

DBR AI LEVERAGE LAB · WEEK 4 · MESSAGE PRACTICE · FULL-COLOR FIELD EDITION

The Reply-Worthy Message

Turn prospect research into relevant, short messages with one clear next step.

Built to turn clear ideas into useful, responsible action.

Turn prospect research into relevant, short messages with one clear next step. This edition preserves and organizes the supplied training material into an easy-to-study magazine experience.

01 · FIND THE SIGNAL

Use the source guidance to identify the ideas, prompts, examples, and decisions that can improve your next workweek.

02 · APPLY WITH JUDGMENT

Review all client-facing language, validate relevant facts, and keep human responsibility in every important decision.

03 · TURN IT INTO A HABIT

Take one useful idea from this guide and make it part of a repeatable rhythm rather than a one-time experiment.

06 · MAGAZINE PAGES

Designed for online reading, printing, discussion, and action inside the DBR AI Leverage Lab library.

Week 4 — Outreach That Gets Replies DBR AI Accelerator

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PROSPECTING II Outreach That Gets Replies DBR AI Accelerator — Week 4 Student Handout Your outreach formula, 5 fill-in templates, the editing moves, and this week's homework.

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Week 4 — Outreach That Gets Replies DBR AI Accelerator

The Big Idea This Week Personalization beats volume. One message that proves you did your homework beats a hundred that prove you didn't. Last week you researched 10 real prospects — this week you turn that research into messages people actually answer. AI drafts; YOU review and send. Every word is your responsibility before it goes out.

Anatomy of a Reply-Worthy Message Three parts. Miss any one and it gets deleted.

Part What it does

Relevance Open with something TRUE about them — from your research, not about you.

Brevity Short enough to read on a phone in 10 seconds. Cut every spare word. One clear next step Ask for exactly one easy thing — a reply, a quick call, a yes/no.

★ Relevant + short + one ask. That's the whole game. If your message fails any one of the three, rewrite it before sending.

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Field Notes 02

Your Outreach Library — 5 Templates Build each one once, in your voice, then personalize per prospect. Jot your version on the lines, or have AI draft it and paste it in. 1. COLD EMAIL — first touch to someone who doesn't know you yet.

2. WARM EMAIL — when there's a referral or shared connection.

3. SOCIAL DM — a genuine, no-pitch opener on LinkedIn or Facebook.

4. FOLLOW-UP TEXT — short, friendly nudge that keeps it moving.

5. PHONE OPENER — 20 seconds that earns the conversation.

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Copy-Paste Prompts Turn research into a message “Using my business brief and this research [paste your notes on the prospect], write a short cold email that opens with something true about them, stays under 90 words, and ends with one easy ask.”

Same notes, any channel “Now rewrite that as a LinkedIn DM under 50 words — friendly, no pitch, just open a conversation.” “Now write a follow-up text I could send 3 days later if they don't reply — under 30 words.”

The 3 editing moves “Make it sound more like me — here's how I actually write: [paste a real message you've sent].” “Make it shorter, warmer, and less salesy.” “Give me 3 versions so I can pick the best.”

★ Rehearse your phone opener out loud with ChatGPT voice mode before you dial. Hearing it is the fastest way to make it sound natural.

Field Notes 03

You Send. Always. (Compliance) • Read every word before it goes out — accuracy and tone are your responsibility. • In financial services, be careful with guarantees and specific savings claims. Verify before you send. • Never paste SSNs, account numbers, or health details into any AI tool.

This Week's Homework ☐ Build your 5-message outreach library (one of each template above). ☐ Send 10 AI-personalized messages to real prospects from your Week 3 list. ☐ Personalize each one from your research — no copy-paste blasts. ☐ Track your replies and bring the numbers next week. Next week (Week 5): Follow-Up Machines — because 80% of sales take 5+ touches and most people stop at 2.

Relevant. Short. One ask. Now go get replies.

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The advantage appears when the lesson becomes a habit.

Choose one idea from this guide, put it into a real workflow this week, and review it in your own voice and judgment.

ONE DECISION · ONE ACTION · ONE BETTER WEEK