

THE AI EMAIL MARKETING PLAYBOOK

40+ Copy-Paste Prompts to Build, Launch & Scale
Email Campaigns That Convert

Welcome Sequences • Sales Funnels • Newsletters • Re-Engagement
Segmentation • A/B Testing • Automation Workflows

By The AI Department

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Chapter 1

Email Marketing Fundamentals for 2026

■ Email marketing delivers \$36 for every \$1 spent — the highest ROI of any marketing channel (Litmus, 2025)

Email is not dead. It is the single most profitable marketing channel available to small businesses — and AI has made it dramatically easier to execute well. While social media algorithms change weekly and ad costs keep climbing, your email list is an asset you own.

Why Email Beats Every Other Channel

- **You own the list.** No algorithm decides who sees your message.
- **Direct revenue driver.** 60% of consumers say email influences their purchase decisions.
- **Compounding asset.** Every subscriber added today pays dividends for years.
- **AI-supercharged.** What used to take a copywriter 4 hours now takes 15 minutes.
- **Automation-friendly.** Set it up once, generate revenue on autopilot.

The 5 Email Types Every Business Needs

Type	Purpose
Welcome Sequence	Turns new subscribers into buyers within 7 days
Newsletter	Keeps your audience engaged and your brand top-of-mind
Sales Sequence	Converts warm leads into paying customers
Re-Engagement	Wins back subscribers who've gone cold
Transactional	Order confirmations, receipts — opportunities in disguise

Key Metrics You Need to Know

Metric	Industry Avg	Top Performers
Open Rate	20-25%	35-50%
Click-Through Rate	2-3%	5-8%

Conversion Rate	1-2%	3-5%
Unsubscribe Rate	<0.5%	<0.2%
List Growth Rate	2-3%/mo	5-10%/mo

■ Pro Tip: Don't obsess over open rates alone — Apple Mail Privacy Protection inflates them. Focus on click-through rate and revenue per email as your north star metrics.

Chapter 2

Building Your Email List from Scratch

Your email list is the most valuable digital asset your business will ever own. Every subscriber represents a direct line to a potential customer — no algorithm, no ad spend, no middleman. Here's how to build it fast with AI.

The 7 Highest-Converting Lead Magnets

- **Checklists & Cheat Sheets** — Quick-win resources (e.g., '10-Point Website Audit Checklist'). Conversion rate: 20-30%.
- **Templates & Swipe Files** — Ready-to-use assets (e.g., 'Email Subject Line Swipe File'). Conversion rate: 25-35%.
- **Mini-Courses (Email-based)** — 5-day educational drip (e.g., '5 Days to Better Email Marketing'). Conversion rate: 15-25%.
- **Calculators & Quizzes** — Interactive tools (e.g., 'What's Your Email Marketing ROI?'). Conversion rate: 30-40%.
- **Free Trials / Samples** — Product previews (e.g., 'First 3 chapters free'). Conversion rate: 10-20%.
- **Webinar / Workshop Replays** — Gated video content. Conversion rate: 20-30%.
- **Industry Reports / Data** — Original research or curated insights. Conversion rate: 15-25%.

■ Prompt: Lead Magnet Idea Generator

You are an expert email marketing strategist. I run a [YOUR BUSINESS TYPE] that serves [YOUR TARGET AUDIENCE]. Generate 10 lead magnet ideas that would compel my ideal customer to give me their email address. For each idea, include: (1) the title, (2) the format (PDF, quiz, email course, template, etc.), (3) the specific problem it solves, (4) estimated conversion rate, and (5) a one-sentence pitch I'd use on a landing page. Prioritize ideas that are fast to create and demonstrate my expertise.

■ Prompt: Lead Magnet Content Writer

Create a complete [CHECKLIST/TEMPLATE/GUIDE] titled '[YOUR LEAD MAGNET TITLE]' for [TARGET AUDIENCE]. Make it immediately actionable — every item should be something they can do today. Include 10-15 items, formatted with checkboxes. Add a brief intro paragraph explaining why this matters and a closing CTA that says 'Want help implementing this? Reply to this email.' Keep the tone professional but conversational.

■ Prompt: Opt-In Page Copy Generator

Write high-converting opt-in page copy for my free lead magnet: '[LEAD MAGNET TITLE]'. My target audience is [AUDIENCE]. Include: (1) a headline that states the specific benefit, (2) 3-5 bullet points of what they'll learn/get, (3) a brief credibility statement, (4) a clear CTA button text, and (5) a one-sentence privacy assurance. Keep it under 150 words total. Use urgency without being sleazy.

