FREE BUSINESS GUIDE | 99-PROMPT EDITION

RECON11
GLOBAL SYSTEMS, LLC

SALES EMAIL FIELD MANUAL

99 COPY-READY AI PROMPTS

Prospecting, follow-up, proposals, and customer retention for small businesses

QUICK START

CHOOSE A PROMPT

Find the situation in front of you, open the matching prompt, and run it on one email you need to write today.

ONE-MINUTE QUICK START: PICK THE LINE THAT MATCHES TODAY

R11-07 **Cold lead, no recent trigger**
You have a role and an offer, and no news to mention. PAGE 09

R11-18 **Someone asked for a quote**
Ask for the one detail that lets you price the work. PAGE 09

R11-33 **A prospect went quiet**
Restate the open question so it takes one line to answer. PAGE 10

Each line jumps to the full prompt card. Copy it, replace the bracketed fields with facts you can verify, and read the sender check before you send.

INSIDE THIS GUIDE

Company brief: write it once, reuse it everywhere 03

Prospect brief: facts, sources, and assumptions 04

Worked example: R11-18 from inputs to inbox 05

Before and after: cold outreach 06

Before and after: quote delivery 07

Find your prompt: all 99 by category 08

Start the conversation: three prompt cards 09

Advance the deal: three prompt cards 10

Confirm, retain, and recover: three prompt cards 11

Before you send, and how to measure 12

Open the library and run your first draft 13

PREPARATION

THE COMPANY BRIEF

Write this once. It is the part of every prompt that stays the same, so the AI never has to guess who you are or what you may claim.

FIELD	WHAT TO WRITE	FILLED EXAMPLE, FICTIONAL BUSINESS
Sender	Your name and role	Jordan Reyes, owner
Audience	Who you sell to, in their terms	Retail store managers with street-level glass
Offer	One service for this reader	Weekly exterior storefront glass cleaning
Coverage	Where you actually work	Port Ellery and 15 miles around it
Relevant outcome	What the offer changes	Glass cleaned before opening, on a fixed day
Approved evidence	Proof you may cite, or none	None approved to cite yet
Limits	What you do not do or promise	No interior glass. Ground floor only.
Voice	Three words	Direct, friendly, brief
Next action	The reply you want most	A one-line answer to one question

Harborline Maintenance, Jordan Reyes, and Port Ellery are fictional. They appear through page 11 so you can follow one lead from first email to handoff.

BLANK BRIEF: SELECT, COPY, FILL IN

```
Sender: [name and role]
Audience: [who you sell to]
Offer: [one service for this reader]
Coverage: [where you actually work]
Relevant outcome: [what the offer changes]
Approved evidence: [proof you may cite, or none]
Limits: [what you do not do or promise]
Voice: [three words]
Next action: [the reply you want most]
```

HOW THE PROMPTS USE IT

Every prompt starts with **Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]**. Paste your filled brief over that bracket. Audience, outcome, and next action feed the Recipient and Optional lines. An editable copy sits on the workbook's Start Here tab.

KEEP IT TRUE

If a claim changes, change the brief first. Price, coverage, and proof drift faster than you expect. Review it monthly.

PREPARATION

THE PROSPECT BRIEF

Sort what you know from what you assume before you draft. The email may use the first three lines. It may never use the fourth.

LINE	WHAT GOES HERE	A. ENOUGH FOR A ROLE-BASED OPENING	B. NEEDS A FACT FIRST
Facts	What you know to be true about this reader	Casey Morgan manages Tidewater Outfitters on Bay Street	Prospect posted about a new product line
Source	Where each fact came from	Store's public staff page	A social post you half remember
Date	When you saw it	Viewed November 16, 2026	Unknown
Assumptions	What you are guessing. Keep these out of the email	The glass is cleaned by staff	The launch means they need a new site
Permissions	Names, referrals, or details you are cleared to use	None needed	None
Next decision	The smallest reasonable thing the reader can decide	In-house or vendor?	Not ready to ask yet

Column A is Harborline Maintenance writing to a store manager. Column B is Northfold Studio, a fictional two-person web agency. All names are fictional.

