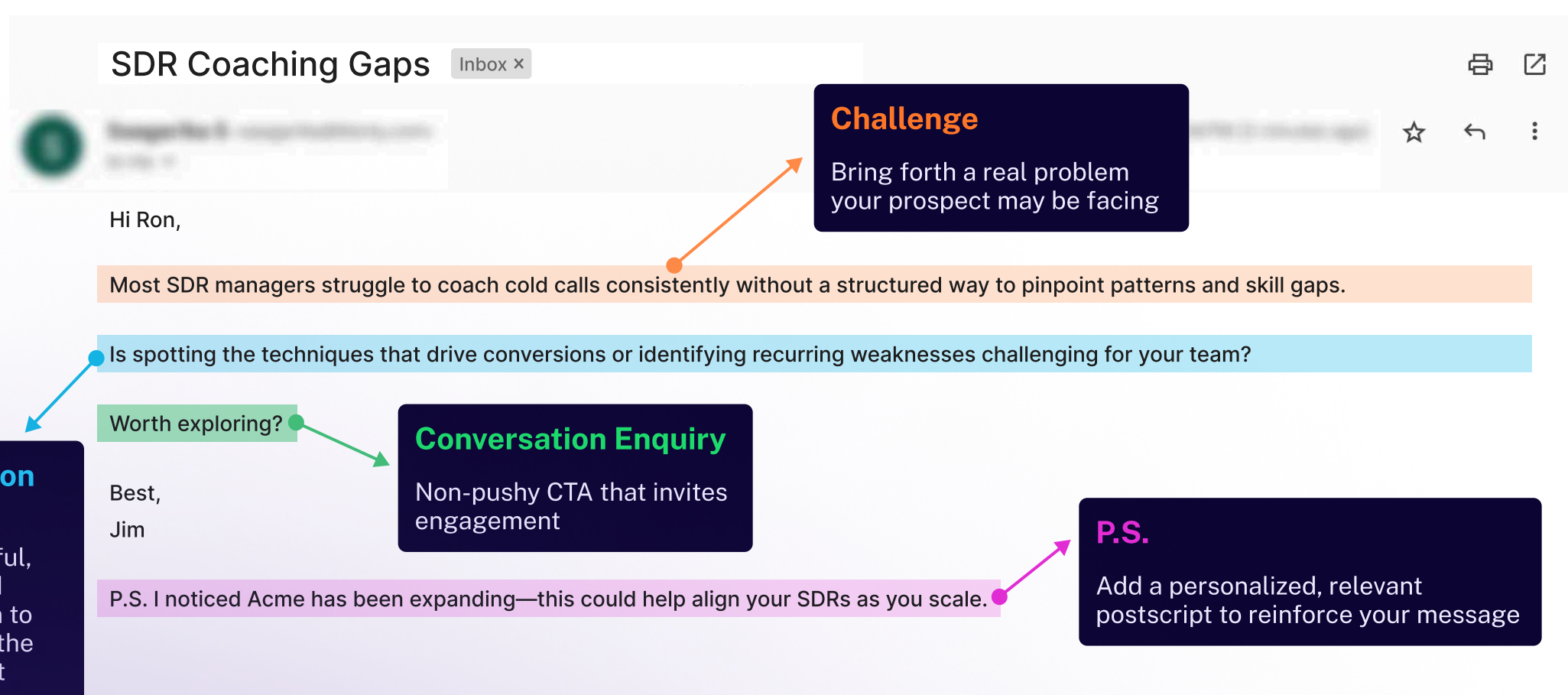Encourage further dialogue on the issue.

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.

SDR Coaching Gaps Inbox ×

Hi Ron,

Most SDR managers struggle to coach cold calls consistently without a structured way to pinpoint patterns and skill gaps.

Is spotting the techniques that drive conversions or identifying recurring weaknesses challenging for your team?

Worth exploring?

Best,
Jim

P.S. I noticed Acme has been expanding—this could help align your SDRs as you scale.