Where to Promote Your Opt-In

- **Website pop-ups & exit intent** — Time-delayed (15 sec) or exit-intent pop-ups convert 3-5% of visitors.
- **Blog content upgrades** — Specific lead magnets embedded within relevant articles. 5-10% conversion.
- **Social media bio links** — Link-in-bio to a dedicated landing page, not your homepage.
- **Guest posts & collaborations** — Write for other publications with a link back to your opt-in.
- **YouTube / podcast descriptions** — Mention the lead magnet in content and link in descriptions.
- **Signature lines** — Add your lead magnet link to your email signature. Free, passive traffic.

■ **Pro Tip:** The #1 mistake: putting a generic 'Subscribe to our newsletter' form on your site. Nobody wants another newsletter. They want a specific solution to a specific problem. Name the problem, offer the solution, gate it with an email.

Chapter 3

Welcome Sequence That Converts

■ Welcome emails have a 50-60% open rate — 4x higher than regular campaigns. This is your best shot at making a first impression.

The moment someone joins your list is when they're most engaged. A strategic welcome sequence capitalizes on that attention to build trust, deliver value, and make the first sale — all on autopilot.

The 5-Email Welcome Sequence Framework

Email 1 (Immediately) — The Warm Welcome

Deliver the lead magnet, introduce yourself, set expectations for what's coming. Include one personal story that builds credibility.

Email 2 (Day 1) — The Quick Win

Share your best, most actionable tip. Give them a result they can achieve in under 10 minutes. This builds trust fast.

Email 3 (Day 3) — The Story

Tell the story of a customer transformation or your own journey. Humans buy from humans. Make it emotional and relatable.

Email 4 (Day 5) — The Value Bomb

Share an insight, framework, or resource that positions you as the obvious expert. This is your best content — don't hold back.

Email 5 (Day 7) — The Soft Pitch

Introduce your product or service as the natural next step. Use a case study or testimonial. Include a clear, low-friction CTA.

■ Prompt: Welcome Email #1 — The Warm Welcome

Write a welcome email for new subscribers who just downloaded my [LEAD MAGNET NAME]. My business is [BUSINESS DESCRIPTION] and my audience is [TARGET AUDIENCE]. The email should: (1) thank them and deliver the download link, (2) introduce who I am in 2-3 sentences with a personal touch, (3) set expectations ('Over the next week, I'll send you...'), (4) include one surprising stat or insight to hook them, (5) end with a question that encourages a reply. Tone: warm, professional, like talking to a smart friend. Subject line options: give me 3 choices.

■ Prompt: Welcome Email #2 — The Quick Win

Write the second email in my welcome sequence (sent 24 hours after signup). My audience is [TARGET AUDIENCE] and they care about [MAIN PAIN POINT]. Give them one specific, actionable tip they can

implement in under 10 minutes that will produce a noticeable result. Structure: (1) brief hook referencing yesterday's email, (2) the tip explained step-by-step, (3) why it works (brief), (4) CTA to reply with their results. Keep it under 250 words. Subject line: curiosity-driven.

■ Prompt: Welcome Email #5 — The Soft Pitch

Write the fifth and final email in my welcome sequence — the soft pitch. I'm selling [PRODUCT/SERVICE] at [PRICE POINT] to [TARGET AUDIENCE]. This email should: (1) reference the value delivered in the previous 4 emails, (2) introduce the product as the logical next step, (3) include a brief case study or testimonial (I'll fill in the details), (4) address the #1 objection my audience has: [OBJECTION], (5) include a clear CTA with urgency (limited-time welcome offer). Tone: confident, helpful, not pushy. Subject line options: 3 choices.

■ Pro Tip: Set your welcome sequence to send at the same time each day (e.g., 9 AM local time). Consistency trains subscribers to expect and look for your emails.

Chapter 4

Newsletter Content That Gets Opened

Most newsletters are boring. They're company updates nobody asked for, disguised as value. The newsletters that win — the ones with 50%+ open rates and real revenue — follow a different formula entirely.

