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# Writing sales and follow-up e-mails with AI without sounding like spam

AI in Your Business

| CODE | VERSION | COUNTRY · LANGUAGE |
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# Writing sales and follow-up e-mails with AI without sounding like spam

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AI writes the **skeleton** of a sales e-mail well: opening, reason, a clear ask and a sign-off. What makes it read as spam is not the machine, it is the lack of **a true reason for that person to get that e-mail**. Give it real facts about the recipient and about your offer, ask for a short text with a single request, and read it before sending.

There is also a part no AI solves: **who** you are allowed to write to. Mailing strangers in bulk from your domain's e-mail account damages the address's reputation and can send your customers' messages to the junk folder. See **e-mail marketing without burning your domain**.

## What to give the AI so the e-mail is not generic

| Give it | Example | Why it helps |
|---|---|---|
| **Who receives it** | "Owner of a clothes shop who asked for a quote last week" | Without it the text suits everybody and nobody. |
| **Why you are writing now** | "She opened the quote and did not reply" | A real reason is what separates a follow-up from spam. |
| **What you offer, facts only** | The plans, conditions and deadlines **that are on your page** | What you do not give it, the machine invents. |
| **One request** | "Reply with the best time for a call" | Three requests in one e-mail get zero replies. |
| **Tone and length** | "Polite, direct, under a hundred words" | Short text gets read; long text gets deleted. |

A request that works as a starting point:

```
Write a follow-up e-mail in English.
Recipient: [who they are and what they asked for].
Reason: [what has happened since the last contact].
Offer: [only what is on my page: paste the text].
One request: [what I want them to do].
Tone: polite and direct. No exclamation marks. Maximum one hundred words.
Do not invent prices, deadlines or conditions. If information is missing, ask me.
```

## Before you press send

1. **Read it aloud.** If it sounds like a catalogue, rewrite the first sentence with something true about the person.

2. **Check every fact:** name, company, amounts, dates and the link. See **how to check an answer**.

3. **Do not fake closeness.** “I saw your work and was impressed”, written by a machine about someone whose work it never saw, is worse than nothing.

4. **Give a simple way to say no.** One line saying that if it is not useful they can reply “no” and will not hear from you again. And keep that promise.

5. **Send few, one by one.** If you must write to many people, use a list tool with consent and unsubscribe, not your everyday mailbox.

**Do not paste your customer list into the AI**

, or data you would not already put somewhere you know. Give it only what that one message needs. See **the data terms of AI services**.

Ask for **two versions**, a shorter one and a warmer one, and keep the one that sounds like you. Your usual style is worth more than the machine’s.

NEED A HAND?

Customers’ e-mails landing in junk? Open a ticket and we will look at what happens on the server side.

**Open a support ticket →**

SEE ALSO

- Writing prompts for business tasks: replies, descriptions and summaries
- E-mail marketing: doing it properly without burning your domain
- Professional e-mail

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