DO THIS, NOT THAT...

JAY SCHWEDELSON
FOUNDER:
GURU MEDIA HUB - SUBJECTLINE.COM - OUTCOME MEDIA

WHERE DO MY TRENDS COME FROM?



GURU MEDIA HUB

MEDIA

Eventastic Conference
Agentic Marketing Conference
Do This, NOT That Podcast
Newsletters

gurumediahub.com

OUTCOME MEDIA
a Worldata company

AGENCY

Execute 40,000+ campaigns annually

Consultative services

outcomemedia.com

JaySchwedelson.com

BRAND

Brand partnerships and speaking

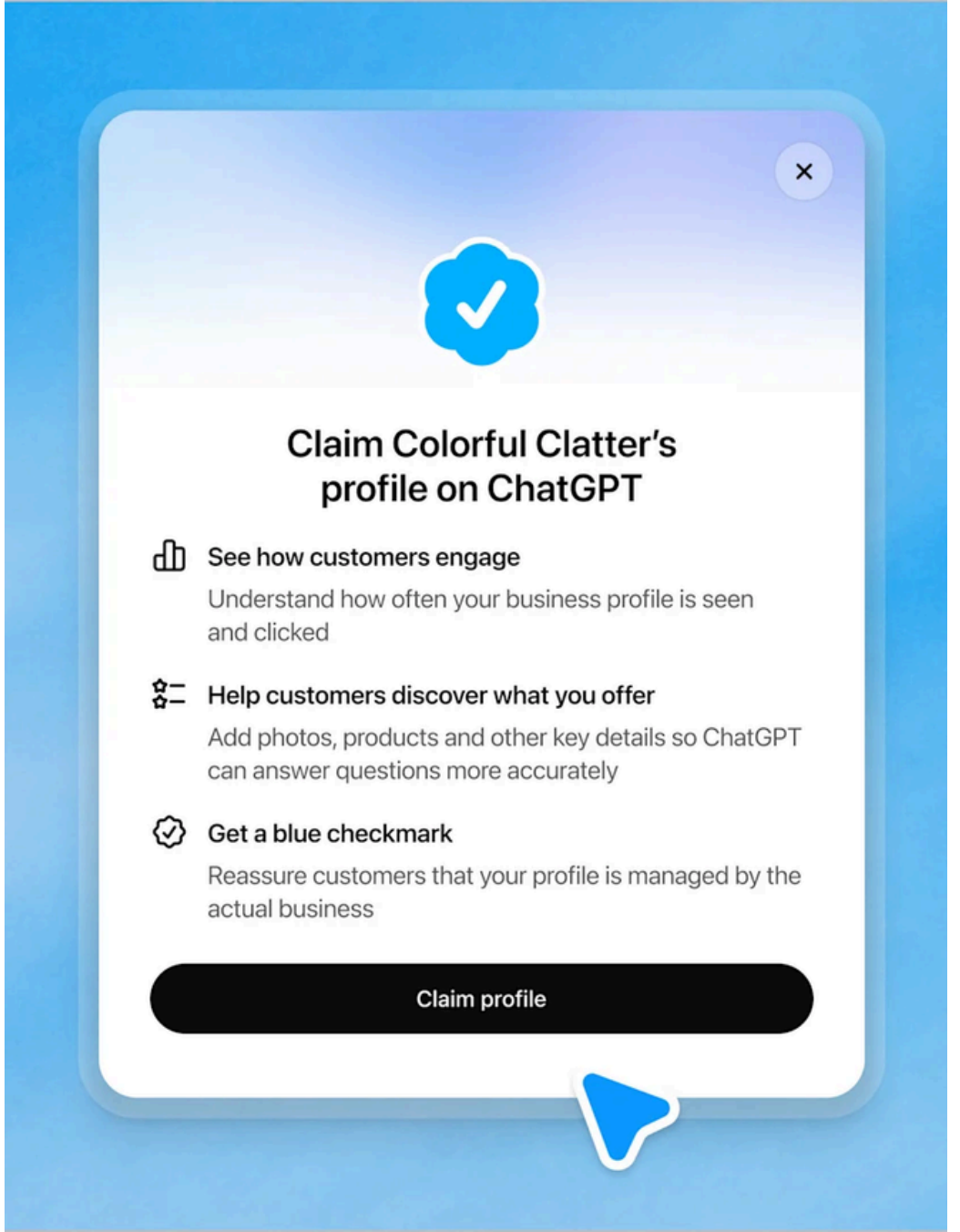
jayschwedelson.com

NEW STUFF!!
EMAIL, SOCIAL, AI...

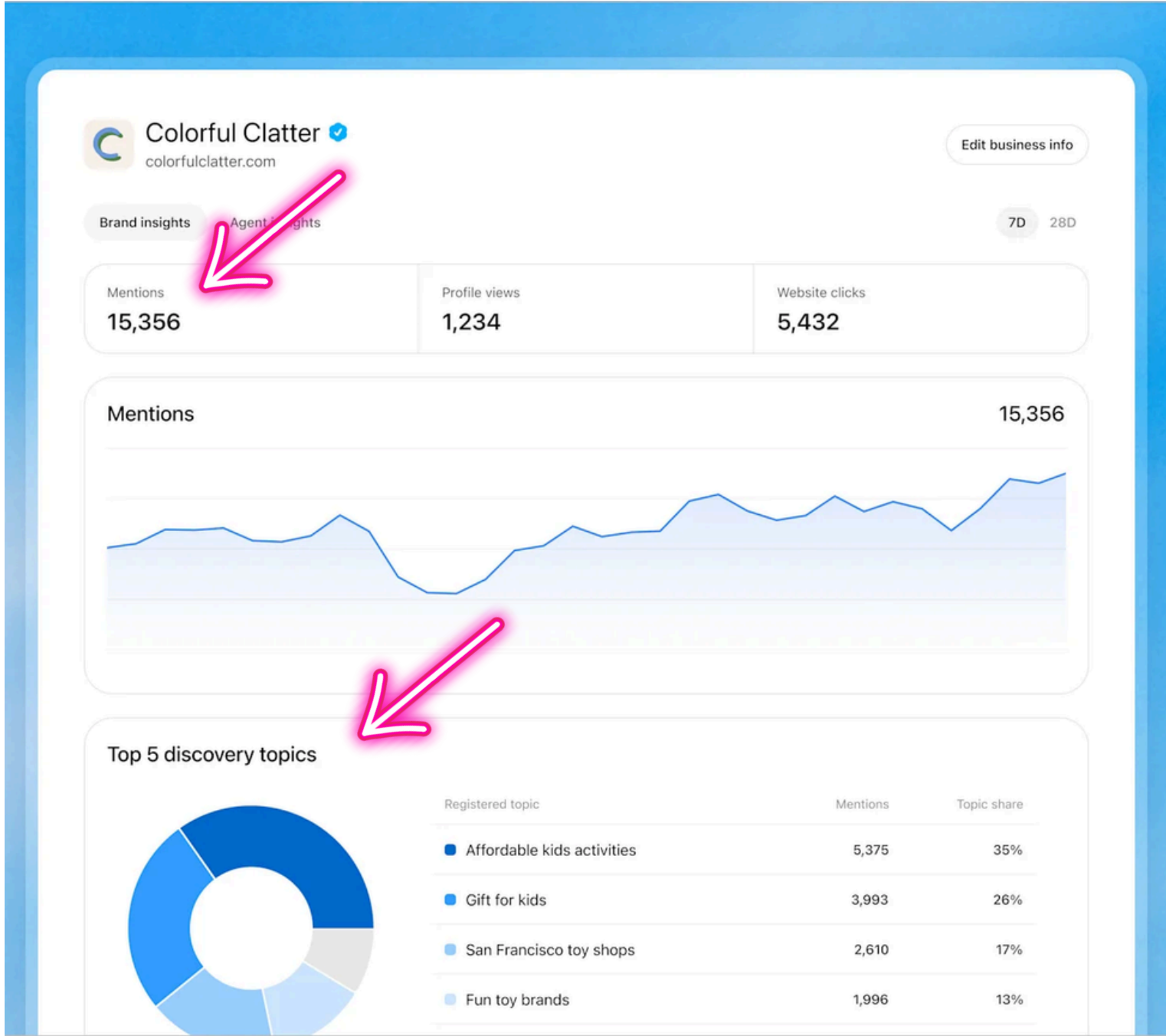
THIS MATTERS!

NEW FROM CHATGPT...

ANNOUNCED THIS WEEK!



REAL INFO ON MENTIONS AND MORE!

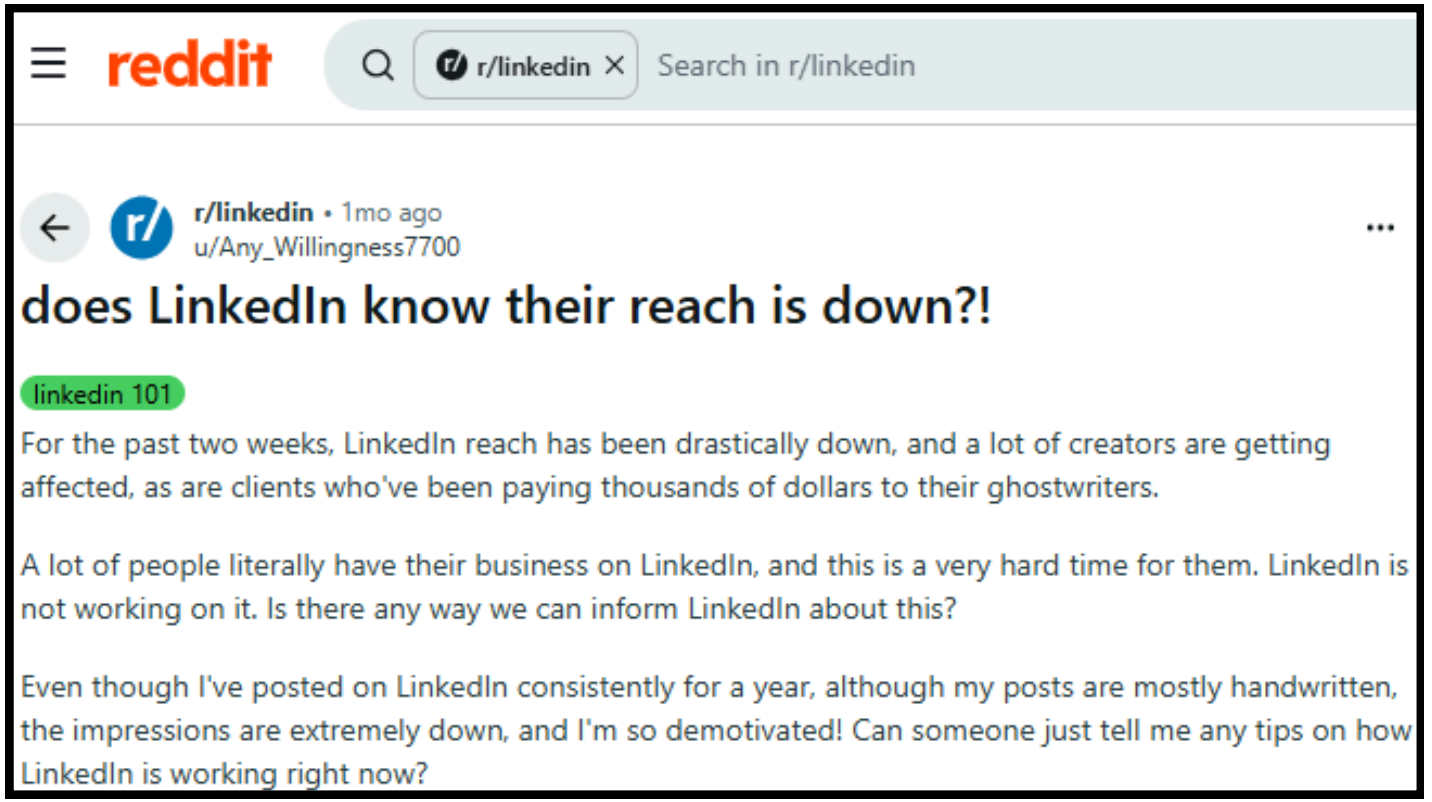


CLAIM YOUR BUSINESS ON CHATGPT. 100% FREE.

Copy-and-paste prompt:
Walk me through setting up my free ChatGPT Business Profile. Assume I'm starting from scratch. Give me the exact link and guide me step by step to claim my business, update my information, and access my analytics. Keep it super simple.


NOBODY
PUTS ORGANIC REACH IN THE CORNER.
imgflip.com

LINKEDIN HAS BEEN ROUGH! DOWN 60% FOR MANY...



BUT...
GOOD NEWS!
IN THE LAST 10 DAYS A SHIFT HAS STARTED!

MagicPost_

LinkedIn organic reach is starting to come back.