The 3 Newsletter Formats That Work

- **The Curator** — You find the best stuff so they don't have to. 5-7 links with your hot take on each. Example: Morning Brew, TLDR. Best for: broad audiences, high frequency (daily/3x week).
- **The Expert** — One deep-dive topic per issue. Your original thinking, frameworks, and experience. Example: Lenny's Newsletter, Stratechery. Best for: niche audiences, premium positioning.
- **The Hybrid** — One main insight + 3-5 curated links + a personal note. Best of both worlds. Best for: small businesses building authority.

Subject Lines That Get Clicks

Your subject line is 80% of whether your email gets opened. Here are the 7 proven frameworks:

- **The Number**: '7 tools I use to save 10 hours/week'
- **The Question**: 'Are you making this \$10K mistake?'
- **The Curiosity Gap**: 'The email trick I stole from Amazon'
- **The How-To**: 'How to write emails that sell (without being sleazy)'
- **The Personal**: 'I almost quit last Tuesday'
- **The Contrarian**: 'Stop sending newsletters (do this instead)'
- **The Urgency**: 'This deal expires at midnight [not clickbait]'

■ Prompt: Newsletter Issue Writer

Write a newsletter issue for my [BUSINESS TYPE] audience about [TOPIC]. Format: The Hybrid — one main insight (300 words), 3 curated links with my commentary (50 words each), and a personal closing note (50 words). The main insight should teach something specific and actionable. End with a CTA to reply with their thoughts. Tone: smart, conversational, opinionated. Write 5 subject line options using different frameworks (number, question, curiosity gap, how-to, contrarian).

■ Prompt: Subject Line Generator (Batch)

Generate 20 email subject lines for a [BUSINESS TYPE] newsletter targeting [AUDIENCE]. Topics I cover: [LIST 3-5 TOPICS]. Create 4 subject lines for each of these 5 frameworks: (1) Number/List, (2) Question, (3) Curiosity Gap, (4) Contrarian, (5) Personal Story. Each subject line should be under 50 characters. Mark your top 5 picks with a ■.

■ Prompt: Newsletter Content Calendar

Create a 4-week newsletter content calendar for my [BUSINESS TYPE] targeting [AUDIENCE]. I send [FREQUENCY: weekly/2x week]. For each issue, provide: (1) the topic, (2) the angle (what makes this issue different from generic advice), (3) the subject line, (4) the main CTA. Ensure the 4 weeks follow a rhythm: Week 1 = Educational, Week 2 = Story/Case Study, Week 3 = Tool/Resource, Week 4 = Promotional. Each issue should naturally lead to the next.

■ Pro Tip: Send your newsletter on the same day, at the same time, every single week. Consistency beats optimization. Tuesday/Wednesday at 9-10 AM tends to perform best, but YOUR best time is the time you'll actually stick to.

Chapter 5

Sales Email Sequences

- It takes an average of 8 touchpoints to convert a prospect into a customer. A well-crafted email sequence automates those touchpoints.

Sales emails get a bad reputation because most of them are terrible — pushy, generic, and self-centered. The emails that actually convert follow a simple principle: give value first, ask second.

The 7-Email Sales Sequence Framework

Email 1: The Problem

Name the pain point so specifically that the reader thinks 'this person gets me.' No pitch yet — just empathy and credibility.

Email 2: The Cost of Inaction

Quantify what the problem is costing them — in money, time, stress, or missed opportunities. Make the status quo unacceptable.

Email 3: The Framework

Share your approach/methodology without revealing everything. Position your product as the implementation of this framework.

Email 4: The Proof

Case study, testimonial, or before/after. Specific numbers beat vague praise. 'Revenue increased 47% in 60 days' > 'Great product!'

Email 5: The Objection Killer

Address the #1 reason they haven't bought yet. Common: too expensive, not sure it'll work for me, bad timing. Dismantle it.

Email 6: The Scarcity Play

Legitimate urgency: price increase, enrollment closing, limited bonus. Never fake scarcity — it destroys trust permanently.

Email 7: The Last Call

Final reminder. Short, direct, confident. 'This is the last email about [product]. Here's what you're deciding between: [outcome A] vs. [outcome B].'

■ Prompt: Sales Email #1 — The Problem

Write the first email in a 7-part sales sequence for [PRODUCT/SERVICE] targeting [AUDIENCE]. This email's job is to name the problem so vividly that the reader feels understood. Do NOT mention the product. Structure: (1) Open with a scenario they'll recognize ('You open your laptop Monday morning and...'), (2) Name the specific frustrations (3-4 bullet points), (3) Validate that it's not their fault — the old way is broken, (4) Tease that there's a better way (hint, don't reveal). Tone: empathetic, knowledgeable, like a friend who happens to be an expert. Under 300 words. 3 subject line options.