USE A ROLE-BASED OPENING WHEN

You know the reader's role, your offer fits it, and you have no verified news. That is column A. Open with the role and the service, ask one fit question, and run **R11-07**. An honest role-based email beats a personalized one built on a guess.

GET A FACT BEFORE DRAFTING WHEN

The email depends on something specific: an announcement, a referral, a price, a date, or a permission. That is column B. Find the source and its date, or drop the claim and write from the role. Never let the AI fill the gap.

FOUR PARTS OF EVERY DRAFT

Subject. Says what the email is about.
Opening. A real fact, or the role and service.
Reason. How you help, approved proof only.
Ask. One next action, or none.

WORKED EXAMPLE

FROM INPUT TO INBOX

Casey answered Jordan's cold email by asking for a price through the website form. Jordan runs R11-18.

1. R11-18 WITH THE FIELDS FILLED IN

Company brief: Jordan Reyes, owner, Harborline Maintenance. Weekly exterior storefront glass cleaning. Port Ellery and 15 miles around. No approved proof to cite. No interior or upper-floor glass. Direct, friendly, brief.

Recipient: Casey Morgan, store manager, Tidewater Outfitters. Request arrived through the website contact form.

Scenario: Weekly exterior glass cleaning; ground-floor storefront, once a week, before opening; detail still needed: the store's street address; approved estimate: not approved

Optional: Left out. Nothing verified to add.

The instruction paragraph under the fields is unchanged. See the full card on **page 09**.

WHY EACH FIELD MATTERS

The words not approved kept a price out of the draft. Naming one missing detail kept the email to one question.

2. WHAT THE AI RETURNED

Subject option 1: Your glass cleaning quote: one detail needed
Subject option 2: Weekly storefront glass cleaning for Tidewater Outfitters

Hi Casey,

Thank you for asking about weekly exterior glass cleaning for Tidewater Outfitters. So far I have ground-floor storefront glass, once a week, before you open.

To price it, I need one detail: the street address of the store. That lets me measure the frontage and confirm the store is inside our service area.

Once I have it, I will send a written estimate.

Jordan Reyes
Harborline Maintenance

Sender notes: No price stated because none is approved. Confirm the address is inside your coverage before you estimate.

3. JORDAN'S EXACT CHECKS

1. Is the address truly the only missing detail? Yes. Frequency and glass type came in the form.
2. Does any price appear? No. None is approved.
3. Is a written estimate a promise Jordan can keep? Yes.
4. Right Casey, right form submission? Checked.
5. Anything invented? No dates or proof appear.

IF A KEY INPUT WERE MISSING

Leave both the missing detail and the approved amount blank and the prompt does not draft. It returns:

Needs input
1. The one detail still needed to price, or none.
2. The approved estimate amount and currency, or not approved.

If only the optional line is empty, it still drafts, as it did here.

Fictional example. The businesses, people, and request are invented for illustration.

BEFORE AND AFTER

COLD OUTREACH

Fictional example. A local maintenance company writes to a retail store manager.

BEFORE: BASIC PROMPT

Write a cold email selling my commercial cleaning service.

GENERIC DRAFT IT PRODUCES

Subject: Make your business shine!

Hi there,

We provide top-quality cleaning services to help businesses look their best. I would love to tell you about our solutions. Are you available for a quick call this week?

WHY IT FALLS SHORT

No sender, no reader, no area, no single service. The AI fills each gap with a guess, and guesses read like spam.