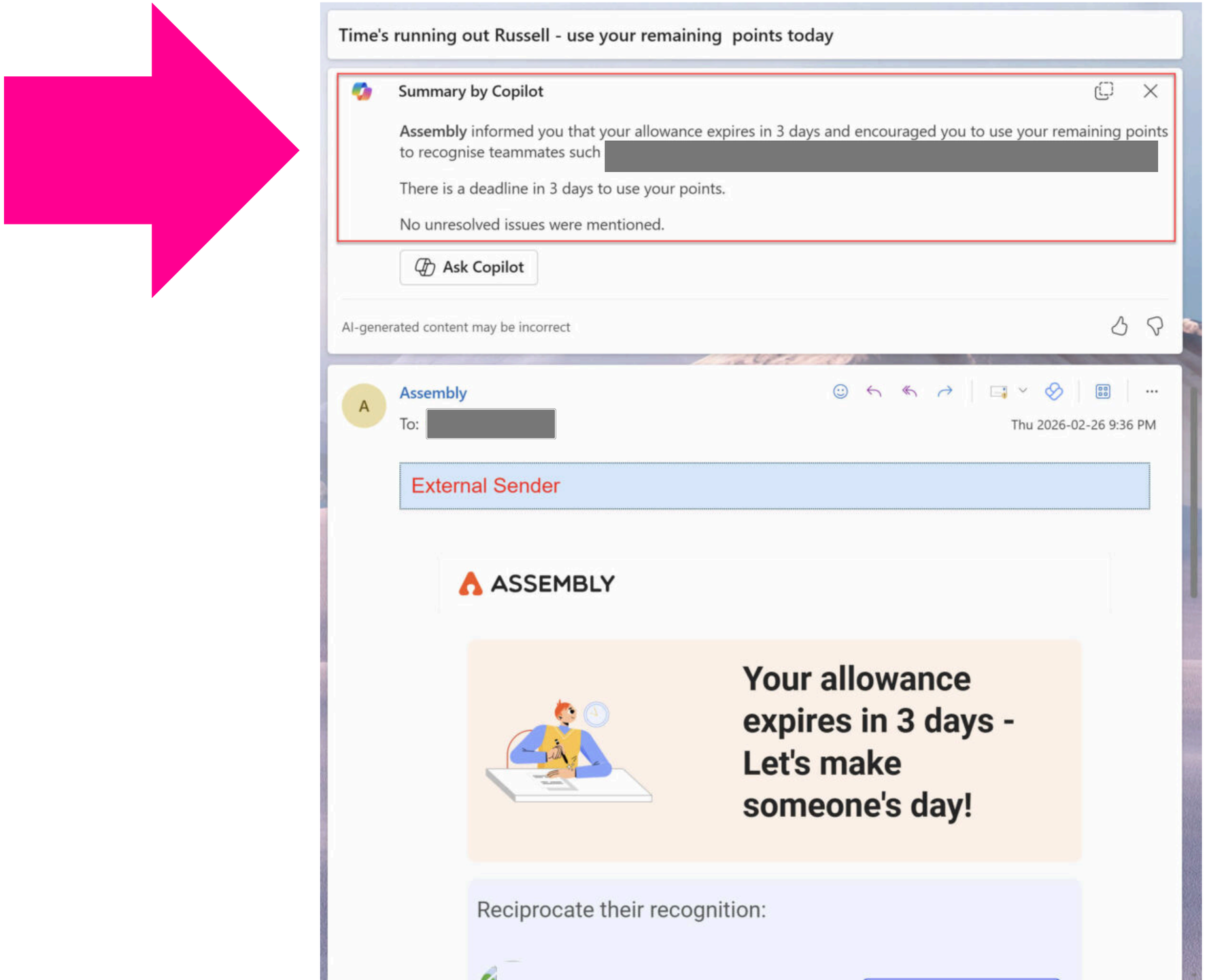
Average Impressions per Post



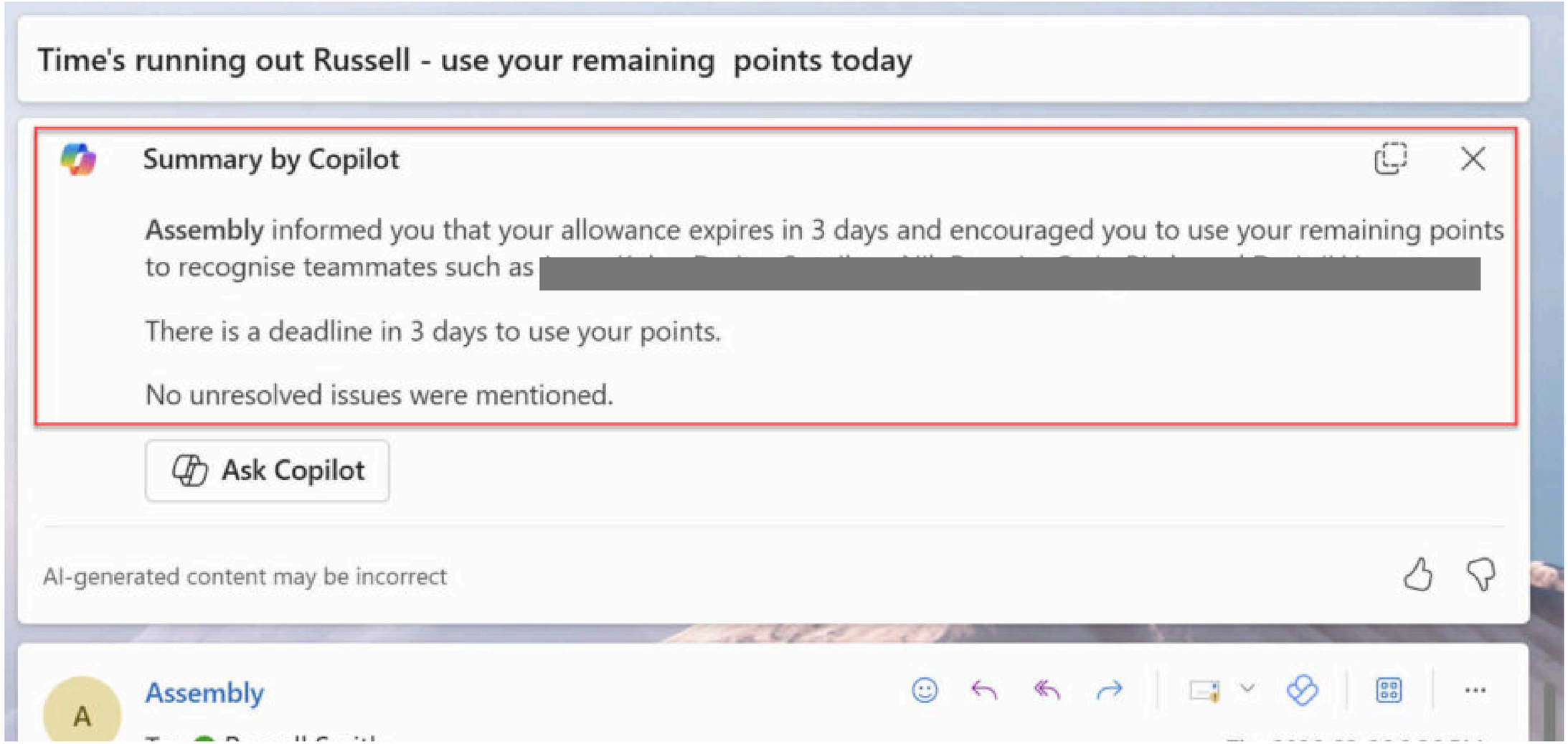
Source: MagicPost Year Over Year LinkedIn Analysis

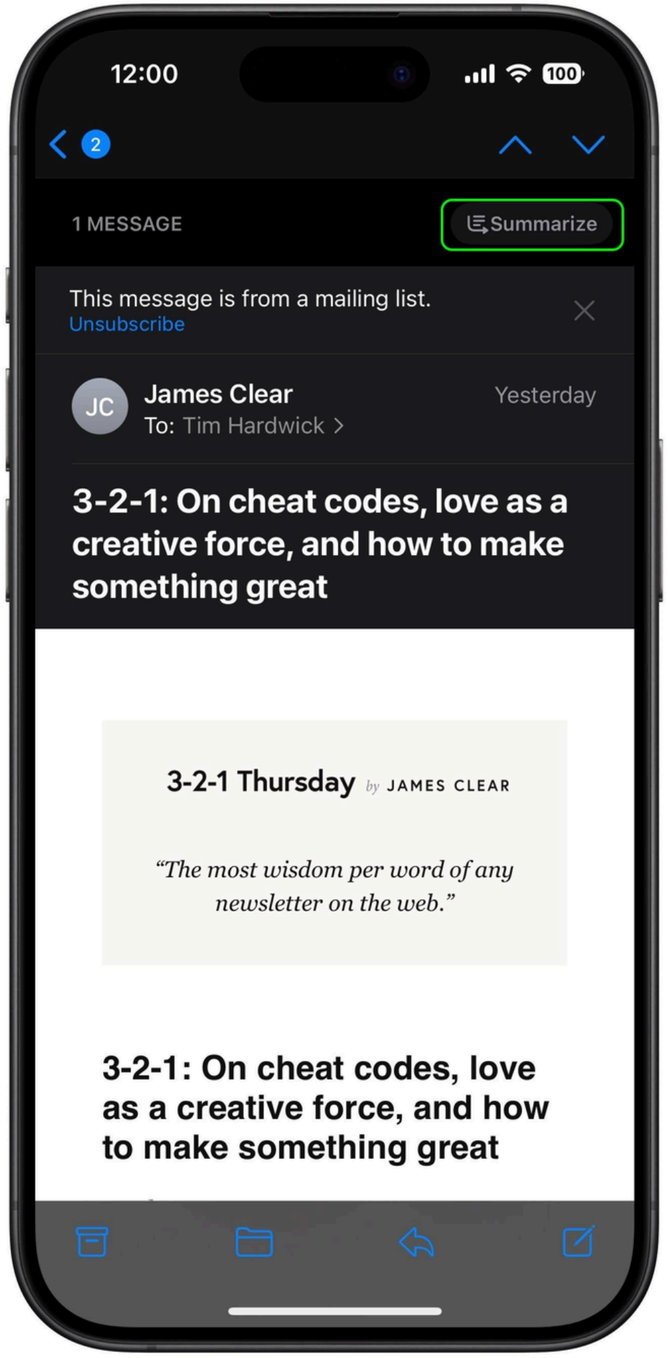
THE BIGGEST CHANGE TO EMAIL IN DECADES.

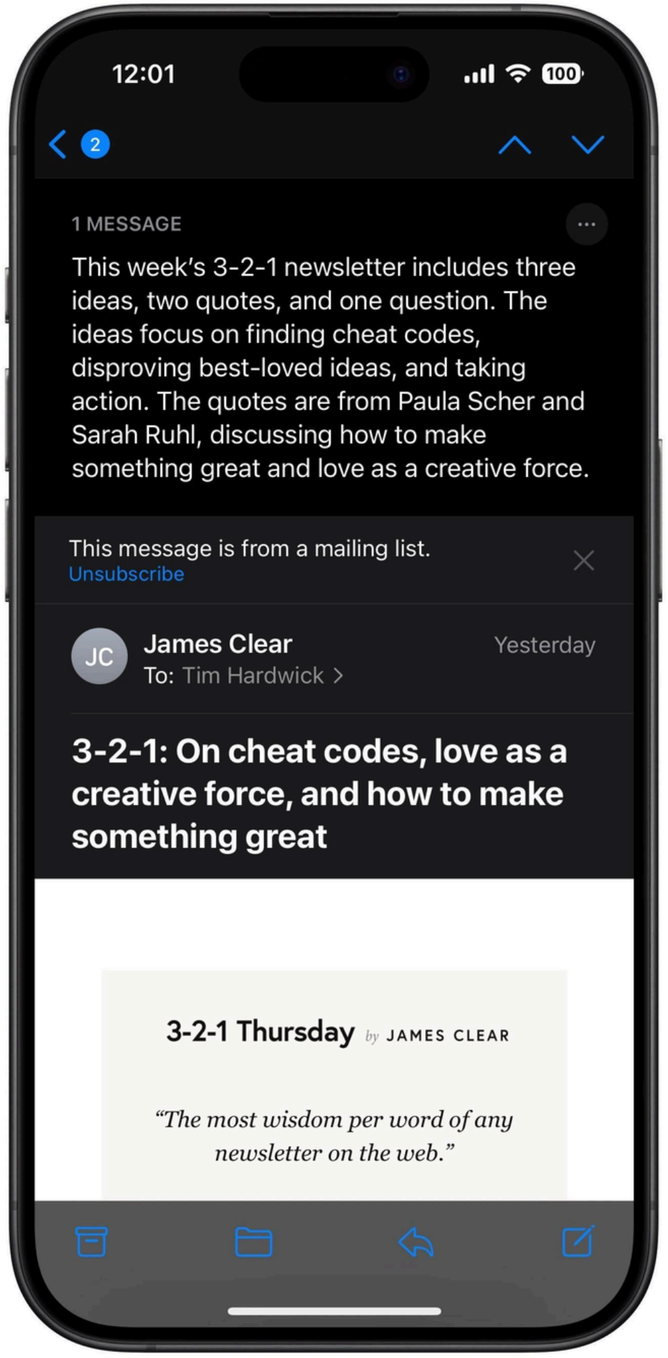
(AND SECRETS TO SHOWING UP)