■ Prompt: Sales Email #4 — The Proof

Write a case study email for my sales sequence. Product: [PRODUCT]. The case study subject is [CUSTOMER NAME/TYPE] who achieved [SPECIFIC RESULT] in [TIMEFRAME]. Structure the email as: (1) 'Meet [Name]' — one sentence on who they are, (2) 'The Problem' — what they were dealing with before, (3) 'The Solution' — how they used [product] (be specific), (4) 'The Result' — concrete numbers and outcomes, (5) 'The Takeaway' — what this means for the reader. Include a CTA: 'Want results like [Name]? [Link]'. Under 350 words.

■ Prompt: Objection-Handling Email Generator

Write an email that addresses this specific buying objection for [PRODUCT]: '[OBJECTION — e.g., It's too expensive / I don't have time / I've tried similar things before]'. Structure: (1) Acknowledge the objection as valid ('I get it...'), (2) Reframe it with a new perspective, (3) Provide evidence (stat, story, or logic) that dismantles the objection, (4) Show what they gain vs. what they risk by waiting, (5) End with a low-friction CTA (not 'buy now' — something like 'see if it's right for you'). Tone: respectful, not dismissive. Under 250 words.

Chapter 6

Re-Engagement & Win-Back Campaigns

- On average, 25-50% of your email list is inactive. Re-engagement campaigns recover 5-15% of inactive subscribers — and the rest should be removed to protect deliverability.

Dead subscribers don't just waste money — they actively hurt you. Low engagement signals to Gmail and Outlook that your emails aren't wanted, which pushes ALL your emails toward spam. Cleaning your list isn't optional; it's survival.

The 3-Email Re-Engagement Sequence

Email 1: The Check-In

Subject: 'Still interested?' — Acknowledge it's been a while. Ask directly: do you still want to hear from me? Include a single 'Yes, keep me on the list' button.

Email 2: The Best-Of

Subject: 'In case you missed it' — Share your single best piece of content or your most popular product. Give them a reason to remember why they subscribed.

Email 3: The Breakup

Subject: 'Should I remove you?' — Be direct. 'I'm cleaning my list and I noticed you haven't opened an email in [X] months. If I don't hear from you, I'll unsubscribe you on [DATE].' This creates urgency and cleans the list.

■ Prompt: Re-Engagement Email #1 — The Check-In

Write a re-engagement email for subscribers who haven't opened an email in 90+ days. My business is [BUSINESS TYPE] and my audience is [AUDIENCE]. The email should feel personal, not automated. Structure: (1) Acknowledge the gap ('It's been a while...'), (2) Briefly remind them why they signed up, (3) Share one new exciting thing that's happened since they last engaged, (4) Ask them to click ONE button: 'Yes, keep sending me emails.' (5) Be honest: 'If I don't hear from you, I'll assume you'd rather not hear from me — and that's okay.' Under 150 words. Subject line: 3 options.

■ Prompt: Win-Back Email for Lapsed Customers

Write a win-back email targeting customers who purchased [PRODUCT/SERVICE] but haven't bought again in [TIMEFRAME]. Include: (1) a personal opening that references their previous purchase, (2) what's new or improved since they last bought, (3) a special 'welcome back' offer (e.g., 20% off, free bonus), (4) a deadline to create urgency, (5) a PS line with a different angle or testimonial. Tone: 'we miss you' without being desperate. Under 200 words.

■ Pro Tip: Run a re-engagement campaign every quarter. Remove anyone who doesn't respond after the 3-email sequence. A smaller, engaged list always outperforms a large, dead one.

Chapter 7

Segmentation & Personalization

- **Segmented email campaigns generate 760% more revenue than one-size-fits-all blasts (Campaign Monitor)**

Sending the same email to everyone is the fastest way to kill your list. Segmentation means sending the right message to the right person at the right time — and AI makes it easier than ever to get this right.