AFTER: R11-07 WITH THE FIELDS FILLED IN

Company brief: Jordan Reyes, owner, Harborline Maintenance. Weekly exterior storefront glass cleaning. Port Ellery and 15 miles around. No approved proof to cite. No interior or upper-floor glass. Direct, friendly, brief.
Recipient: Casey Morgan, store manager, Tidewater Outfitters. Found on the store's public staff page.
Scenario: retail store manager; weekly exterior storefront glass cleaning, early-morning visits
Optional: none

Write a first email that opens with the reader's role and the service, with no claim of news, familiarity, or a known problem. Ask one fit question the reader can answer in a line, such as whether they handle this in-house or use a vendor. Having no recent news is normal here. Proceed without it and do not invent any. If the role or the service is blank, reply only with a Needs input list. Return two truthful subject options and one email under 90 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

IMPROVED DRAFT

Subject: Storefront glass cleaning question
Alternate: Exterior glass at Tidewater Outfitters

Hi Casey,

I'm Jordan, owner of Harborline Maintenance. We clean exterior storefront glass for retailers in Port Ellery, usually early in the morning before stores open.

Do you handle window cleaning in-house, or do you use a vendor?

Jordan Reyes

Jordan had no recent news about the store, so the prompt went ahead without any. It did not invent a trigger.

WHAT CHANGED

Named sender, named reader.

One service, real service area.

One question, one line to answer.

TWO EDITS FOR ANY COLD EMAIL

1. Trade praise for particulars. Delete every adjective about quality. Put the one service and the real area in its place.

2. End on a one-line question. Replace the request for a call with a question the reader can answer without opening a calendar.

BEFORE AND AFTER

QUOTE DELIVERY

Fictional example. Casey sent the address, and the approved quote is ready to send.

BEFORE: BASIC PROMPT

Send an email with a cleaning quote and ask whether they have any questions.

GENERIC DRAFT IT PRODUCES

Subject: Your quote

Hi Casey,

Please see the attached estimate. We are excited to work with you. Let me know what you think or if you would like to schedule a call.

Jordan

WHY IT FALLS SHORT

No version, no amount, no scope, no way to say yes. The reader must open the file to learn anything, then guess how to approve.

AFTER: R11-41 WITH THE FIELDS FILLED IN

Company brief: same as page 06
Recipient: Casey Morgan, store manager, Tidewater Outfitters
Scenario: Quote Q-1042, version 2; weekly exterior storefront glass cleaning at 418 Bay Street, one visit per week; approved: 120 US dollars per visit, billed monthly; attached as a PDF; approve by replying Approved to this email; expires December 18, 2026
Optional: none

Write an email that delivers the quote: name the version, the scope, and the approved amount, say where the document is, and state exactly how to approve. Mention the expiry date only if given. If the amount or scope is not marked approved, reply only with a Needs input list and draft nothing about price. Do not give a start date I did not supply. You cannot see attachments, so remind me in Sender notes to attach and check the file. Return two truthful subject options and one email under 110 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

IMPROVED DRAFT

Subject: Quote Q-1042 v2: weekly storefront glass cleaning
Alternate: Your glass cleaning quote, 418 Bay Street

Hi Casey,

Quote Q-1042, version 2, is attached as a PDF. It covers weekly exterior storefront glass cleaning at 418 Bay Street, one visit per week, at $120 per visit, billed monthly.

To approve, reply to this email with the word Approved. The quote is valid through December 18, 2026.

Jordan Reyes
Harborline Maintenance

Sender notes: Attach Q-1042 v2 and confirm it shows $120 per visit. No start date supplied, so none given.

ATTACHMENT CHECK

The AI cannot see your files. Attach the quote, open it, and match version, amount, currency, and address to the email.

IF PRICE OR SCOPE IS UNVERIFIED

Mark the field not approved. R11-41 then returns a Needs input list and writes nothing about price. Get approval from whoever sets pricing, then run it again.

PROMPT INDEX

FIND YOUR PROMPT

Pick the category by what just happened, then pick the prompt by the decision in front of you.