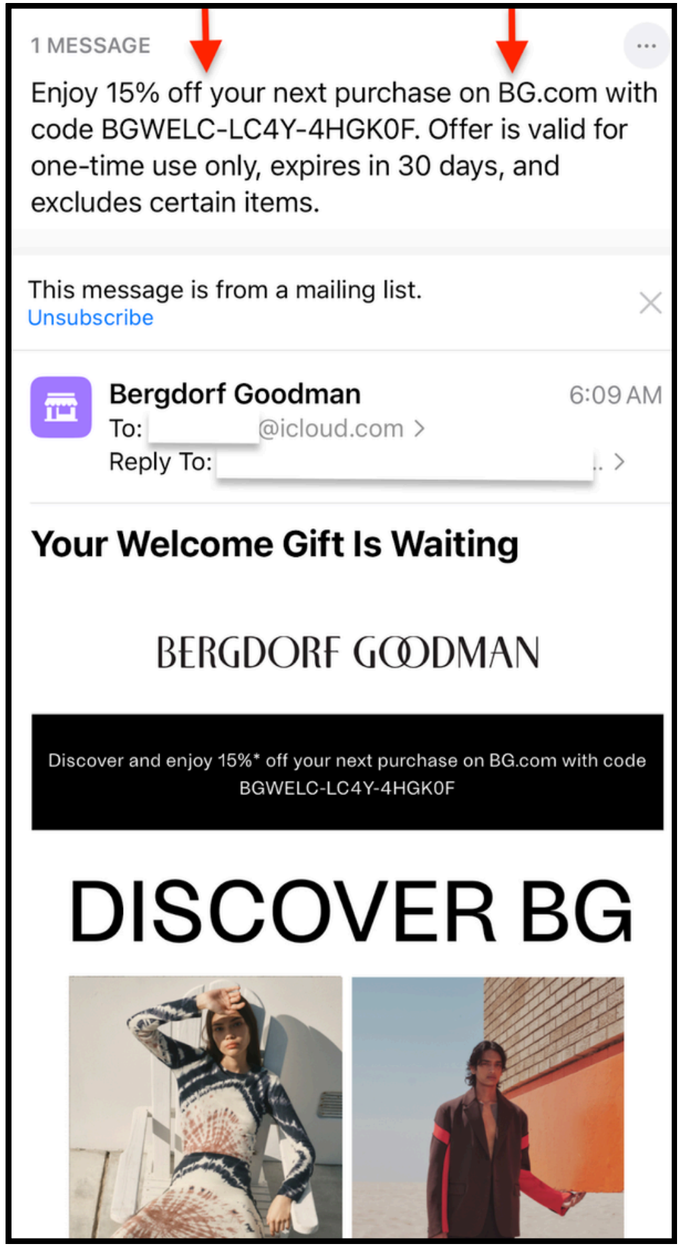

Time's running out Russell - use your remaining points today
Summary by Copilot
Assembly informed you that your allowance expires in 3 days and encouraged you to use your remaining points to recognise teammates such [redacted]
There is a deadline in 3 days to use your points.
No unresolved issues were mentioned.
Ask Copilot
AI-generated content may be incorrect
A
Assembly
To: [redacted]
Thu 2026-02-26 9:36 PM
External Sender
ASSEMBLY
Your allowance expires in 3 days - Let's make someone's day!
Reciprocate their recognition:

PROMOTIONAL EMAIL




12:00
100
2
1 MESSAGE
Summarize
This message is from a mailing list.
Unsubscribe
JC
James Clear
Yesterday
To: Tim Hardwick
3-2-1: On cheat codes, love as a creative force, and how to make something great
3-2-1 Thursday by JAMES CLEAR
"The most wisdom per word of any newsletter on the web."
3-2-1: On cheat codes, love as a creative force, and how to make something great


12:01
100
2
1 MESSAGE
This week's 3-2-1 newsletter includes three ideas, two quotes, and one question. The ideas focus on finding cheat codes, disproving best-loved ideas, and taking action. The quotes are from Paula Scher and Sarah Ruhl, discussing how to make something great and love as a creative force.
This message is from a mailing list.
Unsubscribe
JC
James Clear
Yesterday
To: Tim Hardwick
3-2-1: On cheat codes, love as a creative force, and how to make something great
3-2-1 Thursday by JAMES CLEAR
"The most wisdom per word of any newsletter on the web."


1 MESSAGE
Enjoy 15% off your next purchase on BG.com with code BGWELC-LC4Y-4HGK0F. Offer is valid for one-time use only, expires in 30 days, and excludes certain items.
This message is from a mailing list.
Unsubscribe
Bergdorf Goodman
6:09 AM
To: @icloud.com
Reply To:
Your Welcome Gift Is Waiting
BERGDORF GOODMAN
Discover and enjoy 15%* off your next purchase on BG.com with code BGWELC-LC4Y-4HGK0F
DISCOVER BG

GMAIL AI SUMMARIES JUST WENT MAINSTREAM

NOVEMBER 10, 2026

3 BILLION
GMAIL USERS

~450 MILLION
ESTIMATED USERS WITH AI SUMMARY ACCESS

ON BY DEFAULT
FOR ELIGIBLE WORKSPACE USERS

YOUR EMAIL MAY NOW BE SUMMARIZED BY AI.

Sources: Google Gmail (Jan. 2026); Google Workspace Updates (Nov. 10, 2026).
Estimated adoption based on industry analysis.

BUT GMAIL AI SUMMARIES DOES NOT LOOK AT THE PROMOTIONS TAB?

THE PROMOTIONS TAB MYTH

ONLY 1 IN 5

GMAIL USERS HAVE THE PROMOTIONS TAB ENABLED

DON'T ASSUME YOUR EMAIL IS HIDDEN IN PROMOTIONS

OPTIMIZE YOUR MARKETING EMAILS FOR AI READABILITY.

Source: ActiveCampaign (updated 2026).

- COPILOT
- APPLE MAIL
- GMAIL

FROM MICROSOFT THEMSELVES:

Microsoft



30M+ PAID MICROSOFT 365 COPILOT SEATS. (UP 100% IN 90 DAYS)

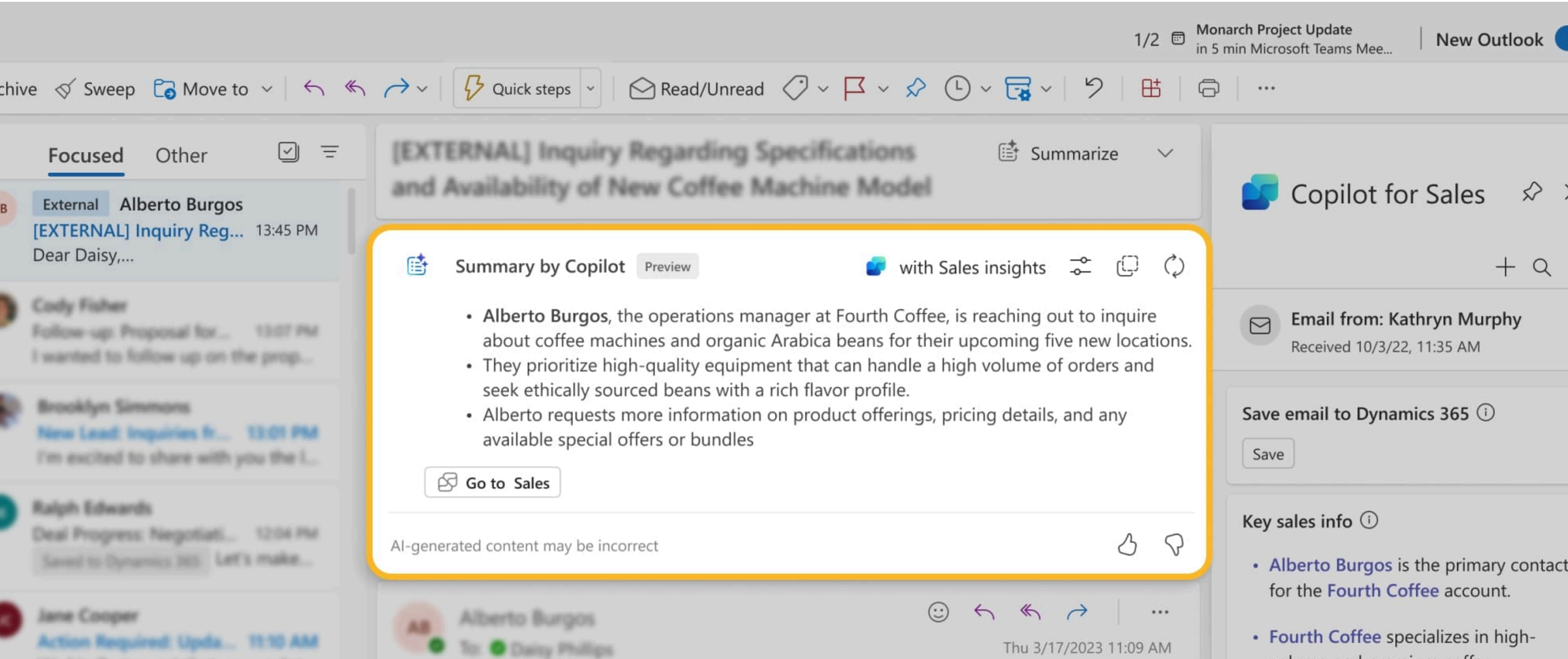
10X YOY GROWTH IN MICROSOFT 365 COPILOT DAILY ACTIVE USERS.

65% COPILOT USAGE UP IN OUTLOOK LAST 90 DAYS.

90%+ OF FORTUNE 500 USING MICROSOFT 365 COPILOT.

SOURCE: WORLDATA RESEARCH 2026 PERFORMANCE AGGREGATE

LETTER FORMAT EMAIL



AI Email Summaries: Where We Are and What's Next

Platform	Now	Next 3–6 Months
Apple Mail	Summarizes emails, including promotional messages.	**Mentioned:** broader rollout across all users.
Gmail / Gemini	AI conversation summaries now live (Workspace and consumer).	**Confirmed:** expanding to more users with wider access.
Outlook / Copilot	Summarizes threads, including sales and promotional emails.	**Mentioned:** increased rollout and deeper integration across Outlook.
yahoo! Yahoo Mail	AI summaries and key takeaways available.	**Mentioned:** broader rollout to more users.

Source: Company reports and industry roundups.

SO HOW DO WE SHOW UP?

LIVE TEXT

What Is Live Text?

The real, typed text in your email that AI can read, extract, and summarize.

This Is Live Text (AI Can Read It)

Headline typed into the email
Paragraph copy typed into the email
Button copy that is actual text
Words above or below an image

This Is NOT Live Text (AI Can't Read It)

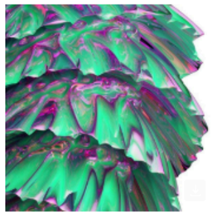
Words baked into a JPG or PNG
Text inside your hero image or buttons
Your logo
Alt text
A graphic that just looks like text

THIS IS NOT BY ACCIDENT...

NOT BY ACCIDENT...

Google Cloud

Don't let runaway compute costs hold your business back



Get our starter guide to optimizing compute costs and efficiency.

Watch now

Hi Jau,

In business, every dollar and every hour counts—you simply don't have the extra time to waste on complicated billing dashboards and complex optimization strategies. You just need to keep your apps running smoothly without the runaway cloud bills.

That's why we created a practical, no-nonsense session that unpacks how to stretch your IT budget further.

Watch The Lean Team Starter Guide to Optimizing Compute Costs and Efficiency to learn:

- **Where the waste hides**: How to quickly spot idle resources and over-provisioned systems that are quietly draining your monthly budget.
- **Practical cost-cutting steps**: Straightforward strategies to right-size your setup without sacrificing speed or performance.
- **Doing more with less**: How to automate cost controls without needing a dedicated cloud finance expert.
- **Actionable efficiency wins**: Quick, easy-to-implement changes that will make an immediate impact on your next cloud bill.

Nov 13, 2026 View in browser

MARTECH

Everyone knows that more granular data = more focused marketing = better results. In B2C, retailers can provide the granularity, but that doesn't automatically justify the extra cost. Elizabeth Marsten says marketers need to know whether it offers something genuinely new, such as better audience signals or a clearer view of what happened after the ad.

Also today … Adding customers who are already going to buy again can make a loyalty program look successful without adding to the bottom line. Tim Boylan shows how to focus the program to bring back customers who spend more or stick around longer.



Constantine von Hoffman
Senior Editor, MarTech

P.S. Get ready for 2027 with practical SEO, PPC, GEO, and AI tactics at SMX Next, online Nov. 18. Registration is free.

IN THIS EDITION

→ Don't pay for loyalty you already have

→ Better proof for AI attribution

→ Do you really need that retailer data?

Special Olympics

Can we count on your donation before midnight? Help finish Nonstop November strong with a 2X gift.

00 DAYS 00 HOURS 00 MINUTES 00 SECONDS

LAST CALL TO CROSS THE $48K FINISH LINE

You made it just in time! Our 2X Flash Match ends at midnight.

48 HOURS



GO NONSTOP

for athletes and help more of them get in the game.

