

SAMPLE · AI EMAIL CLEANUP

Drafted with AI. Rewritten to sound like someone who has stood in the store.

Two emails as a chatbot wrote them, the same emails rewritten, and what changed in each.

Written for Neches River Rub Co., a fictional brand. Every name, store, number and term is invented. Client work stays confidential.

A FIRST EMAIL: 142 WORDS DOWN TO 86

BEFORE

01 Before · as the AI wrote it

Subject: **Elevate Your Spice Aisle with Neches River Rub Co.!**

Hi [First Name],

I hope this email finds you well! My name is Dana Whitfield, and I'm the Director of Sales at Neches River Rub Co., an innovative, small-batch seasoning company based in Beaumont, Texas.

I'm reaching out because I believe our flagship product, Pecan Smoke Brisket Rub, could be a game-changer for your spice and seasoning category. Crafted with premium ingredients and a passion for authentic Texas barbecue, our rub delivers bold, unforgettable flavor that your customers will love.

Not only does our rub offer exceptional taste, but it also provides strong margins and proven sell-through in independent retailers across Southeast Texas. We'd love the opportunity to explore how we can partner together to elevate your shoppers' grilling experience.

Would you be open to a quick 15-minute call next week to discuss further?

Looking forward to connecting!

Best regards,
Dana

AFTER

02 After · as it goes out

Subject: **49 of 56 stores reordered**

Hi Carla,

Every Texas store has a wall of local rubs now. Most of them get reordered once and sit.

Ours hasn't. Pecan Smoke Brisket Rub is in 56 independent stores across Southeast Texas, averaging 1.6 units per store per week, and 49 of those stores reordered in the last 13 weeks.

Would numbers like that be worth a look in a few of your stores?

If so, I'll send our one-page sell sheet with cost, margin, and the launch plan. Just reply "send it."

Dana

WHAT CHANGED

- The greeting and the introduction are gone. Her signature already says who she is.
- "Could be a game-changer" became the number that proves it: 49 of 56 stores reordered.
- "Bold, unforgettable flavor" is cut. Every rub says that, and a buyer can't put flavor in a spreadsheet.
- "Proven sell-through" became 1.6 units per store per week.
- The ask went from a call she has to schedule to two words she can type.
- The subject line went from an ad to the one number she'd open it for.

A FOLLOW-UP: 114 WORDS DOWN TO 77

BEFORE

03 Before · as the AI wrote it

Subject: **Following Up**

Hi Carla,

I just wanted to circle back on my previous email regarding Pecan Smoke Brisket Rub. I understand how busy things can get, so I wanted to bump this to the top of your inbox!

As a quick reminder, our rub is a premium, small-batch Texas brisket seasoning that has been performing exceptionally well in independent stores across the region. We truly believe it would be a fantastic addition to your lineup and would love to share more details.

Please let me know if you have any questions or if there's a better time to connect. I'm happy to work around your schedule!

Thanks so much for your time and consideration.

Best,
Dana

AFTER

04 After · as it goes out

Subject: **Re: 49 of 56 stores reordered**

Hi Carla,

Last week I sent you the reorder numbers on our brisket rub.

The next question is usually what comes out of the set to make room. Here's our answer: two facings from whatever rub has been slowest in your set for 13 weeks. If we don't outsell it in 60 days, we pull ourselves.

I've attached the 13-week list, store by store.

Want me to pick three of your stores for a 60-day test?

Dana

WHAT CHANGED

- "Just wanted to circle back" and "bump this to the top" are gone. They tell her the email has nothing new in it.
- It answers the question she'd ask next: what comes out of the set to make room.
- It hands her something she can use, the 13-week store list, instead of offering to "share more details."
- It sits in the same thread as the first email, so the subject line already reminds her who Dana is.
- It asks for a small yes: three stores, 60 days.