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Writing sales and follow-up e-mails with AI without sounding like spam

AI & Agents

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Writing sales and follow-up e-mails with AI without sounding like spam

AI & Agents Created on **October 10, 2026** 3 min read



AI writes the **skeleton** of a sales e-mail well: opening, reason, a clear ask and a sign-off. What makes it read as spam is not the machine, it is the lack of **a true reason for that person to get that e-mail**. Give it real facts about the recipient and about your offer, ask for a short text with a single request, and read it before sending.

There is also a part no AI solves: **who** you are allowed to write to. Mailing strangers in bulk from your domain's e-mail account damages the address's reputation and can send your customers' messages to the junk folder. See **e-mail marketing without burning your domain**.

What to give the AI so the e-mail is not generic

Give it	Example	Why it helps
Who receives it	"Owner of a clothes shop who asked for a quote last week"	Without it the text suits everybody and nobody.
Why you are writing now	"She opened the quote and did not reply"	A real reason is what separates a follow-up from spam.
What you offer, facts only	The plans, conditions and deadlines **that are on your page**	What you do not give it, the machine invents.
One request	"Reply with the best time for a call"	Three requests in one e-mail get zero replies.
Tone and length	"Polite, direct, under a hundred words"	Short text gets read; long text gets deleted.

A request that works as a starting point:

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Write a follow-up e-mail in English.
Recipient: [who they are and what they asked for].
Reason: [what has happened since the last contact].
Offer: [only what is on my page: paste the text].
One request: [what I want them to do].
Tone: polite and direct. No exclamation marks. Maximum one hundred words.
Do not invent prices, deadlines or conditions. If information is missing, ask me.
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Before you press send

1. **Read it aloud.** If it sounds like a catalogue, rewrite the first sentence with something true about the person.

2. **Check every fact:** name, company, amounts, dates and the link. See **how to check an answer**.

3. **Do not fake closeness.** “I saw your work and was impressed”, written by a machine about someone whose work it never saw, is worse than nothing.

4. **Give a simple way to say no.** One line saying that if it is not useful they can reply “no” and will not hear from you again. And keep that promise.

5. **Send few, one by one.** If you must write to many people, use a list tool with consent and unsubscribe, not your everyday mailbox.

! **Do not paste your customer list into the AI**

, or data you would not already put somewhere you know. Give it only what that one message needs. See **the data terms of AI services**.

Ask for **two versions**, a shorter one and a warmer one, and keep the one that sounds like you. Your usual style is worth more than the machine’s.

NEED A HAND?

Customers’ e-mails landing in junk? Open a ticket and we will look at what happens on the server side.

Open a support ticket →

SEE ALSO

- Writing prompts for business tasks: replies, descriptions and summaries
- E-mail marketing: doing it properly without burning your domain
- Professional e-mail

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