Challenge
Bring forth a real problem your prospect may be facing

Question
Pose a thoughtful, targeted question to engage the prospect

Conversation Enquiry
Non-pushy CTA that invites engagement

P.S.
Add a personalized, relevant postscript to reinforce your message

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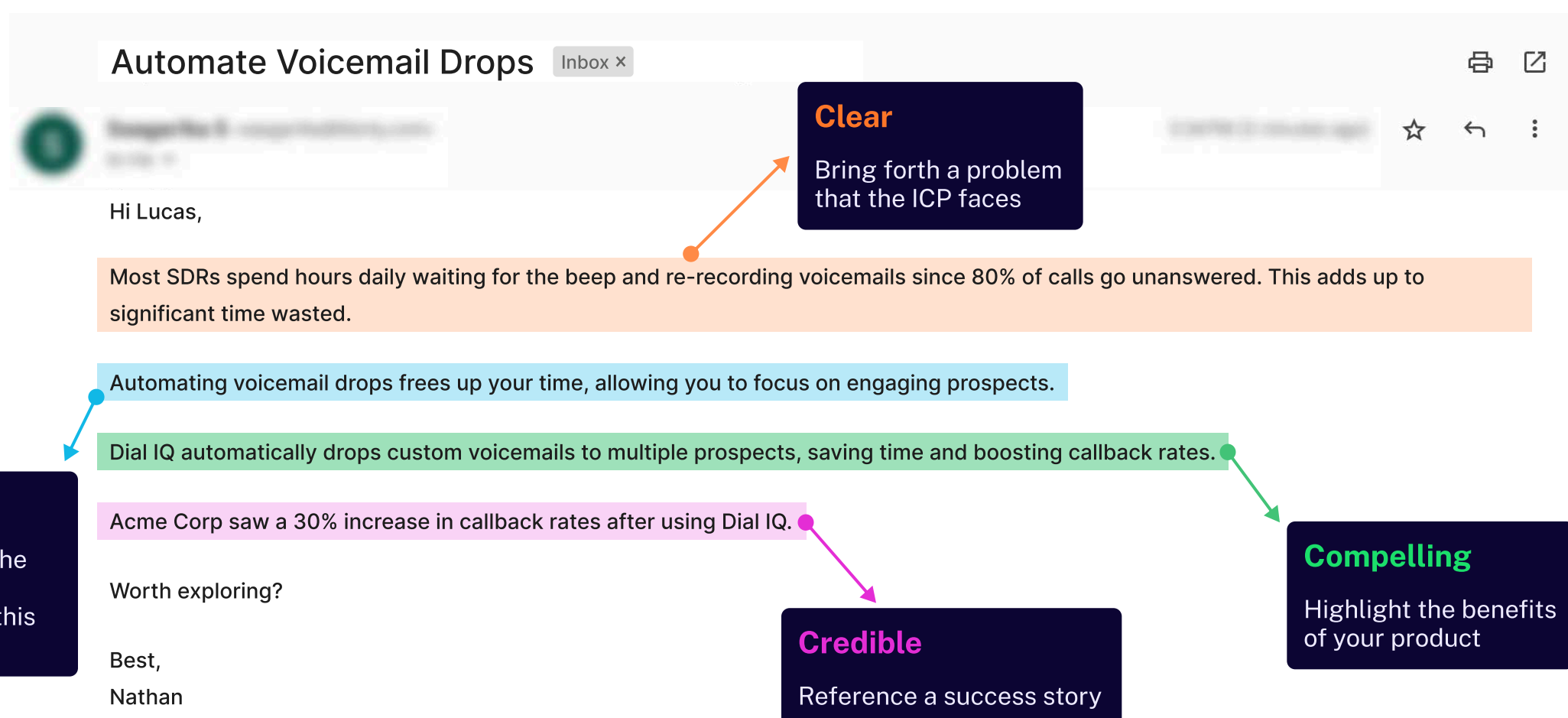Show why your solution is the best choice to overcome challenges and meet goals.

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.

Automate Voicemail Drops Inbox ×

Hi Lucas,

Most SDRs spend hours daily waiting for the beep and re-recording voicemails since 80% of calls go unanswered. This adds up to significant time wasted.

Automating voicemail drops frees up your time, allowing you to focus on engaging prospects.

Dial IQ automatically drops custom voicemails to multiple prospects, saving time and boosting callback rates.

Acme Corp saw a 30% increase in callback rates after using Dial IQ.

Worth exploring?

Best,
Nathan

Clear
Bring forth a problem that the ICP faces

Concise
Describe the benefit of resolving this issue

Compelling
Highlight the benefits of your product

Credible
Reference a success story

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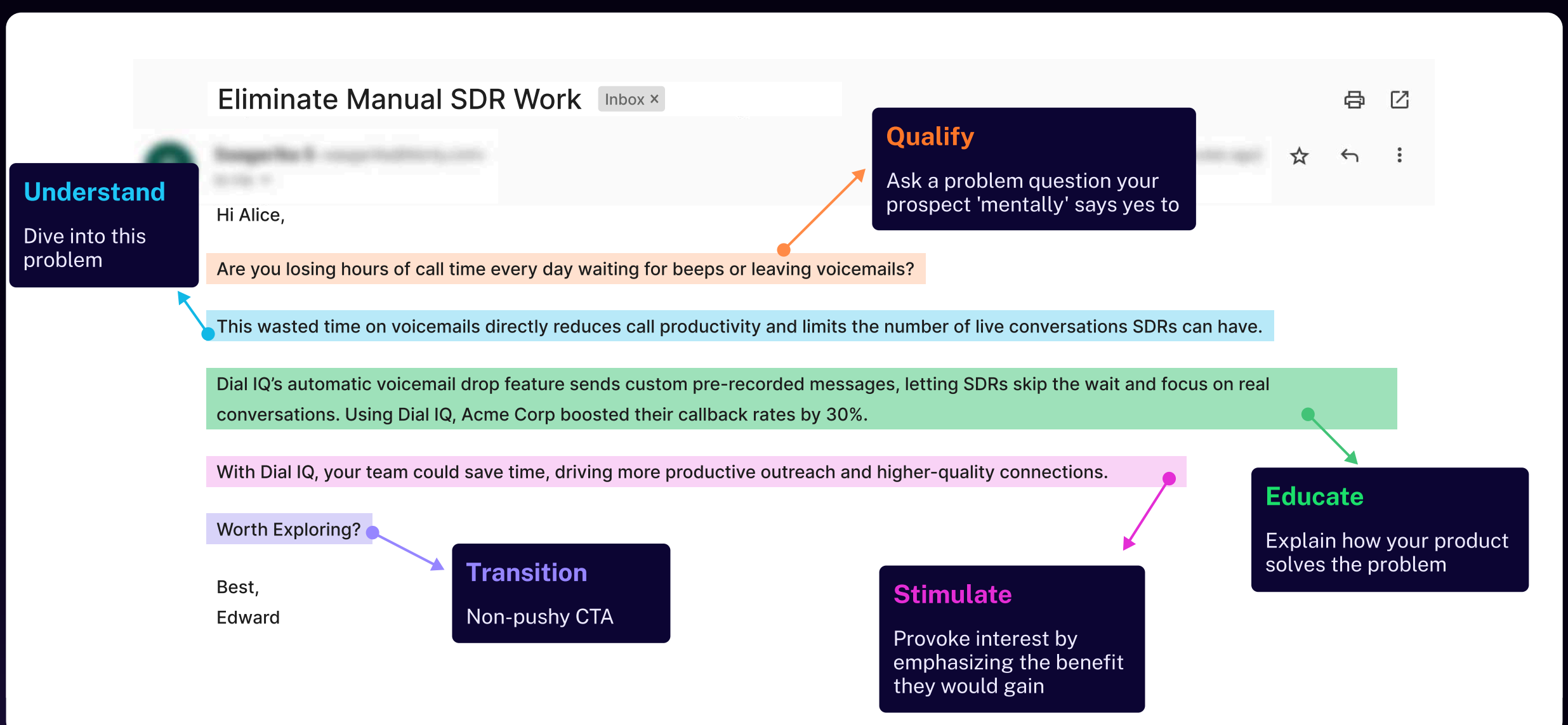Create interest and desire by showing the benefits and outcomes of using your solution

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.

