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DIGITAL OPERATING SYSTEMS · CENTRAL HIGHLANDS

SOP #004 — EMAIL WRITING WITH AI

# Write Any Business Email in Under 5 Minutes Using AI

Eight ready-to-paste prompts for the emails every business owner sends — follow-ups, proposals, check-ins, bad news, and more.

**WHAT THIS COVERS**

8 prompts for the most common business emails

**TIME**

Under 5 minutes per email

**WHO IT'S FOR**

Business owners, VAs, account managers

**WORKS IN**

Claude, ChatGPT, Gemini — any AI tool

> **VERIFIED CURRENT: 28 APRIL 2026**
> All steps and prompt structures confirmed accurate as of the verification date through live testing in Claude, ChatGPT, and Gemini. Framework approach is tool-agnostic.

§ 01 · WHY THIS MATTERS

## The fastest win AI gives a small business

*If you write more than three business emails a week, this SOP saves you at least an hour per week. Probably more. The trick isn't a magic prompt — it's giving AI enough context to write something that sounds like you.*

This SOP gives you eight prompts. One per email type. Each one tested across Claude, ChatGPT, and Gemini. All work on free plans. The output of each is roughly 80% of the way to a sendable email — your job is the remaining 20%, the part that proves you're a human who knows the recipient.

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§ 02 · HOW TO USE THIS SOP

## Five steps, every time

1 **Find your email type**

Scroll to the prompt below that matches the email you need to write. Don't try to combine two of them — pick the closest match.

2 **Fill in the brackets**

Replace everything in [square brackets] with your real details. The more specific you are, the better the output. Generic input gives generic output — every time.

3 **Paste into any AI tool**

Claude, ChatGPT, or Gemini — copy the whole prompt and paste it into a new chat. All eight prompts work in all three tools.

4 **Edit before sending**

Read every AI draft before sending. Add one personal detail. Adjust the sign-off. Make sure it sounds like you.

5 **Never send AI drafts unread**

AI gets 80% right. You add the remaining 20% — the human touch that makes it land.

> **THE ONE RULE**
>
> Always add one specific detail that proves this email is personal — their business name, something they said, a real date, a real number. Generic AI emails are obvious. Personalised AI emails are undetectable.

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§ 03 · HARD RULES — WHAT NEVER HAPPENS

# Three rules to read once

RULES · THESE PROTECT YOUR BUSINESS AND YOUR CUSTOMERS

## What never happens

1. **AI never writes emails for legal disputes, employment matters, complaints, debt recovery escalation, privacy issues, or emotionally sensitive situations without human review.** These are not the place for "good enough" — get a real lawyer or HR professional involved.
2. **AI never sees private client, staff, medical, financial, or legal information unless your business has permission and understands the tool's privacy settings.** When unsure, anonymise — the prompt works just as well with [Customer Name] as the real one.
3. **AI drafts never get sent without being read.** AI is right 80% of the time. The remaining 20% includes the lines that make a customer angry. Read every email.

§ 04 · THE 8 EMAIL PROMPTS

# Pick your situation

### 1. The follow-up email

**When to use:** After a meeting, call, quote, or proposal that hasn't had a response.

Follow-up · copy and paste

```
Write a professional follow-up email for [Your Name] from [Business Name].

Context: I met with / sent a quote to [Recipient Name] at [their business or role] on [date] regarding [what you discussed or quoted]. They haven't responded. It has been [X days or weeks].

Goal: Gently check in, restate the value, and make it easy for them to respond.

Tone: [e.g. warm and professional / friendly / direct]
Keep it under 100 words. Include a clear subject line. End with a simple question or soft CTA — not a hard sell.
```

- **Tip.** If they're a local business, mention something specific — "I know it's been a busy time with [local event/season]." Makes it feel human, not automated.

