

Leveraging AI for Cold Outreach: A Complete Step-by-Step Script

(Brought to you by: Swift Close Business Solutions, a Texas Real Estate Company) 469-846-9459

How to Use AI-Driven Tools Like ChatGPT or Jasper AI to Craft Personalized Cold Emails & Messages for Realtors

Cold outreach can be **time-consuming**, but with **Al-driven automation**, you can craft **highly personalized** messages that **increase response rates**. Here's a **full script and workflow** to automate and optimize your outreach.

Step 1: Define Your Target Audience

Before using AI to generate outreach messages, clarify your ideal prospect:

Who are you reaching out to? (Homebuyers, sellers, investors, FSBOs, expired listings, realtors, lenders)

What is their pain point? (Selling fast, finding the right home, saving time, avoiding paperwork)

What value are you offering? (Market insights, off-market listings, transaction coordination)

reference Segments:

- **FSBO Sellers** (For Sale By Owner) \rightarrow Need help closing faster.
- **Expired Listings** \rightarrow Need a new agent with a better approach.
- **Investors** \rightarrow Need profitable properties & deal analysis.
- **Realtors** \rightarrow Need help with transaction coordination & workflow automation.



Step 2: Choose an Al Tool for Generating Outreach Messages

Al tools like ChatGPT, Jasper Al, and Copy.ai can craft personalized emails & messages.

ChatGPT \rightarrow Best for email copy & message scripting

 \bigvee Jasper AI \rightarrow AI-powered marketing emails with brand tone control

Copy.ai \rightarrow Good for creating multiple variations of cold messages

Example Prompt for AI (to generate a message):

 \bigcirc "Write a persuasive cold email to a FSBO seller in [City] offering a free consultation on how they can sell faster without stress. Make it short, personalized, and engaging."

Step 3: Craft AI-Generated Cold Email Templates

Here are AI-powered email/message scripts for different audiences:

ript 1: FSBO Seller Cold Email

Subject: [First Name], Selling Your Home? A Quick Way to Close Faster!

Hi [First Name],

I noticed you're selling your home **without a realtor**. I respect that! But I also know **how challenging it can be** to market, negotiate, and handle paperwork alone.

I specialize in **helping FSBO sellers close faster** with fewer headaches. I'd love to offer you a **free consultation** on how to:

V Attract serious buyers faster



Avoid legal paperwork mistakes
 Negotiate better offers

Would you be open to a **quick 10-minute chat this week**? Let me know what time works for you!

Looking forward to connecting.

[Your Name]

📌 Script 2: Expired Listing Cold Email

Subject: Your Listing Expired—Here's How You Can Still Sell Fast!

Hi [First Name],

I noticed your home was listed but didn't sell. That's frustrating, and I totally understand.

The good news? **It's not too late!** In today's market, the right pricing, marketing, and strategy can **get your home sold quickly.**

I'd love to offer you a free, no-obligation strategy session on how to:

- 🏡 Get more exposure for your listing
- 💰 Avoid common pricing mistakes
- Tolose faster without stress

Would you be open to a quick chat this week? Let me know a time that works for you!

Best,
[Your Name]
[Your Phone] |
[Your Website]



script 3: Cold Message for Investors (LinkedIn or Email)

Subject: Exclusive Off-Market Deals for Smart Investors

Hi [First Name],

I work with **real estate investors** in [City] who are looking for **profitable off-market properties** before they hit the MLS.

I'd love to send you a list of **high-potential investment properties** that fit your criteria. Are you open to a quick chat to see if there's a match?

Let me know when you're available!

Best, [Your Name]

📞 [Your Phone] | 🌐 [Your Website]

Step 4: Automate Al-Powered Outreach Using CRM & Email Tools

Once you have your **AI-generated cold emails**, automate your outreach using **email marketing tools**.

Best Automation Tools for Realtors:

- ✓ Gmail + ChatGPT Al-generated responses & follow-ups
- **Mailchimp** Automated email sequences
- V HubSpot CRM Al-powered email personalization & tracking
- **Follow Up Boss** Great for real estate lead nurturing
- Zapier + ChatGPT Automate responses & follow-ups



How to Automate It:

1 Upload a list of contacts (FSBOs, expired listings, realtors, investors).

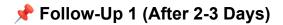
2Set up an **email sequence** (Initial cold email \rightarrow Follow-up 1 \rightarrow Follow-up 2).

3 Use **AI to auto-personalize** each email with the prospect's name & situation.

4 Track open rates & replies (adjust messaging if needed).

Step 5: Follow-Up Sequence (AI-Powered)

80% of sales happen after 5+ follow-ups. Use AI to generate engaging follow-ups that keep leads warm.



Subject: Quick Follow-Up – Still Interested?

Hi [First Name],

Just checking in—did you get my last email about **helping you sell faster**? I'd love to help, and my offer for a **free consultation** still stands.

Would [Day/Time] work for a quick chat?

Best, [Your Name]

Follow-Up 2 (After 1 Week)

Subject: Final Follow-Up – Ready to Chat?

Hi [First Name],



I know you're busy, so I'll keep this short. If you're still interested in learning how to **sell faster without stress**, I'd love to chat.

Let me know if now isn't the right time—I'm happy to connect whenever works for you!

Best, [Your Name]

Step 6: Track, Optimize & Improve AI Cold Outreach

📌 Monitor key metrics:

- Open rates (Are people opening your emails?)
- Reply rates (Are they responding?)
- Click-through rates (Are they clicking your link?)

📌 Optimize:

- \checkmark If open rates are **low** \rightarrow Test new subject lines
- \checkmark If response rates are **low** \rightarrow Make the CTA clearer
- \checkmark If people click but don't reply \rightarrow Add urgency
- Al Tool to Improve Cold Outreach:
- **ChatGPT + Zapier**: Auto-analyze responses & suggest better follow-ups!

Final Thoughts: Al Cold Outreach Can Save You Hours!

AI-Driven Outreach = More Leads with Less Work
 AI can generate highly personalized cold emails & messages



Automate email outreach with Mailchimp, HubSpot, or Follow Up Boss
 Track performance, optimize, and increase response rates

(Need assistance with this process: <u>Book a</u> <u>FREE Consult</u> w/Swift Close Business Solutions, a Texas Real Estate Company) <u>469-846-9459</u>