Eliminate Manual SDR Work Inbox ✕

Hi Alice,

Understand
Dive into this problem

Are you losing hours of call time every day waiting for beeps or leaving voicemails?

Qualify
Ask a problem question your prospect 'mentally' says yes to

This wasted time on voicemails directly reduces call productivity and limits the number of live conversations SDRs can have.

Dial IQ's automatic voicemail drop feature sends custom pre-recorded messages, letting SDRs skip the wait and focus on real conversations. Using Dial IQ, Acme Corp boosted their callback rates by 30%.

With Dial IQ, your team could save time, driving more productive outreach and higher-quality connections.

Worth Exploring?

Best,
Edward

Transition
Non-pushy CTA

Educate
Explain how your product solves the problem

Stimulate
Provoke interest by emphasizing the benefit they would gain

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

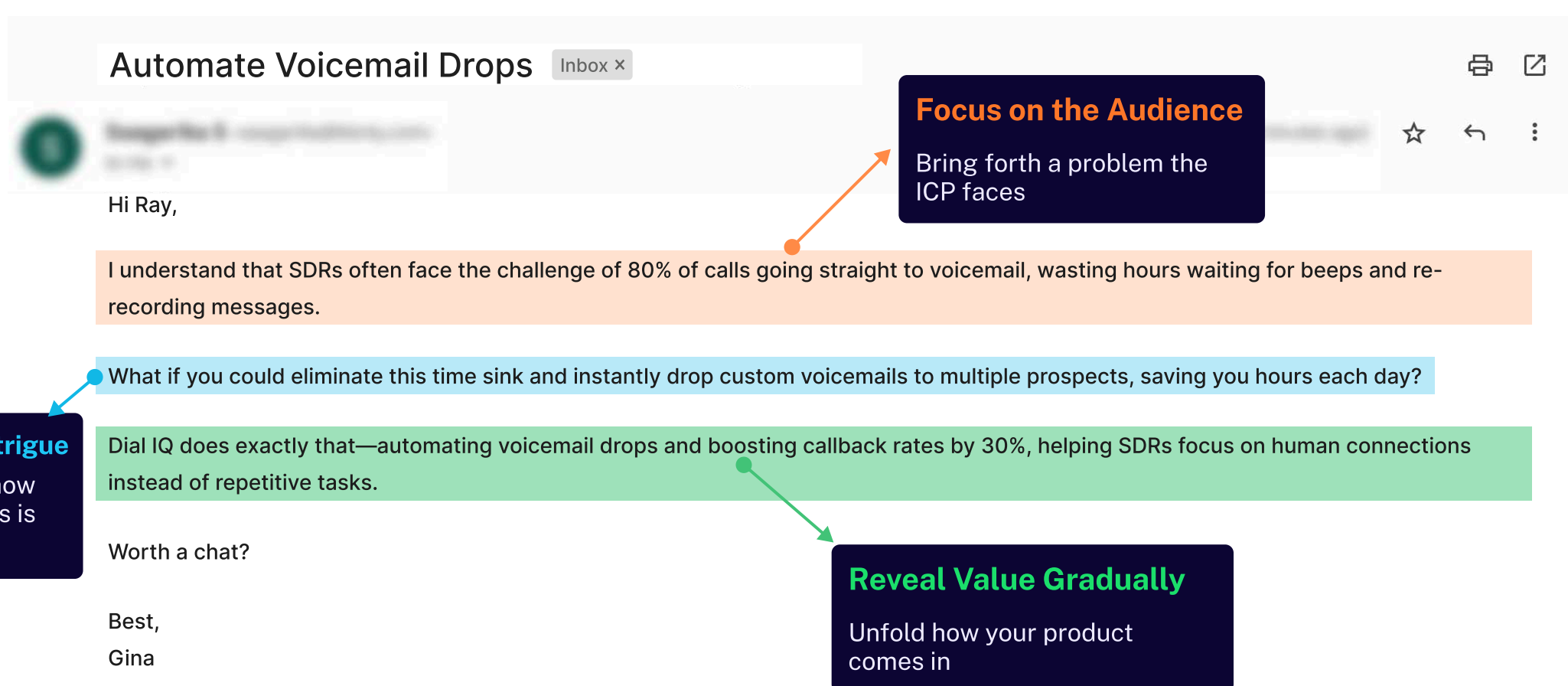Spark curiosity by hinting at how solving this problem will benefit them, keeping it concise and engaging.

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.

Automate Voicemail Drops — Inbox ×

Hi Ray,

Focus on the Audience
Bring forth a problem the ICP faces

I understand that SDRs often face the challenge of 80% of calls going straight to voicemail, wasting hours waiting for beeps and re-recording messages.

What if you could eliminate this time sink and instantly drop custom voicemails to multiple prospects, saving you hours each day?

Create Intrigue
Describe how solving this is beneficial

Dial IQ does exactly that—automating voicemail drops and boosting callback rates by 30%, helping SDRs focus on human connections instead of repetitive tasks.

Reveal Value Gradually
Unfold how your product comes in

Worth a chat?