CATEGORY	USE IT WHEN	PROMPT IDS
Cold outreach	First contact, no relationship yet	**R11-01 to R11-08 + R11-81**
Warm introductions	Someone you both know, or a shared setting	**R11-09 to R11-16 + R11-82**
Inbound response	They wrote or called first	**R11-17 to R11-24 + R11-83**
Discovery and meetings	A meeting or visit is being set, held, or recapped	**R11-25 to R11-32 + R11-84**
Follow-up and stalled deals	You asked, and the answer has not come	**R11-33 to R11-40 + R11-85**
Proposals and quotes	Price, scope, or terms are going to the buyer	**R11-41 to R11-48 + R11-86**
Objections	The buyer pushed back or said no	**R11-49 to R11-56 + R11-87**
Closing and handoff	The buyer said yes and work is about to start	**R11-57 to R11-64 + R11-88**
Retention and renewal	An existing customer: check-ins, renewals, cancellations	**R11-65 to R11-72 + R11-89**
Referrals and partnerships	Asking for an introduction, a review, or a partner	**R11-73 to R11-80 + R11-90**
Repair and sensitive conversations	Something went wrong, or someone asked you to stop	**R11-91 to R11-99**

Nine prompts per category, 99 in all. Each category's ninth prompt is new in this edition, and the last category is entirely new.

CUE 1: WHO SPOKE LAST?

If they did, start in Inbound response or Objections. If you did, start in Follow-up. If no one has, start in Cold outreach or Warm introductions.

CUE 2: IS MONEY OR SCOPE IN IT?

Then it belongs in Proposals and quotes, and every amount must be marked approved before the prompt will write it.

CUE 3: ANYTHING TO ASK FOR?

If the honest answer is no, use R11-40, R11-56, or R11-99. They end without a sales ask. A closing email with no ask is still worth sending.

All 99 prompts: open the companion page 13

COPY-READY PROMPTS

START THE CONVERSATION

Three library prompts, word for word. Replace each bracketed field, then paste.

R11-07 No recent trigger

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name or role, company, and how I found this contact]
Scenario: [buyer role or industry]; [the one service that fits this role]
Optional: [approved proof I may cite]; [preferred next action]

Write a first email that opens with the reader's role and the service, with no claim of news, familiarity, or a known problem. Ask one fit question the reader can answer in a line, such as whether they handle this in-house or use a vendor. Having no recent news is normal here. Proceed without it and do not invent any. If the role or the service is blank, reply only with a Needs input list. Return two truthful subject options and one email under 90 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Remove any invented news, familiarity, or inferred problem before sending.

ALSO CHECK
Was this contact published somewhere that invites business email? Note the source in your log.

R11-18 Quote request

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name, role, company, and how the request arrived]
Scenario: [the service requested]; [the scope known so far]; [the one detail still needed to price, or none]; [approved estimate amount and currency, or not approved]
Optional: [approved proof I may cite]; [earliest confirmed availability]

Write a reply that thanks them for the request and restates the scope in one line. If a detail is still needed, ask for that one detail and say what it lets me price. If an estimate is approved and nothing is missing, give the amount and what it covers. Never state, hint at, or give a range for a price that is not marked approved. If the missing detail and the approved amount are both blank, reply only with a Needs input list. This is a reply: keep the existing subject, or give two truthful options if it no longer fits. Return one email under 110 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Confirm the missing detail is truly the only one, and that any price is approved.

ALSO CHECK
If a price appears in the draft, find the written approval for it before you send.

R11-09 Mutual contact introduction

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name, role, and company]
Scenario: [the mutual contact's full name]; [how and when they said I may use their name]; [why they thought we should talk]
Optional: [approved proof I may cite]; [preferred next action]

Write a first email that names the mutual contact in the first line, gives their stated reason for the connection, and proposes one short first conversation. If permission to use the name is blank or unclear, reply only with a Needs input list and do not draft with the name. Do not put words in the contact's mouth beyond the reason I gave. Return two truthful subject options and one email under 100 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Confirm in writing that the contact agreed to be named.

ALSO CHECK
Send the mutual contact a one-line heads-up that the email has gone out.

COPY-READY PROMPTS

ADVANCE THE DEAL

Each card carries one real decision. Make it before the draft leaves your outbox.

