Scrhoz

Sales Messages That Don't Feel Salesy Prompt Pack

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15 simple prompts for reaching out, following up, answering objections, asking for reviews and referrals, and announcing a price rise, in words that sound like a person.

How to Use This Pack

- Copy a prompt, paste it into any AI assistant (ChatGPT, Claude, Gemini or similar), and replace each [BRACKETED] part with your own details.
- Add real details about your offer and the person you're writing to. Use a first name or a label such as [CUSTOMER], and leave out full names, contact details and private information.
- Read every message aloud before you send it. If it sounds like a script, shorten it or put it in your own words.
- Say only what's true. Don't add urgency, scarcity or praise that isn't real.

Note: These prompts are for general drafting and are not legal advice. Rules on unsolicited messages, consent, reviews, testimonials and price changes differ by country and by contract, so check the rules where you and your customers live before you send. Never write a review or testimonial for someone else, and never invent one.

First Contact

1. A Short Outreach Message

> Write a short outreach [EMAIL / LINKEDIN MESSAGE] of under [100] words to [WHO, E.G. THE OWNER OF A SMALL BUSINESS IN A PARTICULAR FIELD]. What I offer: [DESCRIBE]. My real reason for contacting them in particular: [REASON]. Open with something specific about them, say what I can do in one sentence, and end with one easy question. No flattery, no pressure and no fake familiarity.

Tip: A real, specific reason for writing beats a clever opening.

2. Ask for an Introduction

> I'd like an introduction to [TYPE OF PERSON OR COMPANY]. [CONTACT'S FIRST NAME] knows them through [HOW]. Write a short message to [CONTACT] asking whether they'd be open to introducing us. Include a two-sentence description of what I do that they can forward, and make it easy for them to say no.

Tip: Make the forwardable blurb good enough that they don't need to rewrite it.

3. Follow Up After a Conversation

> I spoke with [FIRST NAME] on [DATE] about [TOPIC]. What they said they need: [NOTES]. What I offered or promised: [NOTES]. Write a short follow-up email that thanks them, recaps what we agreed in two or three lines, and suggests one clear next step with a date. Keep it under [120] words.

Tip: Send it within a day, while the conversation is fresh.

4. A Gentle Nudge When There's No Reply

> I sent [FIRST NAME] a message on [DATE] about [TOPIC] and haven't heard back. Write three short follow-ups of under 60 words each: a friendly check-in, one that adds something useful (such as [A RESOURCE OR IDEA]), and a polite last note that makes it easy to say "not now". No guilt, and no "just bumping this".

Tip: Two follow-ups is usually enough. After that, let it rest.

Conversations and Objections

5. Reply to "It's Too Expensive"

> A customer told me my price is too high. What I offer: [DESCRIBE]. My price: [AMOUNT]. What it includes and why it costs that: [NOTES]. Write three calm replies: one that explains the value without arguing, one that offers a smaller or cheaper option, and one that respects their answer and leaves the door open. Don't invent discounts or deadlines.

Tip: Ask what they're comparing it with before you defend the price.

6. Reply to "I Need to Think About It"

> A customer told me they need to think about it after I [QUOTED / PRESENTED / DEMONSTRATED] [WHAT]. Write three short replies that give them room, ask what would help them decide, and suggest when I might check back. Keep them warm and free of pressure.

Tip: Often "let me think" means one question is still unanswered. Find out which.

7. Reply to "We Already Use Someone Else"

> A potential customer said they already work with [ANOTHER PROVIDER, OR "SOMEONE ELSE"]. What I offer: [DESCRIBE]. Write a reply that respects their choice, doesn't criticise the other provider, and leaves one easy way to stay in touch, such as [A NEWSLETTER / CHECKING BACK IN SIX MONTHS / A SHORT RESOURCE].

Tip: Be gracious. They may come back when their situation changes.

8. Politely Decline a Poor-Fit Customer

> A [CUSTOMER / ENQUIRY] has asked for [DESCRIBE]. It isn't a good fit because [HONEST REASON]. Write a kind, clear reply that says no, gives the reason in a sentence, and, if I can, suggests [ANOTHER OPTION OR REFERRAL]. Keep it under [100] words.

Tip: A clear no now saves you both time and keeps the relationship intact.

Asking and Thanking

9. Ask for a Review

> Write a short message asking a recent customer for a review on [PLATFORM]. What I did for them: [DESCRIBE]. We finished on [DATE]. Thank them first, make clear that honest feedback of any kind is welcome, explain how to leave it in two steps, and keep it under [100] words. Don't ask for a particular rating or offer anything in exchange.

Tip: Ask soon after you deliver, and make the link one click away.

10. Ask for a Referral

> Write a short message to a happy customer asking whether they know anyone who could use [WHAT I OFFER]. What I did for them: [DESCRIBE]. Make it easy: describe the kind of person I help in one sentence, offer to write a short introduction they can forward, and say there's no obligation.

Tip: Be specific about who you'd like to meet. "Anyone" gives people nothing to picture.

11. Ask Permission to Use a Testimonial

> A customer said this about my work: [PASTE THEIR EXACT WORDS]. Write a short message asking whether I may use it on [MY WEBSITE / SOCIAL MEDIA / A PROPOSAL], shown with [THEIR FIRST NAME ONLY / FULL NAME AND BUSINESS / NO NAME]. Quote their words back exactly, offer to let them see how it will appear, and make it easy to say no or ask for changes.

Tip: Use their exact words, and only after they've said yes.

12. A Thank-You That Opens the Door

> Write a short thank-you message to a customer who has just [BOUGHT / FINISHED A PROJECT / RENEWED]. What they got: [DESCRIBE]. Thank them specifically, tell them what happens next, and add one low-key line saying they're welcome to get in touch if they need anything else. Don't include a sales pitch.

Tip: A thank-you that sells something stops being a thank-you.

Prices and Quotes

13. Announce a Price Rise

> I'm raising my prices from [OLD PRICE] to [NEW PRICE] from [DATE]. The honest reasons: [E.G. MY COSTS HAVE RISEN, THE SERVICE HAS GROWN]. What happens for existing customers: [E.G. PRICE HELD FOR 3 MONTHS / NO EXCEPTIONS]. Write a clear, courteous notice of under [150] words. Put the change and the date near the top, give the reason in a sentence, thank them, and say how to ask questions. No over-apologising and no spin.

Tip: Give plenty of notice, and check your contract for any notice period you must follow.

14. A Cover Note for a Quote

> I'm sending [FIRST NAME] a quote for [PROJECT]. What they asked for: [NOTES]. Total: [AMOUNT]. What's included: [LIST]. What's not included: [LIST]. How long the quote is valid: [PERIOD]. Write a short cover email that summarises the quote in plain words, points out any choices or options, says what happens if they accept, and invites questions.

Tip: State what isn't included. It prevents awkward conversations later.

15. Reconnect With a Past Customer

> Write a short, friendly message to someone I last worked with in [MONTH AND YEAR]. What I did for them: [DESCRIBE]. Anything new that might be relevant to them: [NEWS OR AN IDEA, OR "NOTHING SPECIFIC"]. Ask how things are going, don't pitch, and mention what I can help with only if it comes up naturally. Keep it under [100] words.

Tip: If you have nothing genuine to say, wait until you do.

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