Best,
Gina

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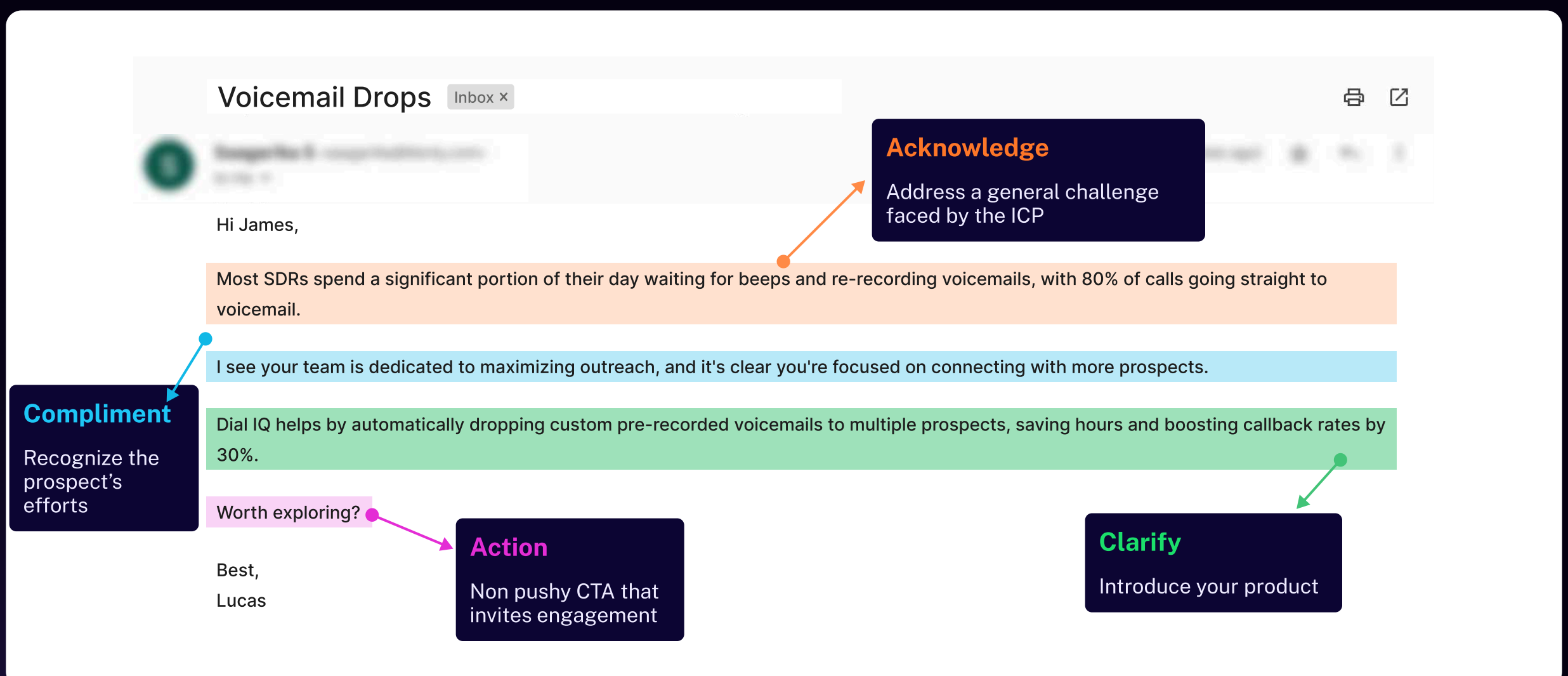
Action
Prompt the prospect to take the next step with a clear, direct call to action, making it easy for them to move forward.

👉 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.

Voicemail Drops Inbox ✕

Hi James,

Most SDRs spend a significant portion of their day waiting for beeps and re-recording voicemails, with 80% of calls going straight to voicemail.

> **Acknowledge**
> Address a general challenge faced by the ICP

I see your team is dedicated to maximizing outreach, and it's clear you're focused on connecting with more prospects.

Dial IQ helps by automatically dropping custom pre-recorded voicemails to multiple prospects, saving hours and boosting callback rates by 30%.

> **Compliment**
> Recognize the prospect's efforts

Worth exploring?

Best,
Lucas

> **Action**
> Non pushy CTA that invites engagement

> **Clarify**
> Introduce your product

💡 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

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

Reality
Assess the current situation and understand the challenges or obstacles

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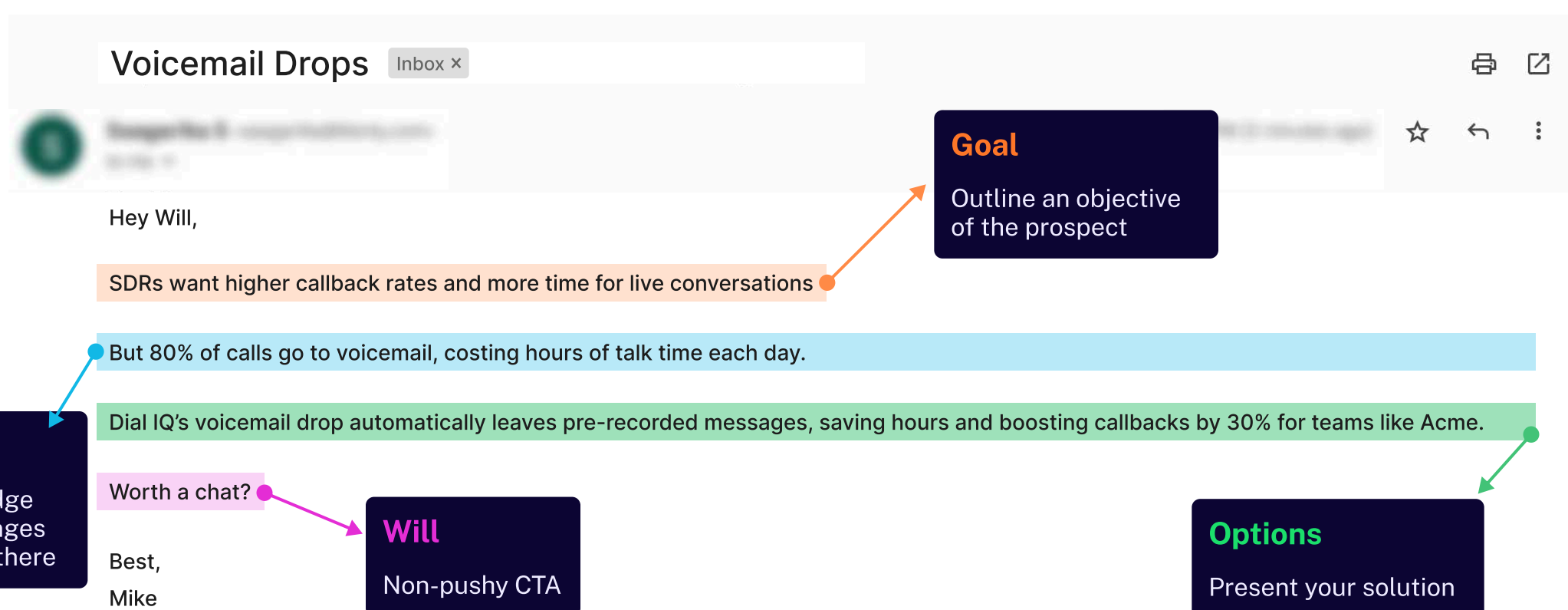Explore possible strategies, actions, or choices to move toward the goal.