R11-33 First unanswered follow-up

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name, role, and company]
Scenario: [what my first email asked]; [the date I sent it]; [the decision or question still open]
Optional: [one new fact that helps them answer]

Write a first follow-up that restates the reason for my email in fresh words and puts the open question in a form they can answer in one line, such as yes, no, or not now. Do not paste or repeat the first email. If fewer than three business days have passed since the send date, tell me to wait instead of drafting. If the open question is blank, reply only with a Needs input list. Use no guilt and no bumping language. This is a reply: keep the existing subject, or give two truthful options if it no longer fits. Return one email under 80 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Search the whole thread and your other channels for a reply before sending.

DECISION POINT
Reply found anywhere, or fewer than three business days gone? Do not send.

R11-41 Quote delivery

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name, role, and company]
Scenario: [quote number or version]; [approved scope in one line]; [approved amount, currency, and billing unit]; [attached or linked]; [exactly how to approve]; [quote expiry date, or none]
Optional: [what happens after approval]

Write an email that delivers the quote: name the version, the scope, and the approved amount, say where the document is, and state exactly how to approve. Mention the expiry date only if given. If the amount or scope is not marked approved, reply only with a Needs input list and draft nothing about price. Do not give a start date I did not supply. You cannot see attachments, so remind me in Sender notes to attach and check the file. Return two truthful subject options and one email under 110 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Match the amount, currency, and version to the actual quote, and attach it.

DECISION POINT
Amount or scope not approved? Stop, get approval, then run it again.

R11-87 Discount request

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name, role, and company]
Scenario: [their request, quoted]; [the current approved price]; [the approved concession boundary, or none authorized]; [what I need in exchange, if anything]

Write a reply that thanks them for asking directly. If a concession is authorized, offer one inside the boundary and state what it is tied to, such as a longer term or prepayment. If none is authorized, hold the price, explain what it covers, and offer a scope change only if I listed one. Never exceed the boundary or hint that more is possible. If the boundary field is blank, reply only with a Needs input list. This is a reply: keep the existing subject, or give two truthful options if it no longer fits. Return one email under 110 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Check the concession against your written limit, and get sign-off for anything beyond it.

DECISION POINT
Inside your written limit, offer it. Outside it, hold the price or escalate.

COPY-READY PROMPTS

CONFIRM, RETAIN, RECOVER

Close or handoff, renewal, and repair. When Casey approves Q-1042, Jordan runs R11-57 first.

R11-57 Confirm acceptance

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name, role, and company]
Scenario: [the version they accepted]; [how and when they accepted]; [the commitments stated in that version]; [the next step and its owner]

Write a confirmation that restates exactly what they accepted, by version, and says what happens next and who does it. Add no term, date, or condition that is not in the accepted version. If their acceptance does not name a version, or more than one version is in circulation, reply only with a Needs input list. This is a reply: keep the existing subject, or give two truthful options if it no longer fits. Return one email under 100 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Check that their acceptance covers the version you name.

STOP CONDITION
Two versions in circulation? Stop and confirm which one they accepted.

R11-69 Renewal reminder

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name, role, and company]
Scenario: [renewal date]; [the terms as written, including price and any change]; [whether it renews automatically]; [the action requested and its deadline]; [how to change or cancel]

Write a reminder that states the renewal date, the terms as written, and whether it renews automatically. Then give the one action requested and its deadline, and tell them how to change or cancel. If the terms or the auto-renewal status are blank, reply only with a Needs input list. Describe a price change as exactly what it is. Return two truthful subject options and one email under 120 words with one clear next action. Use only the facts above. List anything I must verify under Sender notes, outside the email.

SENDER CHECK
Read the renewal clause in the signed agreement and match the email to it.

STOP CONDITION
Terms or auto-renewal status unknown? Stop and read the signed agreement.