The 6 Essential Segments for Any Business

- **New Subscribers (0-30 days)** — They need education and trust-building, not sales pitches.
- **Engaged Subscribers** — Opened/clicked in last 30 days. Your warmest audience. Prioritize offers here.
- **Customers vs. Non-Customers** — Customers get upsells and referral asks. Non-customers get conversion sequences.
- **Product Interest** — Based on which links they clicked or which lead magnet they downloaded. Send relevant offers only.
- **Purchase Frequency** — One-time buyers get different messaging than repeat customers and VIPs.
- **Inactive (90+ days)** — Re-engagement sequence, then remove. Don't keep emailing people who don't want to hear from you.

■ Prompt: Segmentation Strategy Builder

I run a [BUSINESS TYPE] with an email list of approximately [SIZE]. My products/services include: [LIST PRODUCTS]. Help me create a segmentation strategy. For each segment, provide: (1) the segment name and definition, (2) what tags or conditions define it in my ESP, (3) what type of content this segment should receive, (4) what type of content to AVOID sending them, (5) one example email subject line tailored to this segment. Include at least 6 segments.

■ Prompt: Personalized Email Variant Generator

I have one core message to communicate: [YOUR MESSAGE/OFFER]. Rewrite this message for 4 different audience segments: (1) New subscribers who just joined this week, (2) Engaged subscribers who regularly open and click, (3) Previous customers who bought [PRODUCT], (4) Cold subscribers I'm trying to re-engage. Each version should be under 200 words and feel like it was written specifically for that person. Same CTA, different framing.

■ **Pro Tip:** Start with just 3 segments: new subscribers, engaged, and inactive. You can get sophisticated later. The biggest win comes from the first segmentation split, not the tenth.

Chapter 8

A/B Testing & Optimization

Most small businesses never A/B test their emails. That means they're leaving money on the table every single send. Even small improvements compound — a 10% improvement in open rates across 52 weekly sends is a massive annual revenue boost.

What to Test (In Priority Order)

- **Subject lines** — Highest impact. Test every send. Two variants, 20% of list each, winner goes to the remaining 60%.
- **Send time** — Test morning vs. afternoon, weekday vs. weekend. Run for 4 weeks to get reliable data.
- **CTA placement & copy** — 'Buy now' vs. 'Learn more' vs. 'Get started.' Button vs. text link. Top of email vs. bottom.
- **Email length** — Short (under 150 words) vs. long (300+ words). Different audiences prefer different lengths.
- **Personalization** — First name in subject vs. not. Personalized product recommendations vs. generic.
- **From name** — Company name vs. person's name vs. 'Name at Company.' This alone can swing open rates 5-15%.

■ Prompt: A/B Test Subject Line Generator

I'm sending an email about [TOPIC/OFFER] to my [AUDIENCE] list. Generate 10 subject line pairs for A/B testing. Each pair should test a specific variable: Pair 1-2: Short vs. Long, Pair 3-4: Question vs. Statement, Pair 5-6: With emoji vs. Without, Pair 7-8: Benefit-led vs. Curiosity-led, Pair 9-10: Personal vs. Professional tone. All subject lines under 50 characters. For each pair, explain what you're testing and predict which will win (and why).

■ Prompt: Email Performance Analyzer

Here are the results from my last 5 email campaigns: [PASTE: subject line, open rate, click rate, unsubscribes for each]. Analyze the patterns: (1) Which subject line styles perform best? (2) What's my average open and click rate vs. industry benchmarks? (3) Are there any concerning trends (declining opens, rising unsubscribes)? (4) Based on this data, give me 5 specific recommendations to improve my next 5 emails. Be specific and actionable, not generic.

■ Pro Tip: Only test ONE variable at a time. If you change the subject line AND the send time, you won't know which variable caused the result. Discipline in testing = clarity in learning.

Chapter 9

Automation Workflows & Drip Campaigns

■ Automated emails generate 320% more revenue than non-automated emails (Campaign Monitor). Set them up once, earn from them forever.

Email automation is the closest thing to a money printer that exists in marketing. You build the sequence once, and it runs — converting subscribers into customers while you sleep, eat, and work on other things.

The 5 Automations Every Business Should Run

Welcome Sequence

Trigger: New subscriber. 5 emails over 7 days. Goal: first purchase.

Chapter 3 covers this in detail.

Abandoned Cart / Browse

Trigger: Added to cart or viewed product page. 3 emails over 48 hours. Goal: complete the purchase.

Email 1 (1hr): 'You left something behind.' Email 2 (24hr): Social proof + urgency. Email 3 (48hr): Discount or bonus.