## 2. The proposal or quote email

**When to use:** Sending a quote, proposal, or service recommendation for the first time.

Proposal · copy and paste

```
Write a proposal email for [Your Name] from [Business Name].

I am sending a quote/proposal to [Recipient Name] at [their business] for [describe the
service or project].

Key details to include:
— Total investment: [amount or range]
— What's included: [brief summary, 2-3 dot points]
— Timeline: [when work starts, how long it takes]
— Next step: [e.g. reply to approve, call to discuss, sign agreement]

Tone: Confident and clear — value-focused, not apologetic about pricing.
Keep it under 150 words. Include a subject line.
```

## 3. The difficult or bad news email

**When to use:** Delays, mistakes, price increases, scope changes, or disappointing a client.

Bad news · copy and paste

```
Write a professional email delivering difficult news for [Your Name] from [Business
Name].

Situation: [Describe what happened — e.g. project delayed, mistake made, price going up,
unable to deliver something]
Recipient: [Name and their role/business]
What I need to communicate: [The core message in plain language]
What I'm doing to fix it / what happens next: [Your action or resolution]

Tone: Honest, empathetic, and solution-focused. No excessive apologising. No corporate
jargon.
Keep it under 120 words. Include a subject line. End with a clear next step.
```

> **CAUTION · SENSITIVE EMAILS NEED HUMAN REVIEW**
>
> For genuinely difficult emails — terminating a contract, responding to a formal complaint, addressing a workplace issue — write the first draft yourself or with a qualified professional. AI can help refine the tone, but it shouldn't decide what to say.

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### 4. The client check-in email

**When to use:** Staying in touch with existing clients — no specific agenda, just relationship maintenance.

Check-in · copy and paste

```
Write a warm check-in email for [Your Name] from [Business Name] to [Client Name] at
[their business].

We last worked together on [project/service] around [timeframe].

The purpose of this email is to:
– See how things are going for them
– [Optional: mention something relevant – e.g. new service, seasonal offer, local event]
– Keep the relationship warm without being salesy

Tone: Genuine and conversational – like a message from a friendly local business partner.
Keep it under 80 words. Include a subject line. No hard sell. End with a question or open
door.
```

### 5. The new client welcome email

**When to use:** Welcoming a new client after they've signed up, booked, or agreed to work with you.

Welcome · copy and paste

```
Write a welcome email for [Your Name] from [Business Name] to new client [Client Name].

They have just [signed up for / purchased / booked]: [service or product name]

Include:
– A warm welcome and genuine excitement to work with them
– What happens next (2-3 clear steps): [list the next steps]
– Who their point of contact is and how to reach them
– [Optional: any document, login, or link they need]

Tone: Warm, confident, and reassuring – they've made a good decision.
Keep it under 150 words. Include a subject line.
```

### 6. The polite decline email

**When to use:** Saying no to a request, project, partnership, or scope that doesn't fit.

Decline · copy and paste

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```
Write a polite decline email for [Your Name] from [Business Name].

I need to decline: [what you're saying no to — e.g. a project, a collaboration, a discounted rate request]
Recipient: [Name and context]
Reason (optional to include): [brief honest reason, or leave blank if you prefer not to explain]

Tone: Warm, direct, and respectful — no over-explaining or apologising excessively.
Keep it under 80 words. Include a subject line. Leave the door open for future opportunities if appropriate.
```

### 7. The testimonial or review request

**When to use:** Asking a happy client for a Google review, testimonial, or case study.

Review request · copy and paste

```
Write a review request email for [Your Name] from [Business Name] to [Client Name].

We recently completed [project or service] for them and the outcome was [brief positive result].

I'd like to ask them for: [Choose one: a Google review / a written testimonial / a short video testimonial / permission to use their results as a case study]

Link to leave review (if Google): [paste your Google review link]

Tone: Genuine and appreciative — not pushy. Make it feel like an easy favour, not a formal request.
Keep it under 100 words. Include a subject line.
```

### 8. The overdue invoice follow-up

**When to use:** Chasing a payment that's overdue — professionally and without damaging the relationship.

Invoice follow-up · copy and paste

```
Write a payment follow-up email for [Your Name] from [Business Name].