R11-99 Opt-out confirmation

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Recipient: [name and the address or number the request came from]
Scenario: [their request, quoted]; [what they opted out of]; [whether a confirmation message is appropriate for this channel: yes or no]; [whether the opt-out is recorded: yes or not yet]

First decide whether to send anything. If a confirmation is not appropriate, return only: No message. Record the opt-out. Otherwise write a two or three sentence confirmation that their request was received and what it covers. Stop rule: the email has no offer, no question, and no request to reconsider. Say the opt-out is complete only if I marked it recorded. Otherwise say it is being processed. Keep the existing subject. Return one email under 50 words with zero sales ask, then a separate Internal update note listing what to change in my records. You have not updated anything, so do not say you did.

SENDER CHECK
Update your list and CRM yourself, then confirm no scheduled emails remain for this person.

STOP CONDITION
Confirmation not appropriate for the channel? Send nothing. Record the opt-out.

REVIEW AND MEASURE

BEFORE YOU SEND

Run this list on every draft. Then measure with one definition and one observation window.

PRE-SEND CHECKLIST. PRINT THIS PAGE IF IT HELPS

- [ ] The recipient and everyone copied belong on this thread.
- [ ] Names, prices, dates, and promises match your source records.
- [ ] The subject says what the email actually says.
- [ ] Every attachment or link is present, correct, and opens.
- [ ] No sentence claims news, proof, familiarity, or urgency you cannot document.
- [ ] There is one clear next action, or none if the situation calls for none.
- [ ] Any opt-out or contact preference on file has been honored.
- [ ] It reads naturally out loud, in your voice.

ILLUSTRATIVE RESULTS. FICTIONAL BATCH, NOT A BENCHMARK

Ledgerpoint Bookkeeping, a fictional two-person firm, sent R11-07 to 50 owners of local trade businesses on November 2, 2026 and counted outcomes through November 9, 2026. Observation window: 7 days.

50	48	6	3	2	12.5%
Sent	Delivered	Replies	Positive	Meetings	Reply rate

Reply rate = 6 unique replies (numerator) / 48 delivered (denominator) = 12.5%. If you do not know the delivered count, use 6 / 50 sent = 12.0% and label it replies per sent. Never mix the two in one comparison.

REPLY

Any human response inside the window, counted once per recipient. Not interested is a reply. An auto-reply is not.

POSITIVE REPLY

A reply that moves things forward under a definition you wrote down before sending.

BOOKED MEETING

A meeting on a calendar. The outcome that matters most, and the slowest to appear.

COMPARE FAIRLY

Same prompt, same kind of audience, same window length. Change one thing per batch and write it in the Notes column of the Results Log. A batch of 50 is a signal, not proof.

COMPANION RESOURCES

OPEN THE LIBRARY

The full library ships in three formats. Start with one email you already need to write.

THREE COMPANION FILES, SAME 99 PROMPTS

PDF **Recon11_99_Sales_Email_Prompt_Library.pdf**
All 99 prompts as designed cards, three to a page, in the same format as this manual. Read, print, or copy from it.

XLSX **Recon11_99_Sales_Email_Prompts.xlsx**
Start Here, Prompt Library, and Results Log. Filter by category, copy a prompt from one cell, log results. No macros.

MD **Recon11_99_Sales_Email_Prompts.md**
The same 99 prompts as plain text with linked category navigation. Opens in any text editor.

HOW TO OPEN THEM

All three were delivered with this PDF. They are also embedded here: in Adobe Acrobat or Reader, open the Attachments panel (the paperclip icon) and double-click a file. Browser PDF viewers often hide attachments, so use the separate downloads there.

RUN YOUR FIRST DRAFT IN FOUR MOVES

01 **Choose.** Pick one live conversation from your own list. Find its prompt on page 08 or with the Category filter in the workbook.

02 **Fill.** Paste your company brief from page 03, then replace each bracketed field with a fact you can point to.

03 **Review.** If the AI returns Needs input, supply the fact and run it again. If it drafts, work the sender check and the list on page 12. You send it.

04 **Log.** Add one row to the Results Log: prompt ID, audience, send date, observation end, and counts.

The prompts draft. You verify and send. Nothing in this guide promises a reply rate or a sale, and every business, person, price, and result shown is fictional.