



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE CLIENT CONVERSATION STARTER

AI MESSAGE WRITER

Draft the message. Zhuzh it. Send it.

A NOTE FROM PAM

Something I've learned about using AI for messages that feel personal.

It's not a replacement for your voice. It's a starting point for when you know what you want to say but can't quite find the words, or when you're staring at a blank DM box feeling like anything you type is going to come out wrong.

I've used AI to draft messages in exactly these moments. Not because I couldn't write them myself, but because sometimes I needed to get something on the page first before I could find my own version of it. I'd read the draft, cross out the parts that sounded too formal or too salesy, add back the things that sounded like me, and send something I actually felt good about.

That's the workflow this prompt is built for.

You tell AI which scenario you're in. You load the context, who this person is, what you know about them, how you sound. AI gives you a draft message and a suggested follow-up response. You read both out loud, zhuzh anything that doesn't sound like you, and send something that opens a door without feeling like a pitch.

One rule before you start: don't send the AI draft without reading it first. *Always*. Read it out loud. If you stumble on a word or a sentence sounds stiff or salesy, rewrite it. The draft is a starting point, not a finished product. Your voice is what makes it land.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

◆ FIVE MINUTES, START TO SEND ◆

HOW TO USE THIS

- 01 Open your AI tool of choice. ChatGPT, Claude, or whatever you use most.
- 02 Copy the full prompt below, including the context section. *Don't skip it.*
- 03 Fill in every bracket. The more specific you are about this person and what you know about them, the better the draft.
- 04 Read the draft out loud. Zhuzh anything that doesn't sound like you. Add specific details only you would know.
- 05 **Send it. Today.**

THE CLIENT CONVERSATION STARTER PROMPT

Copy everything inside the box and paste it into your AI tool.

I need your help drafting a short, warm, genuine outreach message to a potential client connection. This is NOT a sales message. It is a conversation opener, the goal is to open a door, not close a sale.

First, here is important context about me and my voice:

My name is: [Your name]

I help: [describe who you help and what you help them do – one sentence]

My voice is: [e.g. warm, direct, conversational, friend-to-friend, never corporate, never salesy, never formal]

I never sound like: [e.g. a pushy salesperson, a corporate newsletter, overly enthusiastic]

Now here is the scenario I am in:

SCENARIO (choose one and delete the others):

SCENARIO ONE. COMMENT THREAD WARM-UP:

I have been engaging consistently with this person online. We comment on each other's posts regularly. There is genuine mutual awareness but we have never actually connected one-on-one. I want to take it from the comment thread to a real conversation.

SCENARIO TWO. THE "WE SHOULD TALK" OPENER:

This person shared a problem or challenge that I help people with. I have already been helpful publicly (a comment, a reply, a resource). Now I want to follow up privately, without pitching.

SCENARIO THREE. FOLLOW-UP AFTER CONNECTION:

I met this person at a virtual event, group call, or in a community. We had a good exchange. Then nothing happened. I want to pick it back up naturally.

Here is what I know about this specific person:

Their name: [First name]

Where we connected or how I know them:

[e.g. Facebook group, webinar, mutual community, comment threads on Instagram]

What I know about their business or situation:

[Be specific, what do they do, what are they working on, what have they shared publicly]

Something specific they said or did that I noticed:

[A post they wrote, a comment they made, a question they asked, something from our conversation, the more specific the better]

What I genuinely think I could offer them:

[One sentence. NOT your package or price, just the type of help that might be relevant]

Please write TWO things:

1. THE OPENING MESSAGE (50-80 words maximum)

A warm, genuine, human message that:

- References something specific about them or our connection, not generic
- Opens a door without pitching anything
- Ends with one clear, low-pressure invitation or question
- Sounds like a real person talking to another real person
- Does NOT include: my services, my prices, a calendar link, or any form of sales language

2. A SUGGESTED FOLLOW-UP RESPONSE (40-60 words)

For one of these common responses:

- If they say yes to connecting
- If they ask "what's this about?"
- If they seem interested but hesitant

Please specify which response you are writing and keep it warm, honest, and pressure-free.

IMPORTANT:

- Give me ONE version of each, not options
- Keep the opening message under 80 words
- Make it sound like [your name], warm, [your voice descriptor], genuine
- Do not use exclamation marks more than once per message
- Do not start the message with "I"

AFTER YOU GET YOUR DRAFT

Read it out loud immediately.

If you stumble on anything, rewrite it. The draft is the bones. Your voice is the finish.

THE ZHUZH CHECKLIST, BEFORE YOU SEND

- ☐ Does this sound like something I would actually say out loud?
- ☐ Is there anything that sounds even slightly salesy or formal?
- ☐ Have I added the specific details only I would know about this person?
- ☐ Is the opening message under 80 words?
- ☐ Does it end with one clear invitation or question, not three?
- ☐ Would I be comfortable receiving this message from someone I know?

All yes? Send it.

ONE MORE THING

If the draft feels off in a way you can't quite fix, tell AI what's wrong and ask it to try again:

"This sounds too formal. Make it more casual and conversational."

"Remove any language that sounds like a sales pitch."

"This is too long. Cut it to 60 words while keeping the key message."

"It doesn't sound like me. Rewrite it to be warmer and more direct."

YOU ARE THE DIRECTOR. AI IS THE FIRST DRAFT.
THE MESSAGE THAT GETS SENT IS ALWAYS YOURS.



A NOTE ON PERSONALIZATION

The single most important thing in any outreach message is specificity.

A message that references something real, a post they wrote, a question they asked, something they said in a group, will always outperform a generic message, no matter how well-written the generic one is.

Before you fill in the prompt, spend two minutes looking at this person's recent content. Find one specific thing to reference. That one detail is what makes the difference between a message that gets a reply and one that gets a polite non-response.

AI CAN HELP YOU FIND THE WORDS. ONLY YOU CAN FIND THE DETAIL THAT MAKES IT REAL.

READY FOR YOUR NEXT MAGIC MOVE?

If this got your brain buzzing with ideas, don't let that momentum fizzle.

OPTION 1: LET'S HAVE A VIRTUAL COFFEE (OR WINE) CHAT

Need a second brain on your marketing? Want feedback on your strategy, your offer, or your content? Or maybe you're just craving real talk from someone who gets the tech, the strategy, and the fact that you have zero time for fluff.

Let's sip and strategize for 30 minutes. Zero pressure, 100% clarity.

 [Grab a Coffee Slot](#)

OPTION 2: APPLY TO WORK TOGETHER, AND LET'S BUILD THE MAGIC

Already know you want expert eyes and seriously good strategy support on your business? Skip the chit-chat and head straight for results. Fair warning: I will nudge you out of your comfort zone and into action, but only with love.

 [Apply to Work With Pam](#)



PAM LANGORD

Marketing Coach, Strategist & Tech Unicorn

Pam helps coaches and service providers scale their businesses simply and sustainably. With over a decade of experience in digital marketing, and a decades-long career as the go-to "figure-outer" known for building a better mousetrap, Pam has helped hundreds of heart-centered business owners grow without burning out or breaking the bank. She's the creator of the 5-Minute Fix, weekly, actionable business improvements designed to build real momentum, five minutes at a time.

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