Invoice details:
– Invoice number: [number]
– Amount owing: $[amount]
– Original due date: [date]
– How many days overdue: [X days]
– Recipient: [Client name and business]

This is: [choose – first reminder / second reminder / final notice before further action]

Tone: Professional and firm, but not aggressive. Assume it may be an oversight.
Include payment method/link: [how they can pay]
Keep it under 100 words. Include a subject line.
```

§ 05 · SUBJECT LINE FORMULAS

## Five subject line patterns that work

| FORMULA | EXAMPLE | BEST FOR |
|---|---|---|
| [Action] + [their name/business] | Following up — [Business Name] | Follow-ups, proposals |
| Quick question about [topic] | Quick question about your website | Cold outreach, check-ins |
| Next steps for [project] | Next steps for your social media setup | Onboarding, proposals |
| [Timeframe] update on [topic] | April update on your campaign | Reporting, check-ins |
| Re: [their last subject] | Re: Quote request — signage | Replies, follow-ups |

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§ 06 · DO'S AND DON'TS

## Quick reference

| DO | DON'T |
|---|---|
| Add one personal detail that shows you know them | Send the AI draft without reading it first |
| Keep it short — under 150 words for most emails | Use corporate jargon like "as per my last email" or "please be advised" |
| End with one clear action — not three options | Over-explain or apologise excessively |
| Use their name in the opening line | Send emotionally sensitive emails without heavy editing |
| Tell AI the tone — "warm", "direct", "firm but kind" | Use AI for legal disputes, formal complaints, or HR matters |

§ 07 · WHAT DONE LOOKS LIKE

## You'll know this is working when

DONE

### You'll know this is working when:

- You can draft a follow-up email in under five minutes, not twenty
- Recipients respond to your AI-assisted emails the same way they respond to your hand-written ones
- Nobody has ever asked "did you use AI to write this?"
- You've built a small library of your own customised versions of these prompts, saved somewhere you can find them

§ 08 · CHANGE LOG

## What's changed

**CHANGE LOG**

- 2026-04-28 v2.0 — Rebuilt with new layout. Added privacy and safety callouts. Strengthened sensitive-email guidance.
- 2026-04-15 — Verified across Claude, ChatGPT, Gemini: no changes required.
- 2026-03-10 v1.0 — Initial release.

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NEED A HAND WITH THIS?

## Email is the start. The whole communications system is the upgrade.

These eight prompts will save you hours every week. The bigger gain is when AI is wired into your actual email tool, drafting on the right tone with your real client context already loaded. That's a whole-system build — happy to talk through whether it's worth it for your situation.

**Quick chat — 15 min, free**
Sense-check what to automate first

**Roadmap Session**
90 min · plan + deliverables · $497–$997

**Kathryn**, *CH Digitals — Emerald, Central Highlands.*

CLAIMS REGISTER · HOW THIS SOP STAYS CURRENT

## What we audit, and how often

Every SOP in the library is reviewed weekly. Different claim types need different cadences. Here's what gets checked, and when.

| CLAIM TYPE | REVIEW FREQUENCY | SOURCE OF TRUTH |
|---|---|---|
| Platform menu paths and UI flows | Weekly | Live tool testing |
| Pricing and plan limits | Weekly | Vendor pricing pages |
| Model names and AI feature availability | Weekly | Vendor release notes and live testing |
| Evergreen frameworks and processes | Quarterly | Practitioner review |
| Legal and privacy cautions | Quarterly | Australian Consumer Law and platform terms |

MORE LIKE THIS

## The full CH Digitals SOP Library is at https://chdigitals.com.au/sops

Eleven verified, always-current AI workflow SOPs. Free entry-level downloads, single SOPs, complete library bundle, and a membership that keeps every SOP current as platforms change.

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