Post-Purchase

Trigger: Completed purchase. 4 emails over 14 days. Goal: repeat purchase + review.

Email 1: Thank you + what to expect. Email 2: How to get the most from your purchase. Email 3: Ask for a review. Email 4: Cross-sell related products.

Re-Engagement

Trigger: No opens in 90 days. 3 emails over 10 days. Goal: re-activate or clean.

Chapter 6 covers this in detail.

Birthday / Anniversary

Trigger: Date-based. 1 email. Goal: delight + impulse purchase.

Simple and effective. Special offer on their birthday or signup anniversary.

■ Prompt: Abandoned Cart Email Sequence

Write a 3-email abandoned cart sequence for my [BUSINESS TYPE] selling [PRODUCT TYPE] at [PRICE RANGE]. Email 1 (sent 1 hour after abandonment): Friendly reminder, no discount. Include the product name and image placeholder. Email 2 (sent 24 hours): Add social proof (review quotes, number of customers). Create subtle urgency ('items sell out'). Email 3 (sent 48 hours): Offer a small incentive (10% off or free shipping) with a 24-hour deadline. Each email under 150 words. Include subject lines for each.

■ Prompt: Post-Purchase Nurture Sequence

Write a 4-email post-purchase sequence for customers who just bought [PRODUCT]. Email 1 (immediate): Order confirmation + what happens next + one unexpected delight (bonus tip or resource). Email 2 (Day 3): 'How to get the most out of [product]' — 3 tips for maximum value. Email 3 (Day 7): Ask for a review — make it easy with a direct link and a prompt ('What's the #1 thing you like about [product]?'). Email 4 (Day 14): Cross-sell recommendation based on their purchase. Each email under 200 words.

■ Prompt: Custom Automation Workflow Designer

Design a complete email automation workflow for this scenario: [DESCRIBE YOUR SCENARIO — e.g., 'Someone downloads my free pricing guide but doesn't book a consultation within 7 days']. Include: (1) trigger event, (2) number of emails and timing, (3) subject line and one-sentence summary for each email, (4) decision points (if they click X, send Y), (5) exit conditions (when to stop the sequence), (6) success metric. Format as a visual flowchart described in text.

■ Pro Tip: Start with just two automations: Welcome Sequence and Post-Purchase. These two alone will generate more revenue than any amount of manual email blasting. Add the others as you grow.

Chapter 10

Analytics & KPI Dashboard

You can't improve what you don't measure. But you also can't drown in data. Here are the only metrics that matter for a small business email program, and exactly how to use AI to interpret them.

The Email Marketing Scorecard

Metric	Formula	Why It Matters
Revenue Per Email (RPE)	Total email revenue / emails sent	The only metric that truly matters. If this goes up, you're winning.
Click-Through Rate (CTR)	Unique clicks / delivered emails	More reliable than open rate. Measures actual engagement.
Conversion Rate	Purchases / clicks	Tells you if your landing page and offer are doing their job.
List Growth Rate	(New subs - unsubs) / total list	Net growth. Should be positive every month.
Revenue Per Subscriber	Total email revenue / list size	Tells you the value of each subscriber. Guides acquisition spend.

■ Prompt: Monthly Email Analytics Review

I'm reviewing my email marketing performance for the past month. Here are my numbers: List size: [X]. New subscribers: [X]. Unsubscribes: [X]. Emails sent: [X]. Average open rate: [X%]. Average CTR: [X%]. Total email revenue: [\$X]. Compare these against industry benchmarks for [MY INDUSTRY]. Identify: (1) my 3 biggest strengths, (2) my 3 biggest areas for improvement, (3) specific actions I should take this month to improve each weak area. Give me a 1-10 score for my overall email program health.

■ Prompt: Email Revenue Attribution Report

Help me calculate the true ROI of my email marketing. Here are my numbers: Monthly email platform cost: [\$X]. Hours spent on email per month: [X] (value at \$[X]/hr). Total email revenue this month: [\$X]. Total subscribers: [X]. Campaigns sent: [X]. Calculate: (1) ROI percentage, (2) Revenue per email sent, (3) Revenue per subscriber per month, (4) Cost per subscriber per month, (5) Break-even point. Then tell me: should I invest more in email marketing or diversify? Be specific about where the additional investment should go.