DOUBLE MY DONATION

Today only: Buy 1, get 1 FREE set of envelope seals >

Shutterfly Photo Books Holiday Cards Upload Photos Deals

TODAY ONLY!

Buy 1, Get 1 FREE Set of Envelope Seals*

Shop Now

Code: SEALIT

BLACK FRIDAY EARLY ACCESS

50% OFF HOLIDAY CARDS*

+ FREE SHIPPING ON HOLIDAY CARDS*

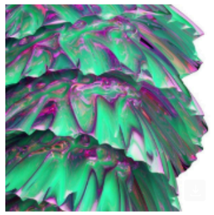
Code: EARLYACCESS

Shop Now

NOT BY ACCIDENT...

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Shutterfly Photo Books Holiday Cards Upload Photos Deals

TODAY ONLY!

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Shop Now

BLACK FRIDAY EARLY ACCESS

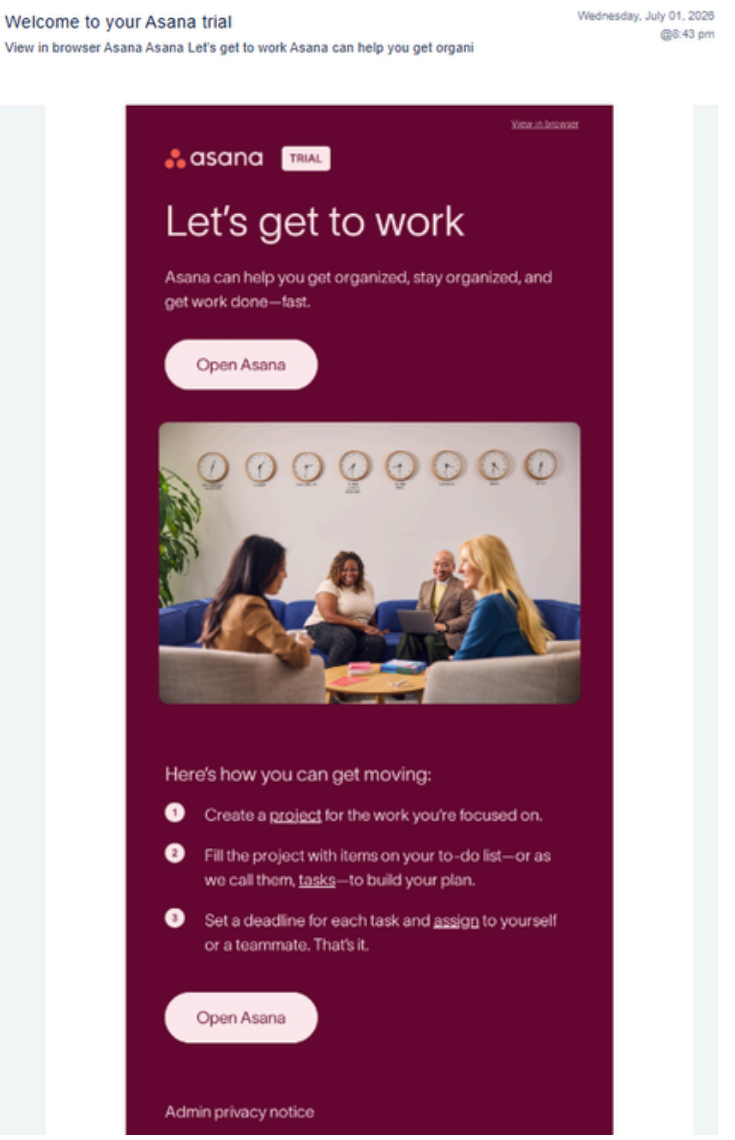
50% OFF HOLIDAY CARDS*

+ FREE SHIPPING ON HOLIDAY CARDS*

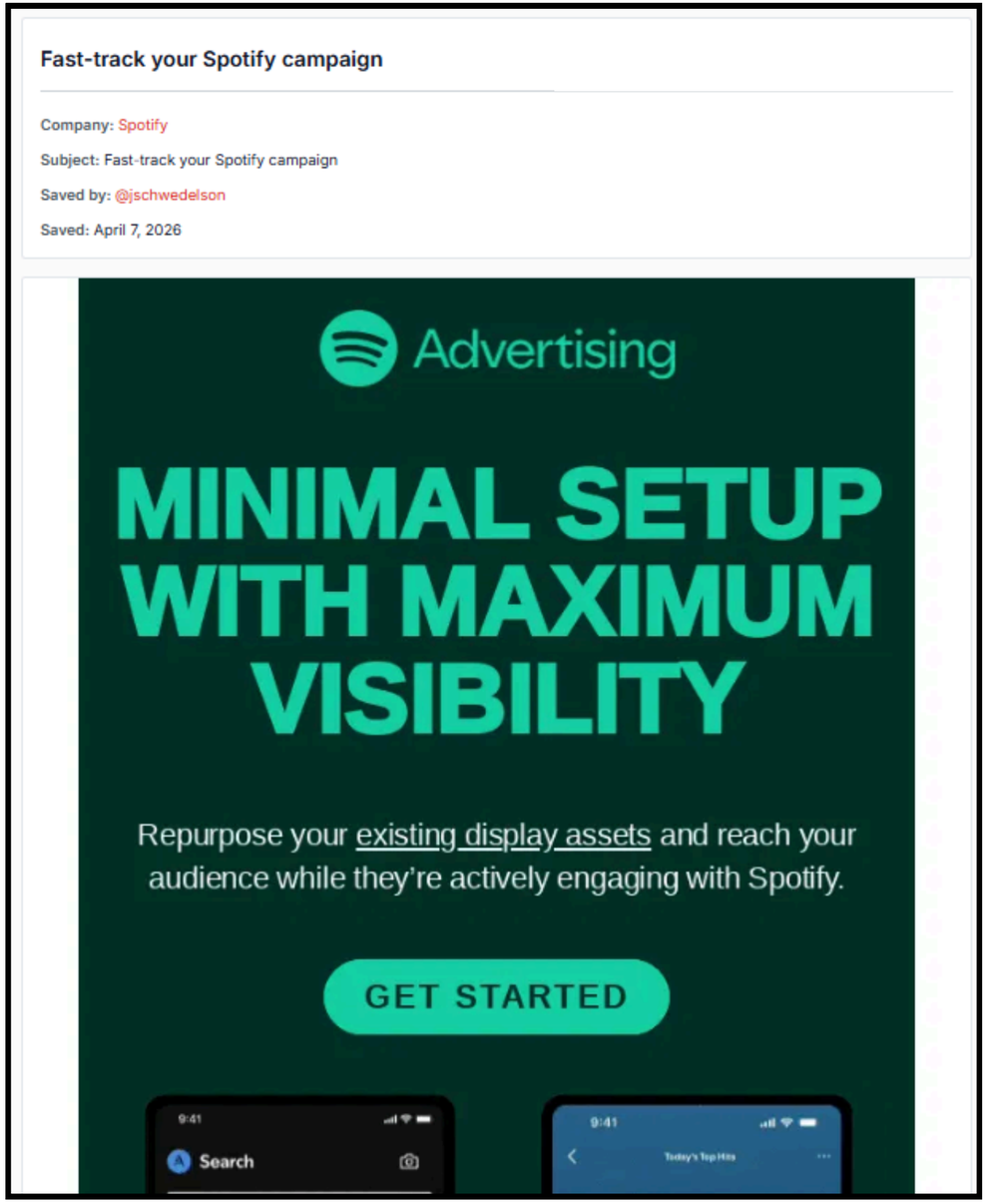
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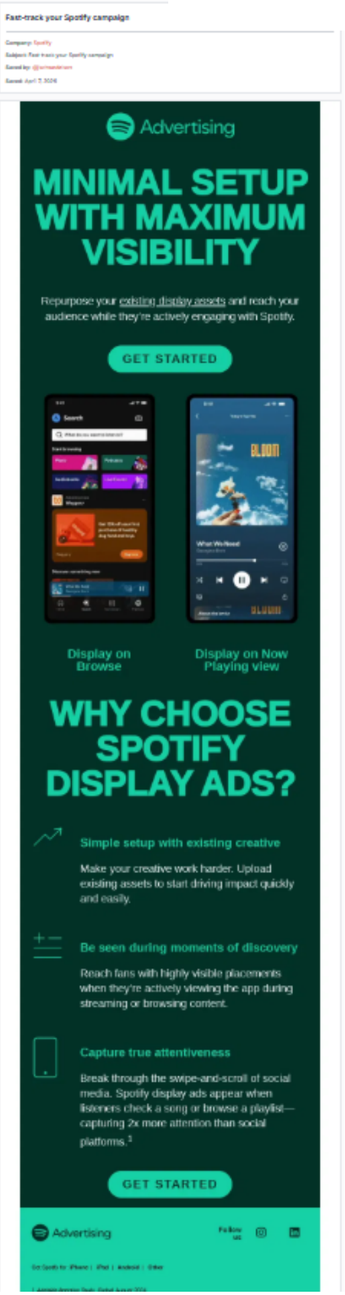
Shop Now

LIVE TEXT IS NOW CRITICAL



LIVE TEXT IS NOW CRITICAL



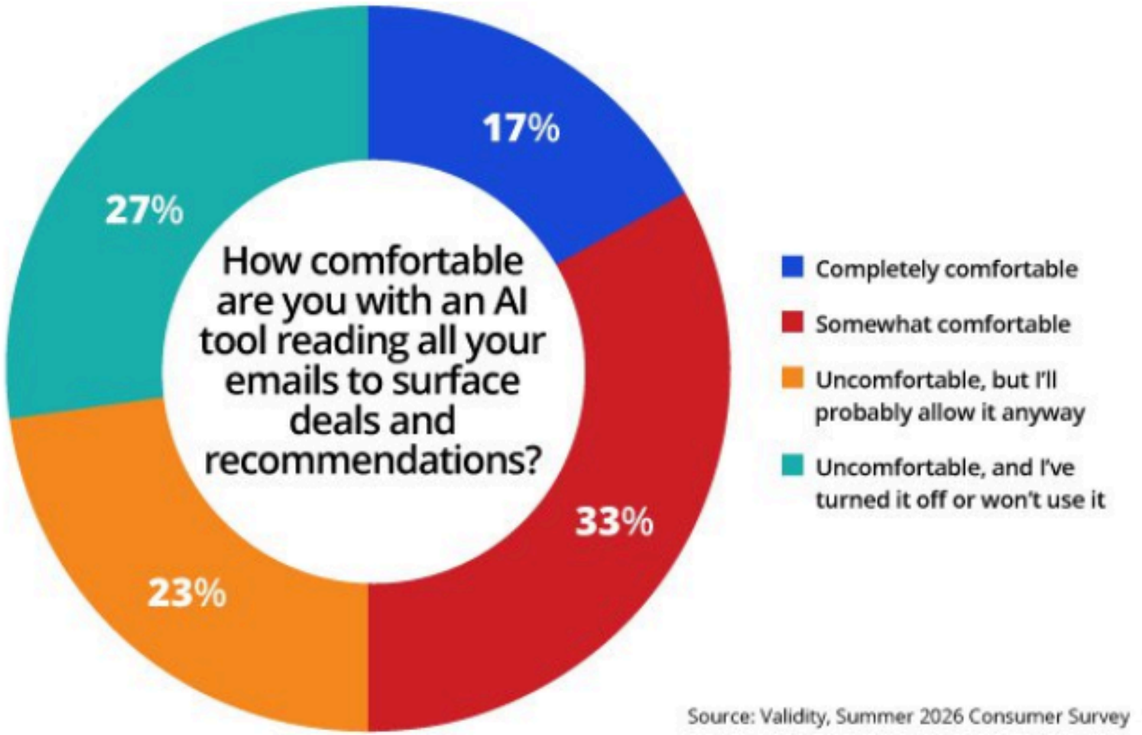


64% OF AI EMAIL SUMMARIES MISREPRESENTED THE ORIGINAL MESSAGE.

SOURCE: WORLDATA RESEARCH 2026 PERFORMANCE AGGREGATE

EmailINSIDER

by **Ray Schultz** , Columnist, June 1, 2026



AI has grown in popularity, with many consumers reading AI summaries and not clicking through to the full email. But there are limits to that, and marketers seem to be lagging behind consumers in adopting AI, judging by a pair of new studies from Validity.

SO WHAT DO WE DO?

HOW TO GET THE RIGHT STUFF INTO AI EMAIL SUMMARIES

Gmail • Outlook • Apple Mail

1	FIRST 200 CHARACTERS	Put your offer, product and deadline in the first 200 characters of live text.
2	BULLET #1	Make your strongest offer or stat the first bullet. Gemini included it in 69% of cases.
3	NO IMAGE-ONLY OFFERS	Repeat every discount, price or deadline in live text (not just in an image).
4	GET STATS OUT OF TABLES	Put key numbers in a sentence. Apple included table content in just 19% of summaries.
5	EXACT DATE + ACTION	Use a specific date, time zone and next step. Example: “Register by Nov 20 at 5 PM ET.”
6	REPEAT THE KEY DETAILS	Mention the offer, product and deadline at least twice (e.g., in the opening and near the CTA).
7	DON’T RELY ON LINKS	State the destination and action in the body. Outlook included full URLs in only 3% of cases.