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

👉 What's Distinctive About the GROW Framewor

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.

Voicemail Drops Inbox ×

Hey Will,

SDRs want higher callback rates and more time for live conversations

Goal
Outline an objective of the prospect

But 80% of calls go to voicemail, costing hours of talk time each day.

Dial IQ's voicemail drop automatically leaves pre-recorded messages, saving hours and boosting callbacks by 30% for teams like Acme.

Reality
Acknowledge the challenges to getting there

Worth a chat?

Will
Non-pushy CTA

Best,
Mike

Options
Present your solution

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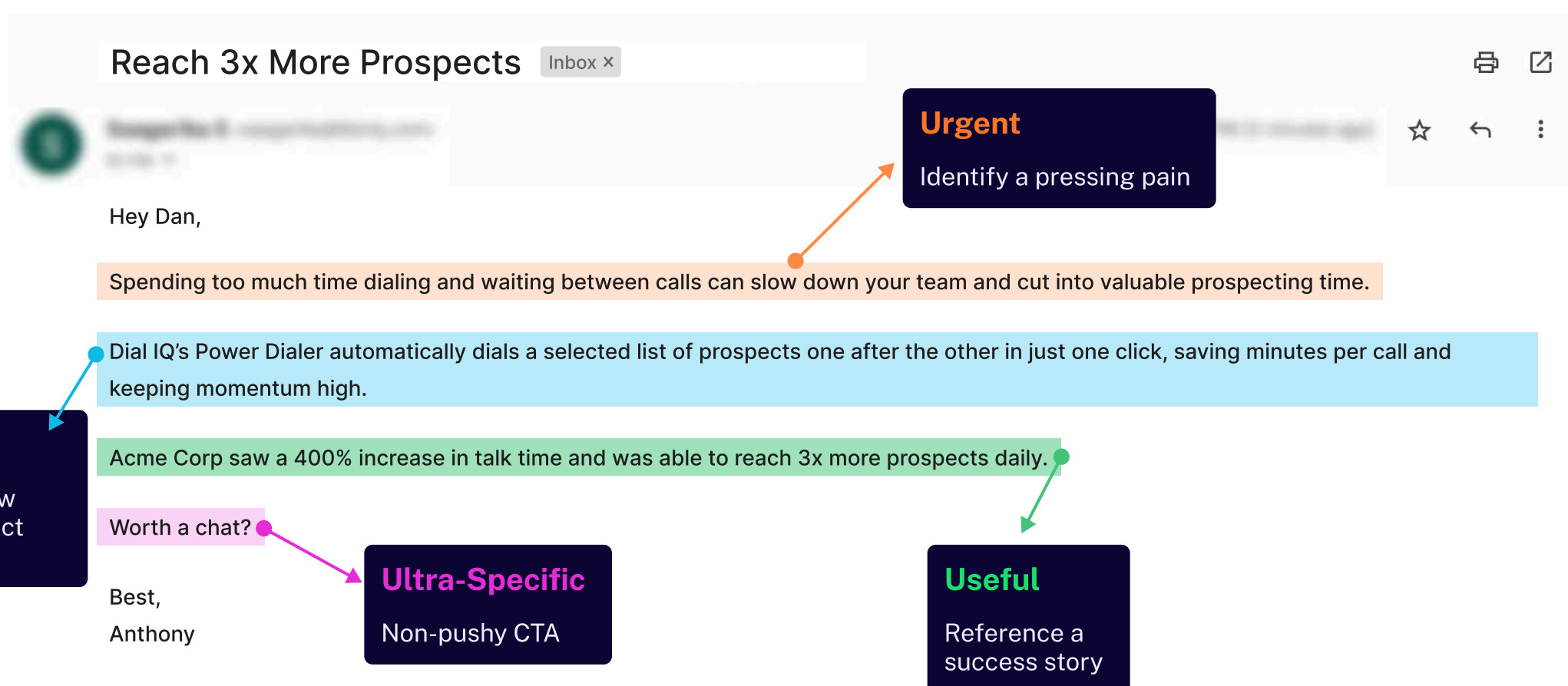Emphasize the value and benefits of your offering, showing how it directly addresses the prospect's needs.

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.

Reach 3x More Prospects Inbox ×

Hey Dan,

Spending too much time dialing and waiting between calls can slow down your team and cut into valuable prospecting time.

Dial IQ's Power Dialer automatically dials a selected list of prospects one after the other in just one click, saving minutes per call and keeping momentum high.

Acme Corp saw a 400% increase in talk time and was able to reach 3x more prospects daily.

Worth a chat?

Best,
Anthony

Urgent
Identify a pressing pain

Unique
Explain how your product solves this

Ultra-Specific
Non-pushy CTA

Useful
Reference a success story

💡 **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.

