

Five battle-tested prompts to fill your pipeline, revive dead leads, and qualify buyers faster. Copy, customise, and close.

## 1 The Outreach Machine

Write me 5 cold outreach messages for [platform] targeting [buyer]. Each must feel personal, reference a real pain point, and end with one question that gets a reply. No pitching. No fluff.

One message. Infinite leads.

## 2 The Dead Lead Resurrector

I have leads who went cold after [last touchpoint]. Write 5 follow-ups that reopen the conversation without sounding desperate. Each one under 4 lines. Each one different.

Your dead pipeline just woke up.

## 3 The Referral Engine

Write a word-for-word message to send my last 10 closed clients that naturally asks for a referral without feeling transactional. Make it feel like a genuine check-in.

Your best leads are already in your phone.

## 4 The Pipeline Builder

Build me a 14-day outreach sequence for [niche buyer] across [platforms]. Give me the exact words for every single touchpoint. Copy and paste ready. Zero guesswork.

14 days. Full pipeline.

## 5 The Buyer Qualifier

Write me 5 questions to ask every new lead that instantly tells me if they're worth my time. Make each question feel conversational, not like an interview. I want to know budget, urgency, and decision power in under 3 minutes.

Stop wasting time on the wrong people.

## How to Get the Most From These

- **Replace the placeholders** — swap [platform], [buyer], [niche buyer], and [last touchpoint] with your real details.
- **Use Claude Projects** — upload your ICP doc, value propositions, and past winning messages for personalised output.
- **Iterate, don't accept first draft** — ask Claude to "make it more conversational" or "add urgency" to refine.
- **A/B test outputs** — run two variants of each message and track response rates to find what works.
- **Chain the sequence** — use Outreach Machine for day 1, Dead Lead Resurrector for cold leads, Pipeline Builder for the full 14-day plan.

Source: @jackblairofficial — Most reps are still paying for leads. Smart reps are using AI to create them.