THE AI SUMMARY PLAYBOOK

THE STATS YOU NEED TO KNOW

87.1%

Gemini: keyword matches from the first half of emails

82.5%

Apple: keyword matches from the first half

92%

Copilot: inclusion of bulleted content

69%

Gemini: inclusion of the first bullet point

Source: BuzzStream & Aira Email AI Summary Study

IT’S 1995 ALL OVER AGAIN

How we used to unfriend people in the old days!



ACTION+PRODUCT+DEADLINE

LAST 90 DAYS:
EMAIL CLICK-THROUGHS INCREASED 19%
WHEN ‘ACTION + PRODUCT + DEADLINE’
APPEAR INSIDE THE FIRST 200 LIVE-TEXT CHARACTERS.

SOURCE: WORLDATA RESEARCH 2026 PERFORMANCE AGGREGATE

BUSINESS:

Webinar
Register for the 2027 HR Compliance Briefing by Friday to learn the 5 changes every HR team needs to prepare for.

Downloadable Guide
Download the 2027 B2B Marketing Benchmarks Report by September 30 to see what is actually driving pipeline right now.

Demo
Book your Workday Payroll demo by October 15 to see how automated payroll can reduce manual processing for your HR team.

CONSUMER
Sale
Shop 40% off all Nike running shoes through Sunday at midnight.

Free Trial
Start your 30-day Peloton free trial by September 30 and get full access to classes and training plans.

Event/Tickets
Get your Taylor Swift concert tickets by Friday at 8 PM before presale access closes.

YOUR FIRST LIVE SENTENCE IS BECOMING INBOX REAL ESTATE.

SOURCE: WORLDATA RESEARCH 2026 PERFORMANCE AGGREGATE

AI INBOX SUMMARY PROMPT

MAKE THE INBOX AI WRITE YOUR AD FOR YOU

I am pasting an email. Pretend you are Gmail, Apple Mail, and Outlook Copilot. For each platform, write the 1-sentence summary most likely to appear before the email is opened. Then score whether the summary preserves: OFFER, AUDIENCE, BENEFIT, DEADLINE, CTA. Rewrite ONLY the first 200 live-text characters until all 5 survive. Do not make the copy prettier. Make it impossible to misunderstand.

YOU WON’T LIKE THIS

YOU NEED TO START USING AN AGENTIC TOOL

AI ISN'T TAKING YOUR JOB.
YOUR EXCUSES MIGHT.

“BUT I DON’T LIKE THAT”

RETARGETING ADS THAT FOLLOW YOU EVERYWHERE.

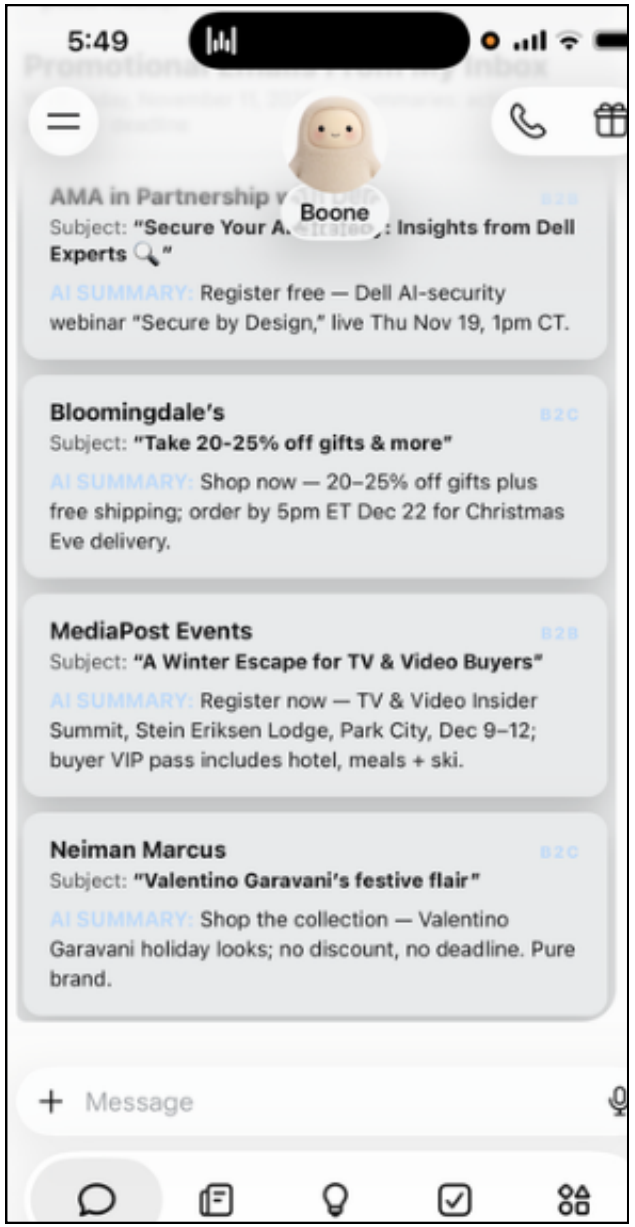
WEBSITE POP-UPS THAT CAPTURE EMAIL ADDRESSES.

SMS MARKETING WITH LIMITED-TIME OFFERS.

MULTIPLE FOLLOW-UP EMAILS AFTER A WEBINAR.

ASKING FOR REVIEWS IMMEDIATELY AFTER A PURCHASE.

SENDING PROMOTIONAL EMAILS ON WEEKENDS.


5:49
Boone
AMA in Partnership
Subject: "Secure Your A. : Insights from Dell Experts 🔍"
AI SUMMARY: Register free — Dell AI-security webinar "Secure by Design," live Thu Nov 19, 1pm CT.
Bloomingdale's
B2C
Subject: "Take 20-25% off gifts & more"
AI SUMMARY: Shop now — 20–25% off gifts plus free shipping; order by 5pm ET Dec 22 for Christmas Eve delivery.
MediaPost Events
B2B
Subject: "A Winter Escape for TV & Video Buyers"
AI SUMMARY: Register now — TV & Video Insider Summit, Stein Eriksen Lodge, Park City, Dec 9–12; buyer VIP pass includes hotel, meals + ski.
Neiman Marcus
B2C
Subject: "Valentino Garavani's festive flair"
AI SUMMARY: Shop the collection — Valentino Garavani holiday looks; no discount, no deadline. Pure brand.
Message

YOUR NEXT EMAIL GATEKEEPER ISN'T HUMAN.

AI agents can decide what information reaches your attention.

Meta Muse | Grok Bot | OpenAI dots | Claude Duet | Gemini agent | Microsoft Copilot | Perplexity Comet

8×

Agentic web traffic growth, Aug–Oct 2026.

Source: HUMAN Security, Nov 9, 2026.

3M+

Meta Muse weekly prompt users by Sept 30.

Source: The Information, Sept 30, 2026.

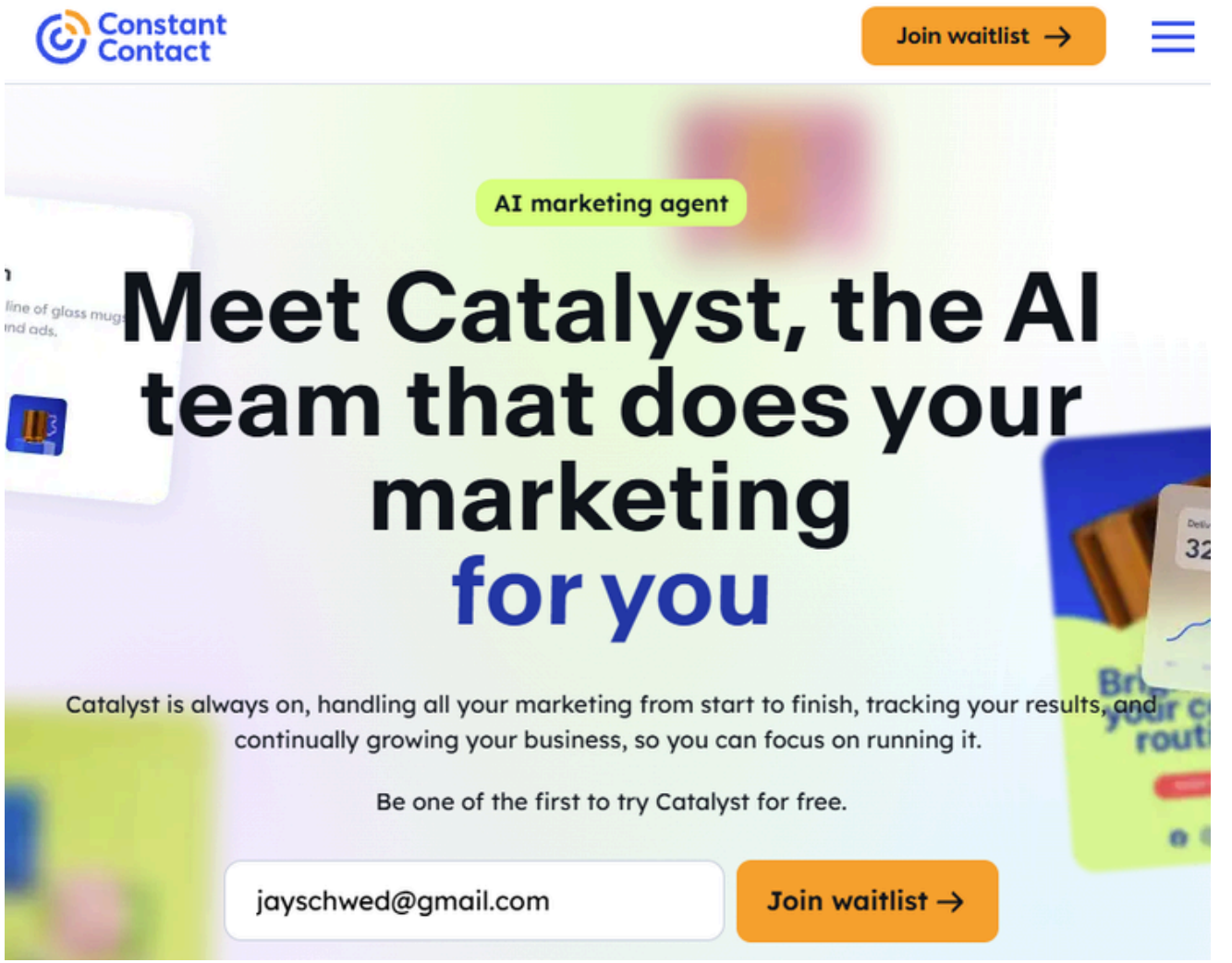
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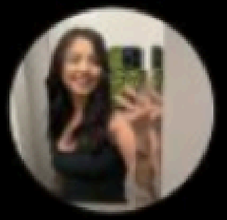
Faster adoption than other major AI tools.

Agentic tools reached 100M+ users in 7 months vs. 19 months for ChatGPT.

Source: Similarweb, Nov 6, 2026.

IT IS A RESPONSIBILITY TO KNOW ABOUT WHAT IS COMING NEXT





Hailey Knott

Social Media @ GIA

"AI is coming for your job"

i'd like to see AI drink 4 espresso shots and distract everyone in the office with pop culture news

UN-AI YOUR CONTENT...

SOURCE: WORLDATA RESEARCH 2026 PERFORMANCE AGGREGATE

AI: I'M ENGAGING WITH YOU AS A HUMAN BEING.



20 Words to UN-AI Your Copy

This is from the last 90 days.

When these words **appear in the first 3 words**, engagement drops.

#	WORD	EMAIL SUBJECT LINE Open Rate	PODCAST TITLE Plays	WEBINAR TITLE Registrations	LANDING PAGE TITLE Sign Ups	SOCIAL POST Engagement
1	unlock	-18%	-20%	-26%	-24%	-17%
2	revolutionary	-24%	-27%	-33%	-30%	-22%
3	game-changing	-24%	-27%	-33%	-29%	-22%
4	discover	-16%	-17%	-24%	-21%	-15%
5	next generation	-20%	-22%	-28%	-25%	-19%
6	leverage	-17%	-19%	-26%	-23%	-16%
7	maximize	-18%	-20%	-27%	-24%	-17%
8	cutting edge	-19%	-21%	-27%	-24%	-18%
9	seamless	-16%	-18%	-24%	-22%	-15%
10	transform	-19%	-22%	-28%	-25%	-18%
11	supercharge	-23%	-25%	-31%	-27%	-20%
12	turbocharge	-22%	-24%	-30%	-26%	-19%
13	breakthrough	-21%	-23%	-29%	-26%	-19%
14	innovate	-18%	-21%	-27%	-25%	-17%
15	elevate	-17%	-19%	-25%	-22%	-16%
16	ultimate	-15%	-17%	-22%	-20%	-14%
17	effortless	-21%	-24%	-29%	-26%	-19%
18	powerful	-14%	-16%	-22%	-20%	-13%
19	exclusive	-13%	-15%	-20%	-18%	-12%
20	limited time	-12%	-14%	-19%	-17%	-11%

SOURCE: WORLDATA RESEARCH 2026 PERFORMANCE AGGREGATE

HOW DO YOU SHOW UP IN AI...