Reduce Call Idle Time Inbox ×

Hey Jeff,

Most SDRs spend an average of 2 minutes manually dialing each prospect and waiting for the call to connect.

Hook — Attention-grabbing statement on likely painpoint

This manual dialing process increases the idle time between calls and reduces the number of prospects your team can engage with.

Dial IQ's Power Dialer automatically dials the next prospect in your list, eliminating the need to click or punch in numbers. It minimizes idle time between calls, so your team can dial 3x more prospects per day and boost talk time by 400%.

Worth a chat?

Best,
Jane

Problem — Highlight the painpoint

Solution — Present your product's value

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

Stop
Capture the reader's attention right away.

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

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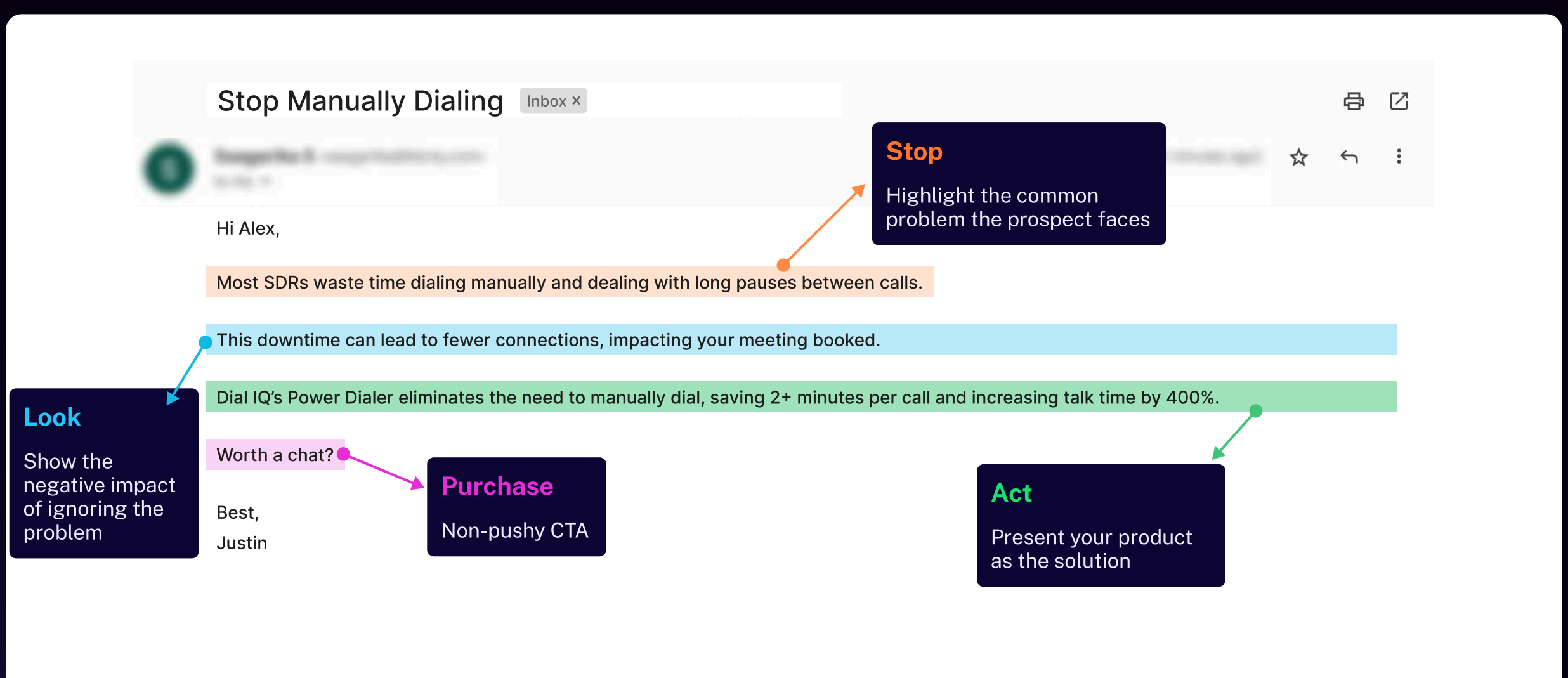Prompt the reader to take action, such as engaging with the content or product.

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.

Stop Manually Dialing Inbox ✕

Hi Alex,

Most SDRs waste time dialing manually and dealing with long pauses between calls.

This downtime can lead to fewer connections, impacting your meeting booked.

Dial IQ's Power Dialer eliminates the need to manually dial, saving 2+ minutes per call and increasing talk time by 400%.

Worth a chat?

