

EPISODE 004 FREEBIE

AI-Resilient Emails

A B2B GTM Guide

Pressure-test outreach before the inbox summarizes it.

WEAK

Someone wants to connect
Seeking reply about a meeting

AI-SAFE

Budget pressure for Finance
Shares vendor-consolidation checklist

Use this guide to write emails that stay clear after AI inbox compression.

The AI-Safe Message Structure

AI-safe does not mean robotic. It means clear enough to survive interpretation.

01

Buyer Context

Who is this really for?
Name the role, function,
or buying situation.

02

Specific Problem

What issue matters now?
Use concrete terms
the buyer would repeat.

03

Useful Next Step

What artifact helps?
Offer a worksheet, checklist,
rubric, or diagnostic.

THE DISCIPLINE

DO

- One idea per email
- First two lines carry meaning
- Concrete nouns over buzzwords
- A clear artifact or next step

AVOID

- Generic “checking in” copy
- Product-first openings
- Multi-topic messages
- Empty words like “streamline”

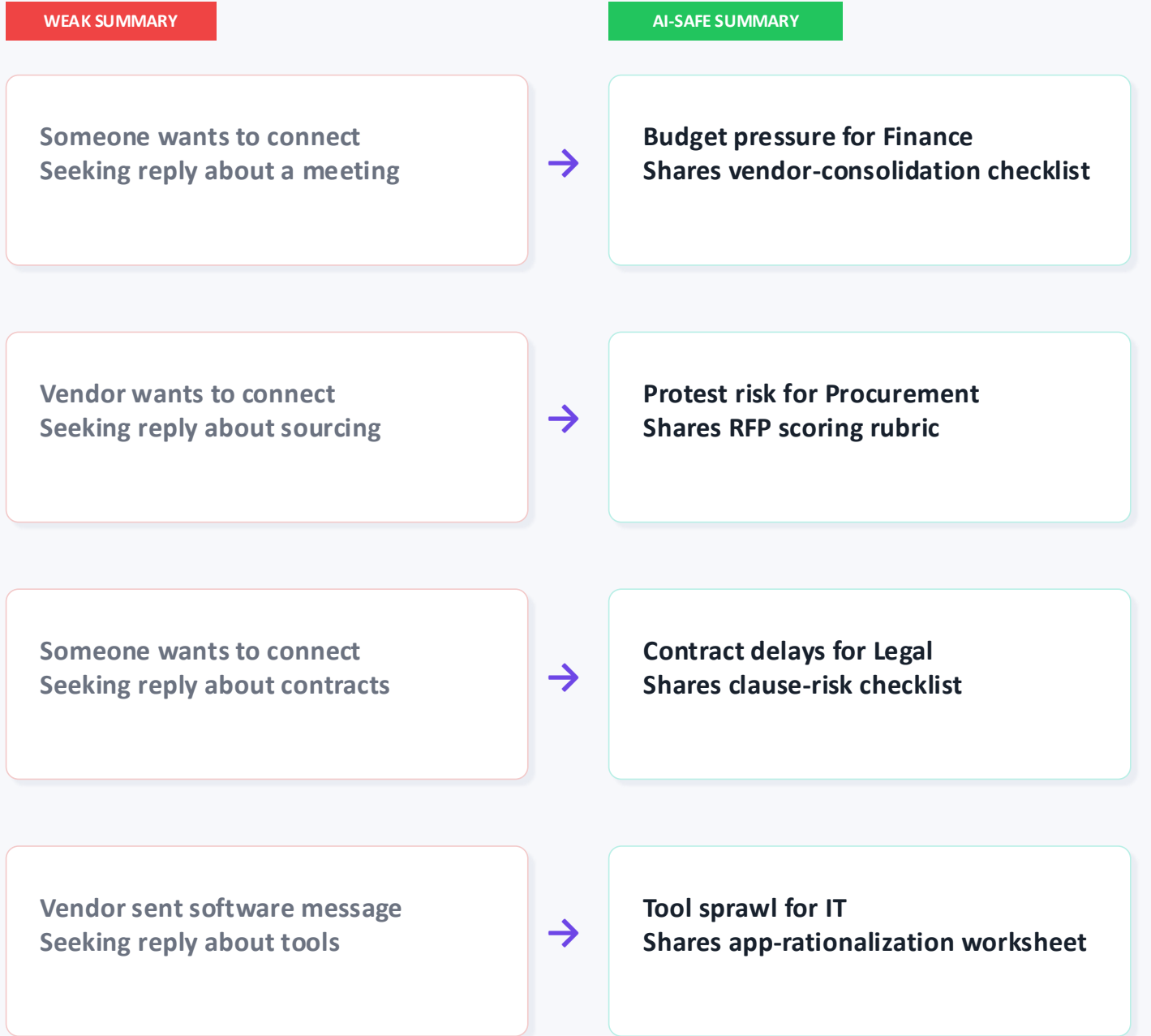
THE SUMMARY TEST

If AI reads this first, does the buyer value survive?

Your email passes when a 2-line summary preserves: buyer context + problem + useful next step.

Weak vs. AI-Safe Summary Examples

Use these as buyer-context patterns. The goal is not clever copy — it is meaning that survives compression.



Pattern to copy: [business context] for [buyer function] + shares [specific artifact]

The 5-Minute Rewrite Workflow

Take one real email. Run it through the interpretation layer before the buyer does.

1 Paste one real outreach email Use the messy draft — not the polished version.

2 Add buyer context ICP, role/function, business problem, timing, and offer.

3 Ask for two versions One direct version and one warmer version.

4 Predict the inbox summary If the summary sounds generic, the message needs work.

5 Rewrite until value survives You want problem + audience + useful next step to remain remain visible.

The goal is not more automation. The goal is sharper judgment.

Copy/Paste AI Thought Partner Prompt

Use this in ChatGPT, Claude, Gemini, or your team's approved AI tool.

Act as my B2B revenue marketing and ABX writing partner. Rewrite the outreach email below so it remains clear and compelling after AI inbox summarization.

Target audience: [ICP + role/function]

Buyer problem: [specific business problem]

Offer / reason for outreach: [what I am sending]

Proof / context: [one proof point or useful insight]

CTA: [one simple action]

Constraints:

- Keep body under 120 words
- One idea only
- No buzzwords
- Concrete language
- First two lines carry the meaning

Output:

- 1) 5 short subject lines
- 2) One direct version
- 3) One warmer version
- 4) Likely AI inbox summary for each
- 5) One sentence explaining why each version summarizes well

Here is my draft email:

[PASTE DRAFT HERE]

The final gut check:

If AI reads this first, does the buyer value survive?

One-Email AI-Safe Rewrite Canvas

Print this page, or duplicate it in PowerPoint for each segment or buyer function.

Target buyer / function	
Business problem	
Specific artifact or offer	
Proof / context	
One simple CTA	

DRAFT REWRITE

Opening line that carries the meaning:

Likely AI inbox summary

Pass / improve notes

Pass rule: the summary preserves buyer context + problem + useful next step.