(THE EASY WAY)

What Content Gets Cited by AI?

This is from the last 90 days.

How much more likely different content formats are to be cited compared to a standard informational webpage.

Content Format	Times as Likely to Be Cited	Example
Listicle (Best-of / Top 10)	3.0x	“10 Best AI Email Tools for 2027”
How-to Guide	2.7x	“How to Reduce Churn in 5 Steps”
Original Research / Data Study	2.6x	“2027 Marketing Benchmark Study”
Statistical Roundup	2.3x	“50 AI Stats Every Marketer Should Know”
Comparison / vs. Content	2.2x	“HubSpot vs. Salesforce”
Step-by-Step Tutorial	2.1x	“Set Up ChatGPT Ads in 7 Steps”
Checklist	1.9x	“Event Planning Checklist”
Case Study / Success Story	1.8x	“How Company X Increased Leads by 300%”
Template / Framework	1.7x	“Email Brief Template”
FAQ (Common Questions)	1.6x	“Frequently Asked Questions About AI”

Baseline: A standard informational webpage (e.g., a general blog post) is 1.0x.

SOURCE: WORLDATA RESEARCH 2026 PERFORMANCE AGGREGATE

OH NO...LISTICLES??

#1 MOST CITED!

GENERATIVE ENGINE OPTIMIZATION AT SCALE STUDY:
BEST-OF/LISTICLE CONTENT:
MOST-CITED CONTENT FORMAT

Source: Kumar, “Generative Engine Optimization at Scale,” arXiv 2026.

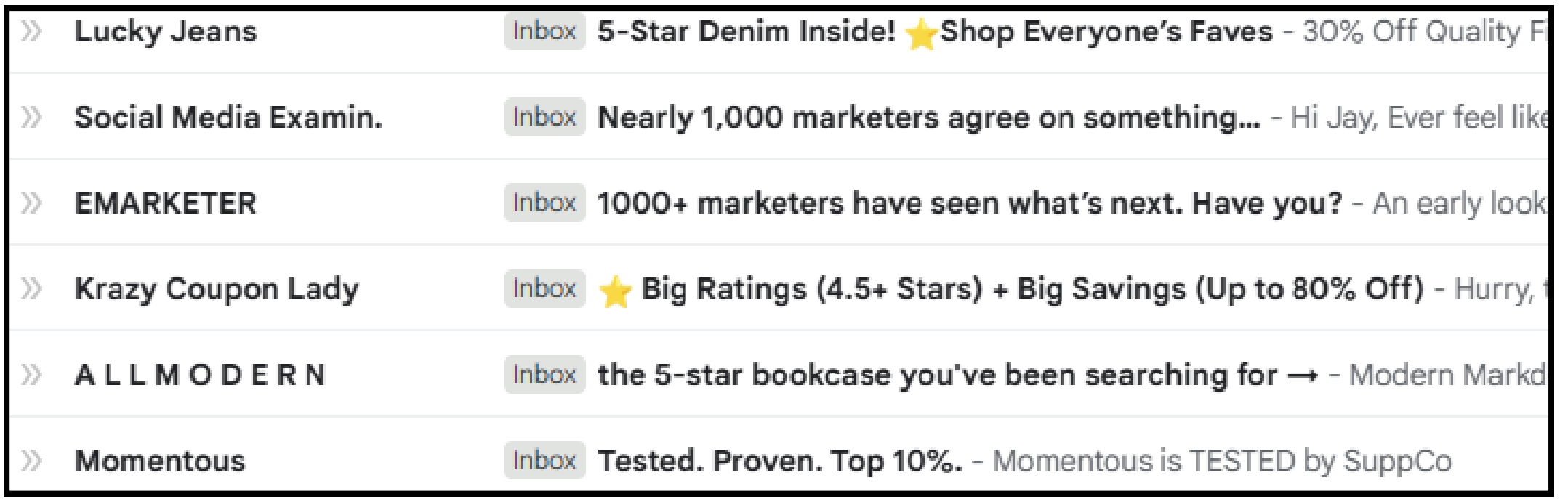

SO YOU AGREE?
YOU ASKED CHATGPT TO SOUND LESS LIKE CHATGPT
imgflip.com

QUICK TIPS YOU HAVEN'T TESTED




Mark Lewis
@marklewismd
Honestly don't know how to earn that 5th star
Dr Lewis saved my life!

SOCIAL PROOF IN SUBJECT LINE = 28% HIGHER AVERAGE OPEN RATE



APOLOGIZE FOR BEING EARLY.

Acknowledge what your audience is already thinking.

B2B

“Sorry. We’re talking 2027 already.”

Early planning campaign

CONSUMER

“Sorry. We’re doing Christmas already.”

Mid-November holiday launch

NONPROFIT

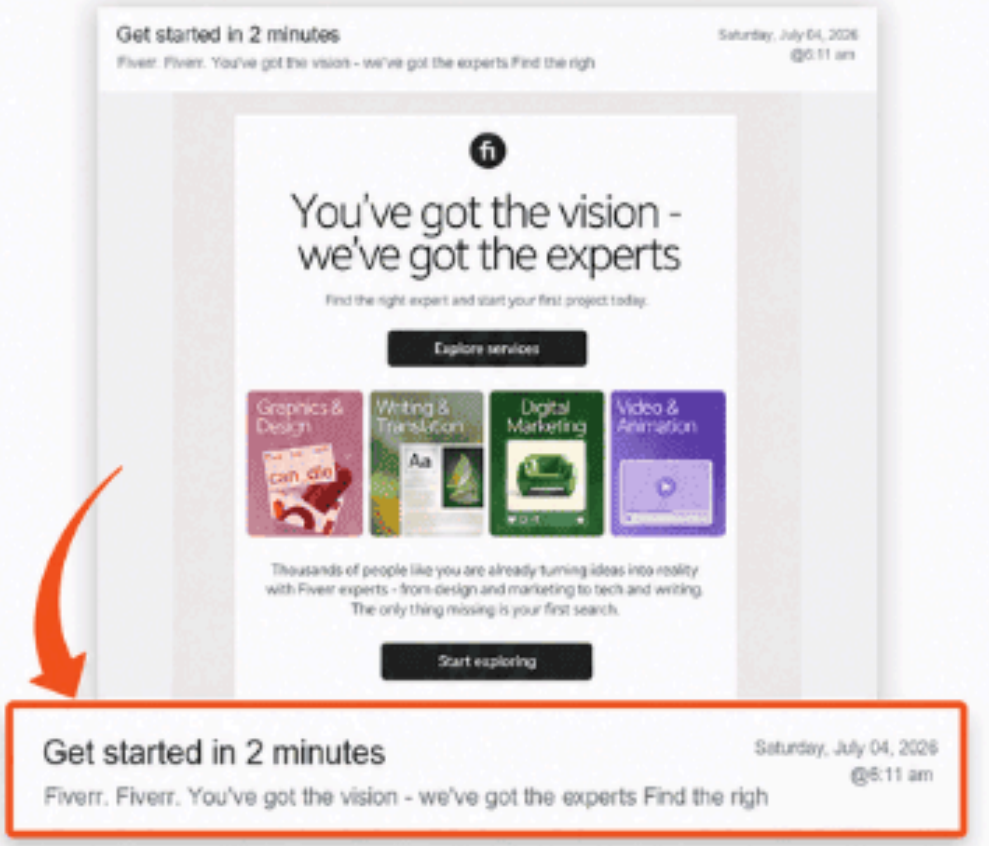
“Sorry. The year-end ask is early.”

Early year-end giving appeal

+21% **higher unique click rate for subject lines using “early” vs. average holiday campaigns.**

Source: Q4 email campaign data.

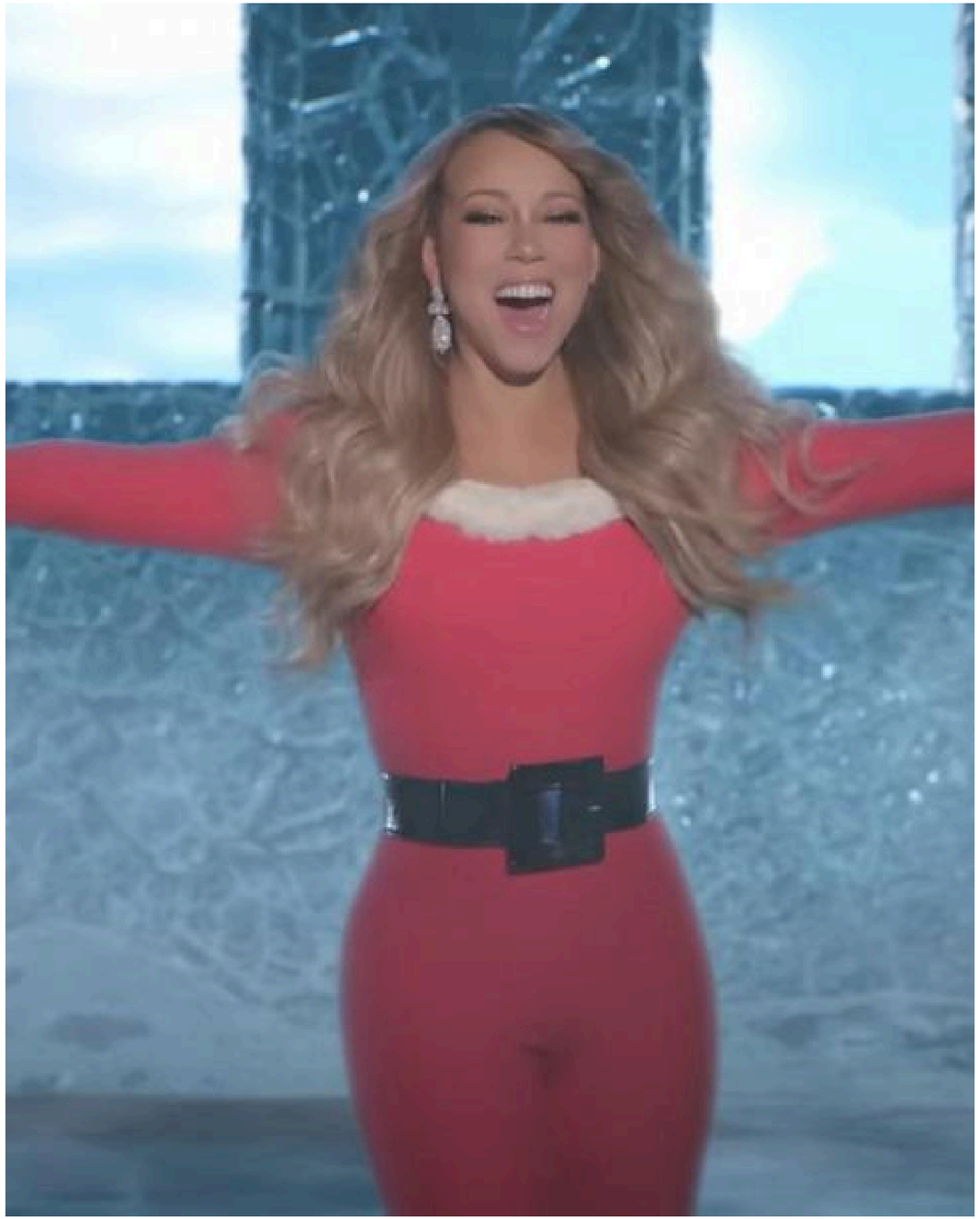
ONBOARDING EMAILS THAT PROMISED A SPECIFIC TIME TO FIRST VALUE ("GET STARTED IN 2 MINUTES") GENERATED A 27% HIGHER FIRST-SESSION ACTIVATION RATE THAN EMAILS WITH GENERIC WELCOME MESSAGING.



THIS TIME OF YEAR



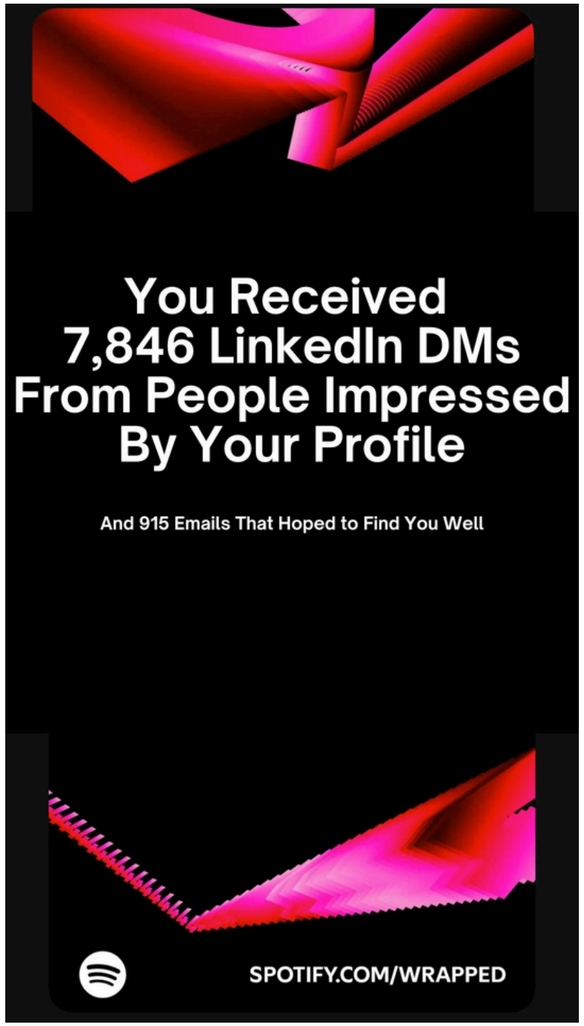
IT'S TIME!