Best,
Justin

Stop
Highlight the common problem the prospect faces

Look
Show the negative impact of ignoring the problem

Purchase
Non-pushy CTA

Act
Present your product as the solution

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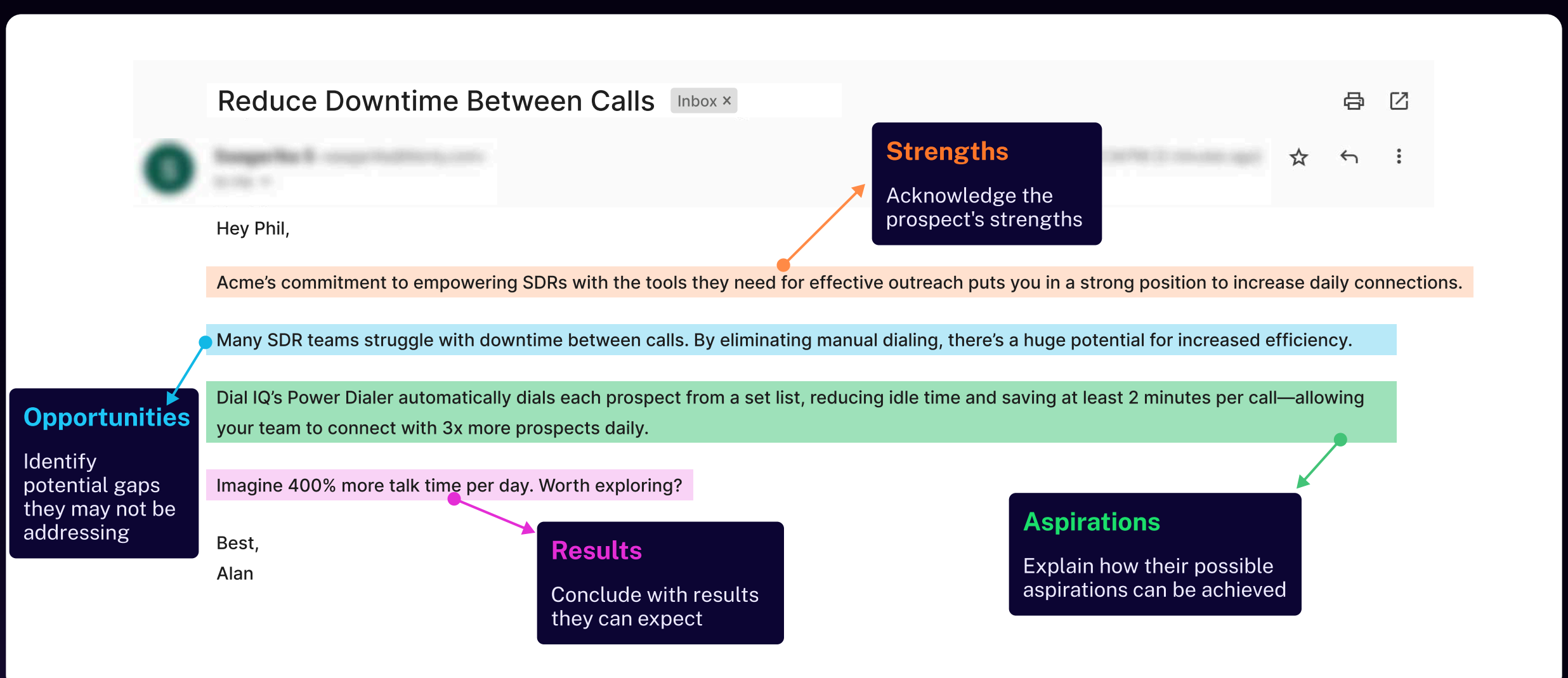Clarify the aspirations, the bigger-picture goals, or dreams the product or service can help achieve.

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.

Reduce Downtime Between Calls Inbox ×

Hey Phil,

Strengths
Acknowledge the prospect's strengths

Acme's commitment to empowering SDRs with the tools they need for effective outreach puts you in a strong position to increase daily connections.

Many SDR teams struggle with downtime between calls. By eliminating manual dialing, there's a huge potential for increased efficiency.

Dial IQ's Power Dialer automatically dials each prospect from a set list, reducing idle time and saving at least 2 minutes per call—allowing your team to connect with 3x more prospects daily.

Opportunities
Identify potential gaps they may not be addressing

Imagine 400% more talk time per day. Worth exploring?

Best,
Alan

Results
Conclude with results they can expect

Aspirations
Explain how their possible aspirations can be achieved

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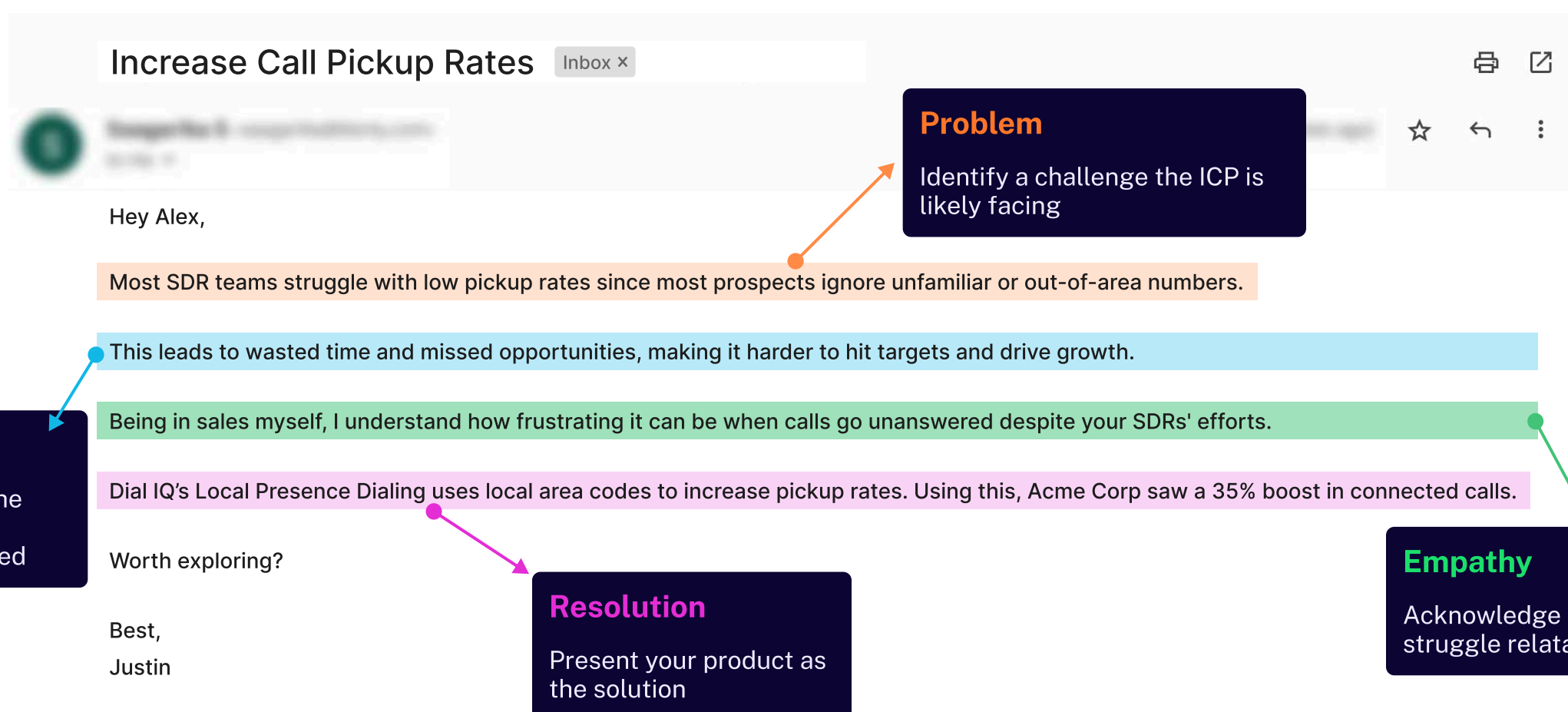
Resolution
Offer a clear and compelling solution to the problem, showing how your offering can alleviate their pain.

