



AI TOOL DROP

The Email Machine Prompt Pack

The Claude prompt chain behind a 12,000-subscriber system. v2, expanded.

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The Email Machine Prompt Pack

The exact Claude prompt chain behind a 12,000-subscriber email machine: a branching nurture written in days, not weeks, plus the weekly rhythm that keeps it selling. Use these in order.

1 · The Sequence Architect

Run this once per audience segment. It designs the arc before any email gets written, the step most people skip, and the reason most nurtures feel random.

You are designing an 8-email nurture sequence for [SEGMENT, e.g. "coaches who just downloaded the free guide"].

Their situation: [what they just did / want].

My offer at the end: [product + price].

Design the arc: for each email give (1) the job it does in the sequence, (2) the single idea it teaches, (3) the emotional note it ends on, (4) subject line direction.

Rules: emails 1-5 teach and build trust with NO pitch. Email 6 introduces the offer through a story. Emails 7-8 are direct. Output as a numbered plan I will feed back to you one email at a time.

TIP, Save the output. Every later prompt references this plan, which is what keeps 8 emails feeling like one narrative.

2 · The Email Writer

Run once per email, feeding back the plan from step 1.

You are writing email [N] of 8 for the [SEGMENT] path.

The sequence plan: [paste plan]

This email's job (from the plan): [paste row N]

Voice rules: [paste your 5 voice rules, see step 3]

Write: subject line + preview text + 150-220 word body + one-line CTA.

Rules: one idea only. Short sentences. No "I hope this finds you well." End with the emotional note from the plan. Write like one busy human writing to another.

3 · The Voice Matcher

Run this ONCE before writing anything. It extracts your voice so 40 emails sound like you, not like AI.

Here are 3 emails I wrote myself that got replies: [paste].
Extract my voice as 5 concrete, imitable rules (sentence length, how I open, how I transition, words I overuse, how I close). Output only the 5 rules, I will paste them into every writing prompt.

TIP, Re-run quarterly. Your voice drifts; the rules should too.

4 · The Subject Line Splitter

Subject line for this email: [paste email body].
Give me 10 options across 4 styles: curiosity gap (3), direct benefit (3), pattern interrupt (2), personal/story (2).
Mark the 2 you'd A/B test and say why in one line each.

5 · The Weekly Rhythm

Newsletter Friday, campaign Sunday. Both from the same notes, under an hour total:

Here are my rough notes from this week: [bullet dump].
Write two emails:
1) NEWSLETTER (Friday): value-first, 3 short sections, one soft link to [page].
2) CAMPAIGN (Sunday): one idea from the notes turned into a story that lands on [offer]. Direct CTA.
Same voice rules as always: [paste rules].

The Two Mistakes That Cost Me Months

1. The dead-end graduation. Check that your nurture's exit step actually points at a live sequence. I once had ~11,000 graduates routing into a draft that sent nothing, silently, for months.

2. Manual bounce handling. Auto-suppress bounces from day one. Sender reputation compounds in whichever direction you let it.

Want the machine these prompts run on? The full build is at aitooldrop.com/tools/claude-gohighlevel-email-machine

Worked Example: The Sequence Architect in action

What we fed it:

You are designing an 8-email nurture sequence for [coaches who just downloaded the free niche guide].
Their situation: they want paying clients but hate selling.
My offer at the end: [group coaching program, \$497].
Design the arc...

What came back (excerpt, unedited):

Email 1, job: prove we understand the hate-selling problem better than they can articulate it. Idea: selling feels bad because you were taught to interrupt, not invite. Emotional note: relief. Subject direction: "you are not bad at selling"...

Email 2, job: first quick win...

Notice what the prompt structure bought: the output needed an edit pass, not a rewrite. That is the bar every prompt in this pack aims for.

6 · The Re-engagement Sequence

For the chunk of your list that stopped opening. Run quarterly. Expect 5 to 10 percent of dormant subscribers to wake up, and be ready to remove the rest, because a smaller warm list beats a bigger cold one on every metric that matters.

Write a 3-email re-engagement sequence for subscribers who have not opened in 90+ days.

Email 1: "still want these?" Honest, short, one-click yes. Email 2 (3 days later): the single best thing I have published recently: [paste]. Email 3 (4 days later): goodbye email, warm, no guilt, tells them they will be unsubscribed and how to stay.

Voice rules: [paste]. No fake urgency anywhere.

7 · The Deliverability Audit

Run monthly. Ten minutes of prevention against the silent killer of email businesses.

Here are my email stats for the last 30 days: sent [N], delivered [N], opened [N]%, clicked [N]%, bounced [N], complaints [N], unsubscribes [N].

Audit against healthy benchmarks (38%+ open for niche lists, under 0.1% complaints, under 2% bounce). Flag anything drifting, diagnose the likeliest cause in order of probability, and give me the one fix to make this week.

Troubleshooting

The emails sound like AI. Your voice rules are too vague. "Friendly but professional" describes everyone. Re-run the Voice Matcher with emails that got actual replies, and demand rules concrete enough that a stranger could imitate you.

Open rates fine, clicks dead. The email made its point too completely. A satisfied reader does not click. End on the tension the linked page resolves, not on the resolution.

Sequence performance decays by email 5. Almost always a sign emails 3 and 4 taught nothing new. Every email must earn the next open. Cut the weakest email entirely; 7 strong beats 8 padded.

People buy but then unsubscribe. Normal and healthy. They came for the thing, got the thing. Fix only if the rate exceeds 3 percent per send.