#1 CONTENT FORMAT FIRST WEEK OF DECEMBER...

DON'T SLEEP ON MAKING 'WRAPPED' CONTENT!

FOR B2B AND B2C!



‘WRAPPED’ DROPS FIRST WEEK OF DECEMBER...

BUSINESS AND CONSUMER BRANDS WHO CREATED 'WRAPPED STYLE' CONTENT LAST YEAR THAT LAUNCHED WITHIN 5 DAYS OF SPOTIFY DROPPING WRAPPED SAW OVER 50% HIGHER AVERAGE ENGAGEMENT RATE!

ACCORDING TO SPOTIFY, 435 MILLION SHARES OF WRAPPED CONTENT HAPPENED LAST YEAR.

BUSINESS CAMPAIGN EXAMPLES:

PRODUCTIVITY WRAPPED: ACME SAVED 127 HOURS THIS YEAR!
ACME WRAPPED: LOOK WHAT YOU DID
ACME WRAPPED: YOUR HIGHLIGHTS ARE IN

CONSUMER CAMPAIGN EXAMPLES:

YOUR 2026 FAVORITES ARE IN
YOUR 2026 STYLE HIGHLIGHTS
YOUR 2026 FEEL-BETTER JOURNEY

NON- PROFIT CAMPAIGN EXAMPLES:

2026 WRAPPED: THE HOPE YOU CREATED
YOUR 2026 WRAPPED—SMALL ACTIONS, BIG CHANGE

SOURCE: WORLDATA RESEARCH Q3 2026 CONTENT REVIEW

FAST COMPANY

WORK LIFE

Even LinkedIn has hopped on the Spotify Wrapped train

'Where my 5% crew at??!!' wrote one power user. Others were reminded of their fruitless job searches and felt humiliated.

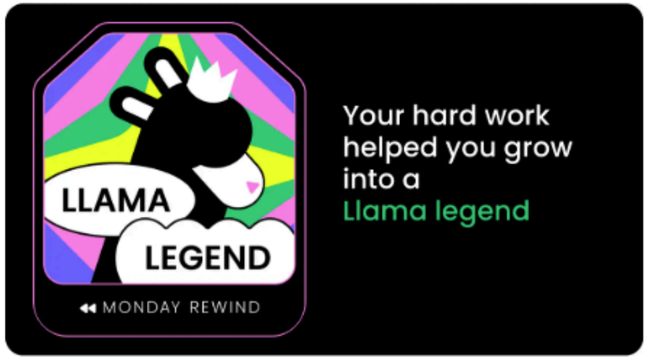
SHARE ADD ON GOOGLE DECEMBER 19, 2025

monday.com

Tim

You built. You planned. You got 2081 Dones.

Now, it's time to see how far you've come.

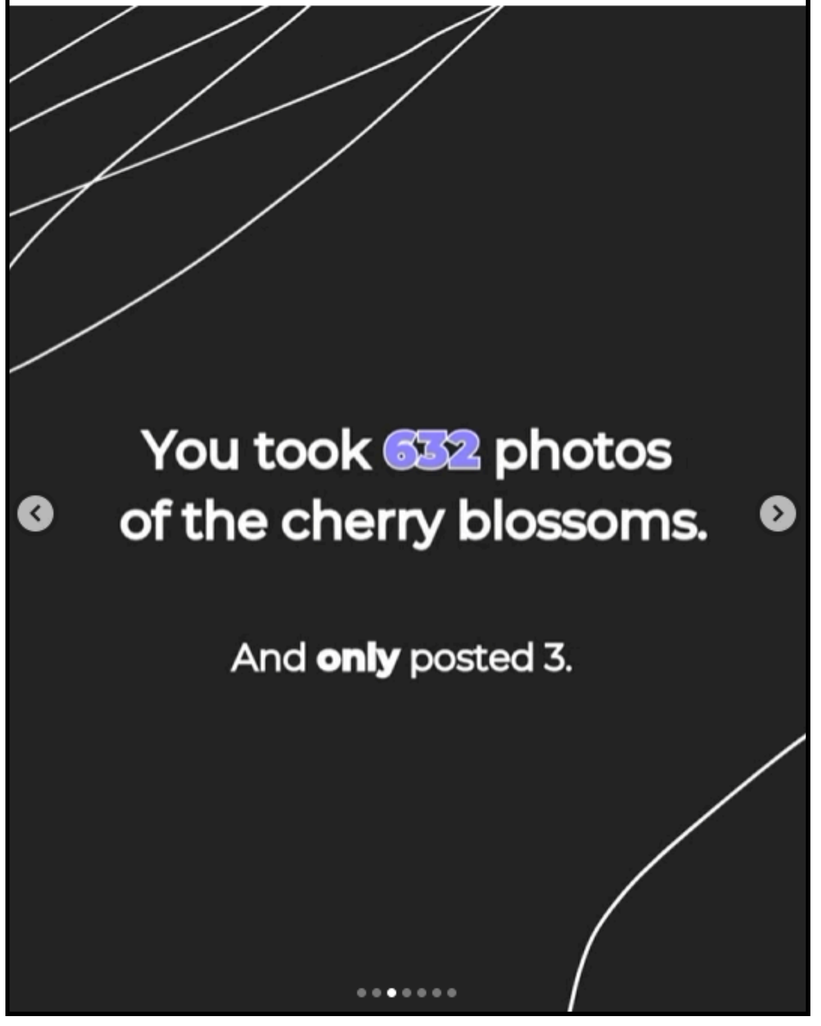


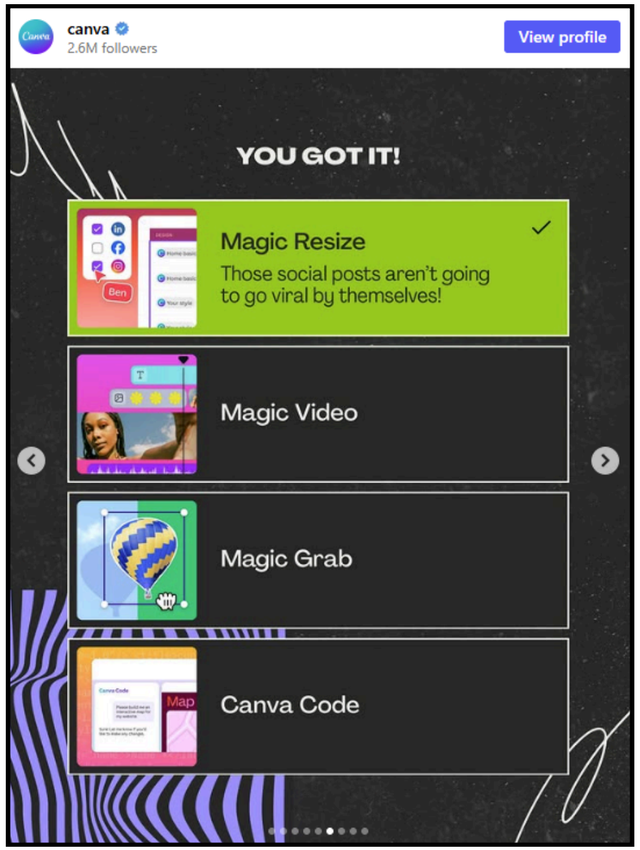
We gathered your highlights in one personalized place — now you can take a look back at the impact you've made across your team.

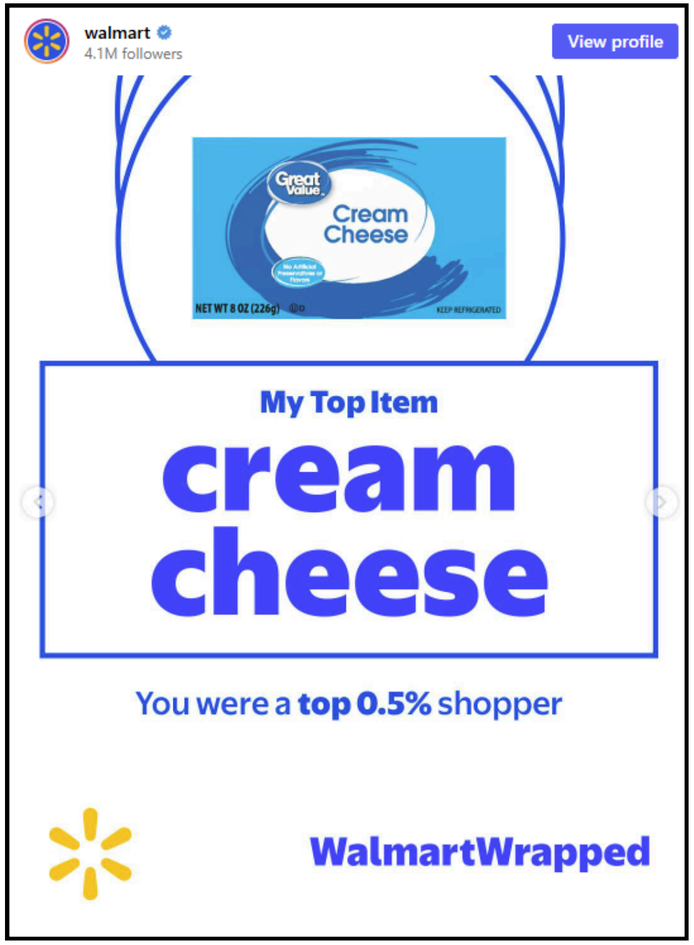
See Your 2025 Rewind

Share your results on social, and you could be one of 50 users who receive a surprise treat. 🤩

visitwashingtondc
Washington, DC
View profile




canva
2.6M followers
View profile
YOU GOT IT!
Magic Resize
Those social posts aren't going to go viral by themselves!
Magic Video
Magic Grab
Canva Code


walmart
4.1M followers
View profile
Great Value
Cream Cheese
My Top Item
cream cheese
You were a top 0.5% shopper
WalmartWrapped


OUR TOP INDUSTRIES
1. Aesthetics
2. Health & Wellbeing
it's all about balance
3. Alcohol
4. Premium Home Improvements
5. Climate Action & Environmental


drumstick
232K followers
View profile
DRUMSTICK WRAPPED
your top ways to eat a drumstick
1
2
3
normal
frozen
scrambled
4
5
toasted
runny
View more on Instrgram


disneyparks
3.6M followers
View profile
Your 2025
Disney Parks
WRAPPED


“GOOD MORNING,
MY UNSUBSCRIBERS!”
imgflip.com

OCTOBER 15TH TO DECEMBER 15TH

CONSUMER:

Opt-In Rates are 230% Higher Than Any Other 60 Day Period.

Open Rates are 24% Higher Than Any Other 60 Day Period.

Unsubscribes are 270% Higher Than Any Other 60 Day Period.

BUSINESS:

Content Offers Related to 2026 (next year) Increase Conversion Rate by 74% vs. Standard Content Offers.

Unsubscribes are 225% Higher Than Any Other 60 Day Period.

SOURCE: WORLDATA RESEARCH 2025


ARE YOU LOOKING FORWARD TO THE HOLIDAY SEASON, DAD?
I WORK IN MARKETING, SON
imgflip.com

BUSINESS:

LETTER FORMAT EMAILS TO DIRECTOR LEVEL AND ABOVE:
DECEMBER 1ST THROUGH 15TH

28% HIGHER AVERAGE REPLY RATE

CONSUMER:

NOVEMBER 15TH THROUGH DECEMBER 20TH:
REMOVAL OF 'STATUS' SUBJECT LINES INCREASE EMAIL OPEN RATES TO NON-ENGAGED CONTACTS BY OVER 40% [12-MONTH NON-ENGAGED]

VIP STATUS ENDING...
EXCLUSIVE PERKS EXPIRING...
ENDING PRIORITY ACCESS...

MY FAVORITE PROMPTS...



Matthew Zeitlin
@MattZeitlin

when i have really dumb questions i'll ask chatgpt or gemini because i don't want claude to think i'm stupid

10:23 PM · 10/19/26 · **1.1M** Views

Trend Detector PROMPT:

For YOUR Specific Company + Industry



AI PROMPT: Build Your Own Trend Detector. Find What's Coming Before Everyone Else.

Act as an elite trend intelligence agency. Build a customized trend detection system based on MY specific business goals, audience, and interests.

CUSTOMIZE MY TREND DETECTOR:

My website (optional): [INSERT URL]

My industry or area of interest: [INSERT]

My product/service or topic to track: [INSERT]

My target audience: [INSERT]

What I want to achieve: [MORE SALES / NEW CUSTOMERS / CONTENT IDEAS / PRODUCT INNOVATION / COMPETITIVE ADVANTAGE / OTHER]

NOW BUILD MY TREND INTELLIGENCE DASHBOARD:

10 Emerging Trends: Research the last 90 days across Google Trends, Reddit, social media, industry news, customer conversations, and competitor activity. Find trends specifically relevant to MY inputs.