👉 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.

Increase Call Pickup Rates Inbox ×

Hey Alex,

Most SDR teams struggle with low pickup rates since most prospects ignore unfamiliar or out-of-area numbers.

Problem
Identify a challenge the ICP is likely facing

This leads to wasted time and missed opportunities, making it harder to hit targets and drive growth.

Impact
Describe the impact if unaddressed

Being in sales myself, I understand how frustrating it can be when calls go unanswered despite your SDRs' efforts.

Dial IQ's Local Presence Dialing uses local area codes to increase pickup rates. Using this, Acme Corp saw a 35% boost in connected calls.

Worth exploring?

Resolution
Present your product as the solution

Best,
Justin

Empathy
Acknowledge their struggle relatably

💡 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

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.

Increase Call Pickup Rates [Inbox ✕]

Hi Matt,

Engagement
Put forth a compelling point

Personalization
Begin with a personalized observation

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.

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

Worth exploring?

Best,
Larry

💡 ChatGPT Prompt - PER Framework

Write a PER (Personalization-Engagement-Relevence) 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.
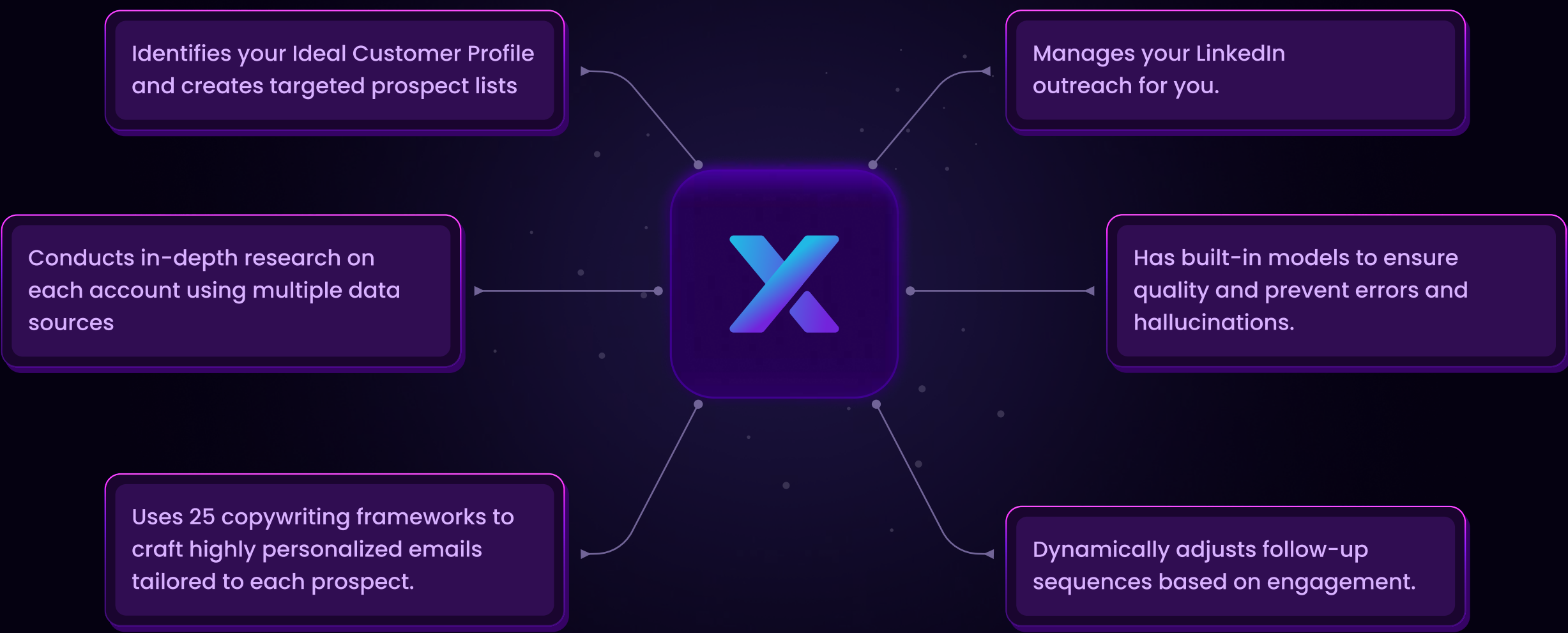
Conclusion

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 ✨

Identifies your Ideal Customer Profile and creates targeted prospect lists	Manages your LinkedIn outreach for you.
Conducts in-depth research on each account using multiple data sources	Has built-in models to ensure quality and prevent errors and hallucinations.
Uses 25 copywriting frameworks to craft highly personalized emails tailored to each prospect.	Dynamically adjusts follow-up sequences based on engagement.

SDRx handles your outreach process end to end—from list-building to meeting booked.

SCHEDULE A DEMO