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

AI & Agents

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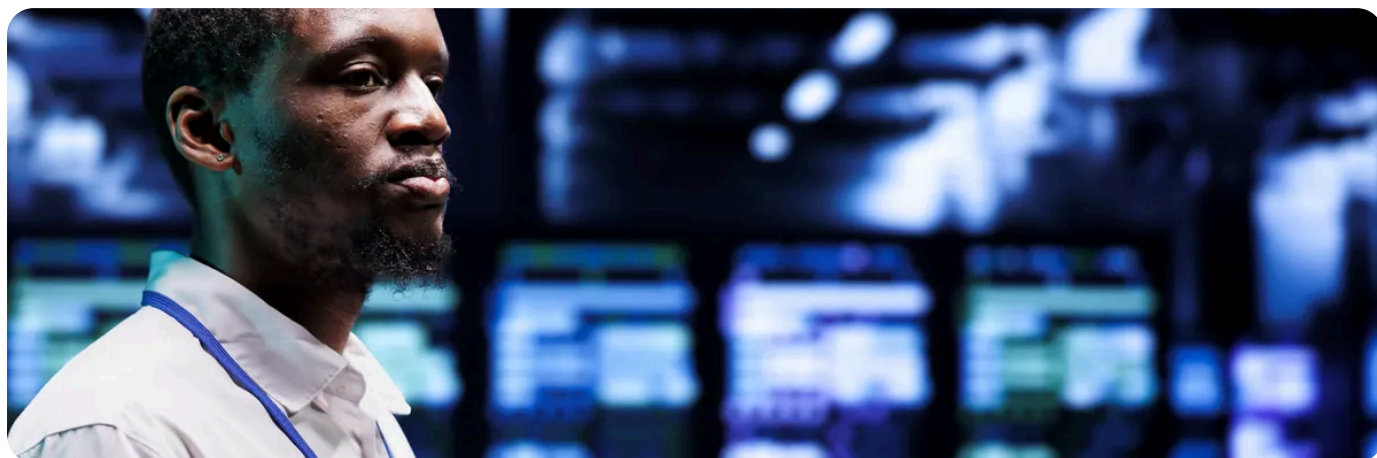
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Writing sales and follow-up e-mails with AI without sounding like spam

📁 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:

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.

? 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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