BONUS

The 20-Minute Weekly Email Routine

You don't need hours to run a profitable email program. With AI and automation doing the heavy lifting, here's the exact weekly routine that keeps your email engine humming:

Minutes 1-5: Check the Dashboard

- Open your ESP. Check last week's email performance.
- Note: open rate, CTR, revenue, unsubscribes.
- Flag anything unusual (sudden drop in opens = deliverability issue).

Minutes 5-10: Plan This Week's Send

- Look at your content calendar (use the Chapter 4 prompt to build one).
- Choose this week's topic. Use AI to generate a first draft.
- Review, edit for your voice, and schedule.

Minutes 10-15: Review Automations

- Check automated sequence performance (welcome, post-purchase, cart).
- Are any emails underperforming? Flag for A/B testing.
- Check for any broken links or expired offers in automated emails.

Minutes 15-20: Growth Action

- Do ONE thing to grow your list this week:
- Share your lead magnet on social media.
- Add an opt-in to a new blog post.
- Test a new subject line format.
- Set up one new automation.

■ Prompt: Weekly Email Planning Assistant

It's Monday morning and I need to plan my email marketing for the week. My business is [BUSINESS TYPE]. Last week's email got [OPEN RATE]% opens and [CTR]% clicks. My current automation sequences are: [LIST ACTIVE SEQUENCES]. My upcoming promotions or events: [LIST ANY]. Based on this context, give me: (1) this week's newsletter topic and angle, (2) the subject line, (3) one automation to review or improve, (4) one list-growth action to take, (5) one A/B test to run. Keep each answer to 1-2 sentences.

■ Pro Tip: Block this 20 minutes on your calendar every Monday at 9 AM. Protect it like a meeting with your biggest client. Consistency in execution beats occasional brilliance every time.

APPENDIX

AI Tool Recommendations & Email Platform Comparison

Email Service Providers (ESPs) Compared

Platform	Best For	Starting Price	AI Features	Rating
Mailchimp	Beginners	Free (500 contacts)	Subject line helper, send time optimization	★★★★
ConvertKit	Creators & coaches	\$29/mo (1K)	Smart recommendations, A/B testing	★★★★
Klaviyo	E-commerce	Free (250 contacts)	Predictive analytics, AI segmentation	★★★★
ActiveCampaign	Advanced automation	\$29/mo (1K)	AI content gen, predictive sending	★★★★
Beehiiv	Newsletter-first	Free (2.5K)	AI writing, growth tools	★★★★
Brevo (Sendinblue)	Budget-friendly	Free (300 emails/day)	AI subject lines, send optimization	★★★★
MailerLite	Small businesses	Free (1K contacts)	AI writing assistant, automation	★★★★

AI Writing Tools for Email

Tool	What It Does	Price	Best For
ChatGPT / Claude	Full email drafting, strategy, analysis	Free / \$20/mo	Everything in this playbook
Jasper	AI copywriting with brand voice	\$49/mo	Consistent brand tone at scale
Copy.ai	Email-specific templates	Free / \$49/mo	Quick first drafts
Phrasee	AI subject line optimization	Enterprise	High-volume senders
Seventh Sense	AI send-time optimization	\$80/mo	Optimizing delivery times
Litmus	Email testing & analytics	\$99/mo	Rendering across clients

Email Deliverability Checklist

- Authenticate your domain: SPF, DKIM, and DMARC records properly configured.
- Use a dedicated sending domain (not @gmail.com or @yahoo.com).
- Warm up new domains/IPs: start with 50-100 emails/day, increase 20% daily.
- Clean your list quarterly: remove hard bounces immediately, soft bounces after 3 attempts.

- Maintain unsubscribe rate below 0.5% per send.
- Include a plain-text version of every HTML email.
- Avoid spam trigger words in subject lines: 'FREE!!!', 'ACT NOW', 'LIMITED TIME'.
- Always include a physical mailing address (CAN-SPAM requirement).
- Make the unsubscribe link visible and functional — hiding it hurts deliverability.
- Monitor your sender reputation at Google Postmaster Tools (free).

You now have everything you need to build, launch, and scale a profitable email marketing program using AI. The prompts are written. The frameworks are laid out. The tools are recommended.

The only thing left is execution. Pick one automation, write one email, send it today. Then do it again tomorrow. That's how empires are built — one email at a time.

Built by The AI Department — AI-First. Human Forever.

Visit us at useomni.ai for more tools, templates, and guides.