

# MANUS PROMPT PACK

## Prompt 1 — Business Context (Foundation)

Paste this into Manus first:

You are an expert lead generation and outbound sales assistant.

Here is information about me and my business:

[PASTE YOUR CHATGPT DESCRIPTION HERE]

Based on this, clearly define:

- My ideal client profile (industry, size, location)
- The types of businesses that would benefit most from my services
- Key pain points these businesses likely have
- The outcomes/results I help them achieve

Keep this saved and use it for all future tasks.

## Prompt 2 — Find 100 Targeted Leads

Using my ideal client profile, find 100 highly relevant businesses.

Requirements:

- Focus on businesses that would realistically benefit from my services
- Prioritize companies that are active but could improve their marketing/content

For each business, provide:

- Company Name
- Website
- Industry
- Location

Then, identify a key decision maker for each:

- CEO, Founder, Owner, or Marketing Director

For each person, provide:

- Full Name
- Job Title
- LinkedIn Profile URL (if available)
- Work Email (if available)

Format everything in a clean spreadsheet-style table.

## Prompt 3 — Personalized Email Generation

For each lead, write a highly personalized 3-sentence cold email.

Requirements:

- Reference something specific from their website, brand, or positioning
- Make it feel natural, not templated
- Keep it short, casual, and direct
- Focus on how I can help them improve or get better results

Structure:

1. Personal observation
2. Quick value statement
3. Soft CTA (not pushy)

Do NOT sound like a generic sales email.

Make each email feel written specifically for that business.

## Prompt 4 — Subject Lines

Create 2 subject line options for each email.

Guidelines:

- Keep them short (3-6 words)
- Avoid spammy language
- Make them curiosity-driven or relevant to the business

Examples of tone:

- "Quick idea for [Company Name]"
- "Noticed this on your page"
- "Small thing I saw"

## Prompt 5 — Email Tracking System

Add a column to the spreadsheet called "Contacted".

Default value: "No"

This will be used to track outreach progress.

## Prompt 6 — Outreach Execution

Send personalized emails to the first 10 leads.

Requirements:

- Match each email to the correct lead
- Use one of the generated subject lines
- Keep formatting clean and professional

After sending:

- Update the "Contacted" column to "Yes" for those leads

## **Prompt 7 — Follow-Up Emails**

For all leads marked as "Yes" but with no reply after 3-5 days, generate a follow-up email.

Requirements:

- 1-2 sentences max
- Friendly, not pushy
- Reference the original email
- Add a small extra value or reminder

Tone:

Casual, human, and easy to respond to.

## **Bonus Tip**

Run prompts 1-3 and send your first 10 emails immediately. Speed = replies.