Trend Radar: Create a visual chart ranking trends by momentum, potential impact, and how early I could capitalize on them.

The Hidden Opportunities: Identify three surprising trends my competitors may be overlooking and explain how I could benefit.

Competitor Watch: Identify who's already capitalizing on these trends and what they're doing.

Future Forecast: Predict what could become big over the next 6–12 months and create a visual timeline.

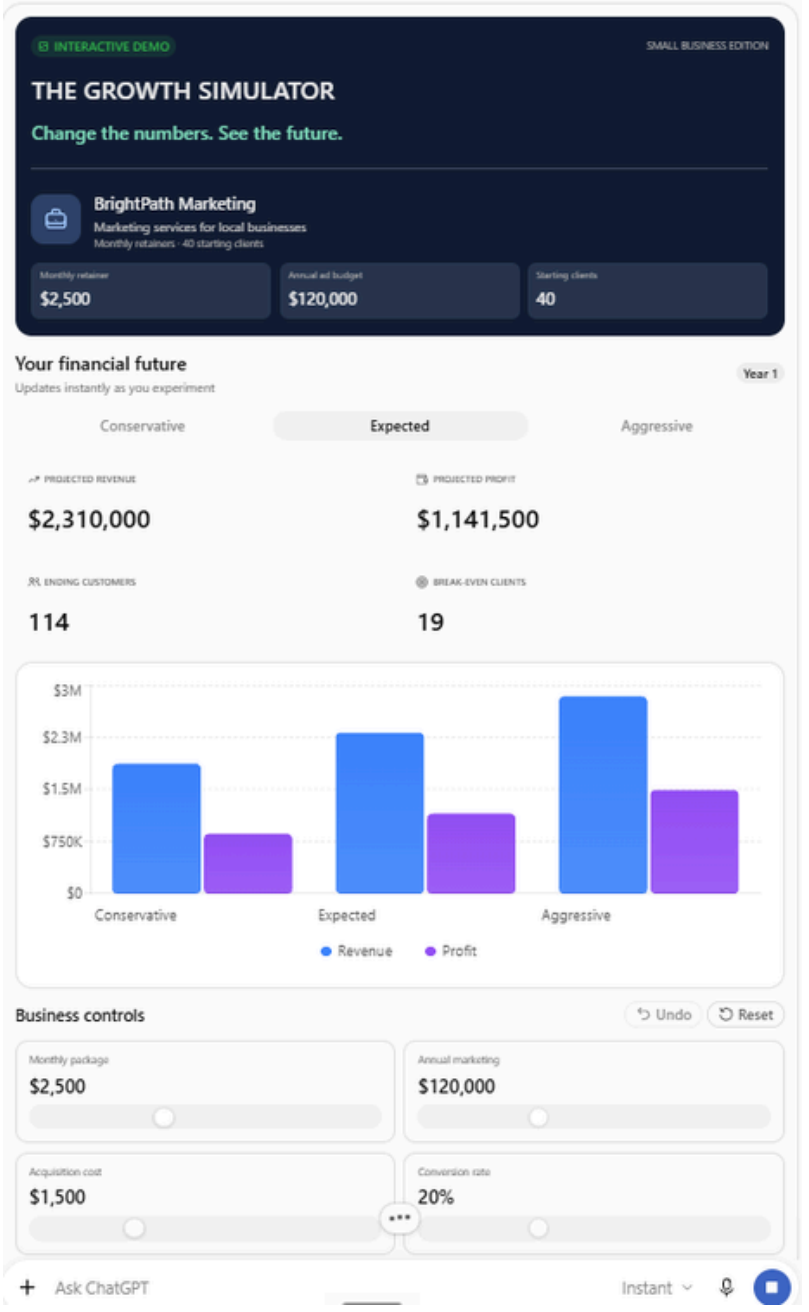
My Action Plan: Give me five specific things I should do in the next 30 days.

MAKE IT VISUAL: Build an actual intelligence dashboard with charts, graphs, trend heat maps, and rankings. Make it look like a professional research report, not a boring text response.

Use current, verifiable sources with links. Separate facts from predictions. Never invent data or chart values.

MOST IMPORTANT: Don't show me trends everyone already knows about. Find the emerging signals, unexpected connections, and opportunities that could give me a serious head start. Start researching now.

GROWTH SIMULATOR



THE GROWTH SIMULATOR
Change the numbers. See the future.
Act as an elite CFO, growth strategist, business analyst, and app developer. Turn my business into a fully interactive growth simulator where I can test decisions, discover hidden profit, and see what my business could look like in the future.
MY BUSINESS: [BUSINESS TYPE] | [REVENUE MODEL] | [AVERAGE SALE] | [ANNUAL MARKETING BUDGET] | [CONVERSION RATE OR UNKNOWN]
If information is missing, make realistic, clearly labeled assumptions. Don't invent historical results.
BUILD THE LIVE SIMULATOR
Create a polished, interactive dashboard that looks like professional business software, not a spreadsheet.
Include sliders for pricing, marketing spend, customer acquisition cost, conversion rate, retention, and profit margins.
As I move any slider, instantly recalculate revenue, profit, customer growth, break-even point, and interactive charts.
Show three scenarios: Conservative, Expected, and Aggressive.
Make every number clickable, adjustable, and easy to understand.
GIVE ME 7 INTERACTIVE SUPERPOWERS
1. TIME MACHINE
Jump 1, 2, or 3 years into the future. Show how today's decisions compound and what my business could become.
2. FIND ME $1 MILLION
Let me enter ANY revenue or profit goal. Reverse-engineer three realistic ways to reach it, showing exactly what needs to change and by how much.
3. DISASTER BUTTON
Simulate losing customers, rising costs, declining sales, or a marketing collapse. Show the financial damage and the fastest realistic recovery strategy.
4. BEAT THE CEO
Challenge me to outperform an AI-generated growth strategy. Let me adjust the business until my projected profit beats the AI benchmark. Show who's winning in real time.
5. WHAT IF? LAB
Let me change multiple variables simultaneously. Compare the original business against my new strategy side by side, including the dollar difference.
6. HIDDEN MONEY DETECTOR
Analyze the business and rank the five biggest untapped profit opportunities and financial risks by estimated annual dollar impact. Reveal opportunities I might never have considered.
7. AUTO-PILOT
Find the most profitable realistic combination of changes within adjustable constraints. Show the recommended moves, projected financial impact, and trade-offs. Let me apply the changes to the dashboard with one click.
THE BIG REVEAL
After analyzing everything, identify the ONE most surprising, counterintuitive decision that could have the biggest positive financial impact.
Show:

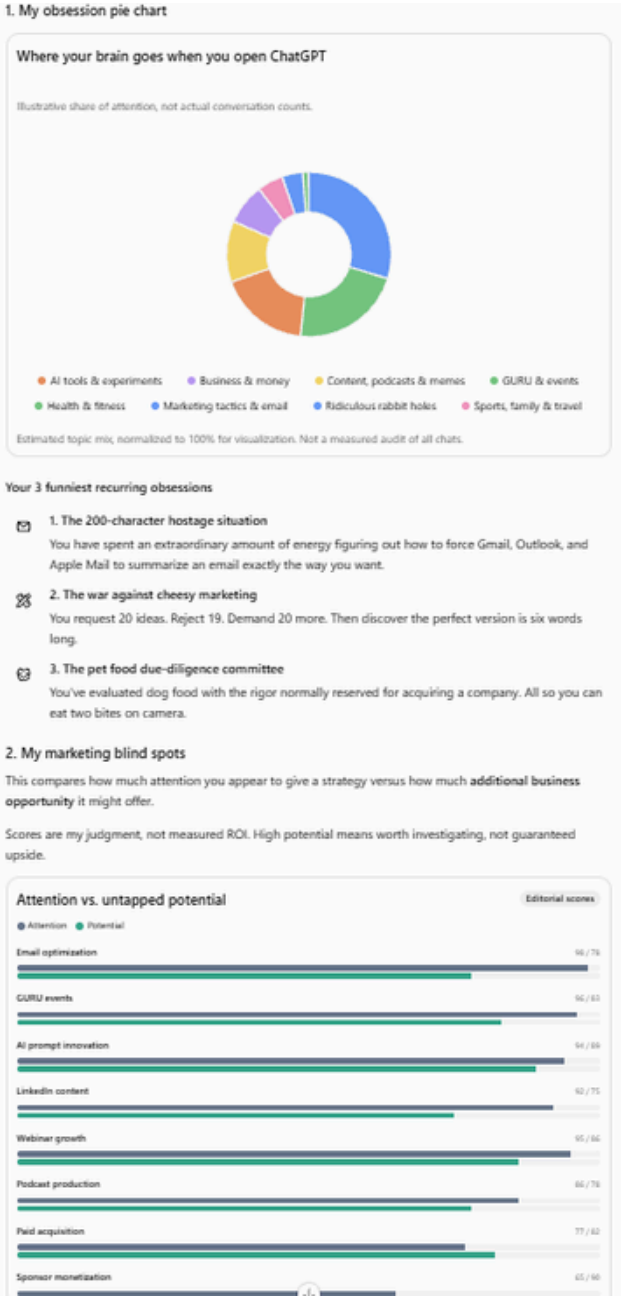
- The exact change I should consider.
- The potential annual profit upside in dollars.
- Why it could work.
- What could go wrong.
- A simple experiment I can run THIS WEEK to validate it.

Make this the most visually compelling part of the experience.
MAKE IT FEEL LIKE A VIDEO GAME
Use bold financial scorecards, responsive charts, scenario comparisons, progress indicators, and clear visual feedback when I make a decision.
Add a "Surprise Me" button that discovers and tests an unexpected growth opportunity.
Add an "Undo" button so I can reverse experiments.
Add a "Share My Results" feature that creates a clean, screenshot-ready executive summary of my best scenario.
NON-NEGOTIABLE RULES

- Build the actual working interactive app, not a mockup, explanation, or static report.
- Make every control functional and every calculation mathematically consistent.
- Separate actual inputs from assumptions and projections.
- Account for acquisition costs, churn, margins, overhead, and implementation costs.
- Never treat modeled upside as guaranteed results.
- Avoid unrealistic growth assumptions and flag risky scenarios.
- Make the interface intuitive enough for someone with zero financial background.
- If a feature can't be implemented, clearly identify the limitation rather than pretending it works.

START BUILDING THE GROWTH SIMULATOR NOW. Don't explain what you're going to build. Build it.


THE AI PROMPT
THAT TELLS YOU
ABOUT YOU!!



Act as a forensic investigator of my AI history. Analyze every past conversation, saved memory, project, and preference you can actually access. Create a hilarious, revealing, and surprisingly useful visual report about ME.

CREATE THESE 5 VISUALS:

MY OBSESSION PIE CHART: Show how my AI conversations break down across work, money, family, entertainment, sports, health, and weird rabbit holes. Customize the categories to my actual history. Reveal my 3 funniest recurring obsessions.

MY MARKETING BLIND SPOTS: Create a bar chart comparing my attention to 10–15 marketing strategies (0–100) versus their untapped business potential (0–100). Reveal my 3 biggest overlooked opportunities.

WHAT I SAY VS. WHAT I DO: Graph up to 5 surprising contradictions between my marketing beliefs and actual decisions. Use specific examples from past conversations.

MY BIGGEST RABBIT HOLES: Visually rank the 5 topics I obsessively revisit, including ridiculous non-work topics. Give each a hilarious, personalized title.

THE HIDDEN CONNECTIONS: Create a visual map connecting 3 seemingly unrelated past conversations. Turn the most unexpected connection into a NEW marketing idea I've never considered.

Your final AI personality diagnosis

YOUR FORENSIC PROFILE

The Impatient Perfectionist Who Loves Chaos

Creative ambition

99/100

Tolerance for boring

2/100

Appetite for experimentation

98/100

Willingness to accept draft #1

3/100

Your greatest strength: You instinctively understand that being memorable is often as important as being informative.

Your biggest risk: Spending so much time making the next thing extraordinary that you underinvest in monetizing the extraordinary things you've already built.

Your most predictable next message:

"Meh. Make it way funnier."

AI PROSPECTING PROMPT YOU HAVE NEVER TRIED!

Find 20 companies with active job postings from the past 30 days for [INSERT ROLE] that mention [INSERT SERVICE, TECHNOLOGY, OR PROBLEM MY BUSINESS SOLVES].

For each company, give me:

Company name and link to the actual job posting.

The exact language in the posting that signals a potential need for my service.

What the company may be planning to invest in.

The likely job title of the person I should contact.

A personalized 2-sentence outreach message that connects my service to their potential need.

Rank the companies by how strong the buying signal is.

Only include job postings you can verify are currently active. Don't invent openings, names, or budgets. If fewer than 20 qualify, show me fewer.

THE $0 GROWTH PROMPT





PROMPT:

I want you to find the growth we're ALREADY sitting on.

I'm going to give you information about my organization: [WEBSITE / PRODUCT / AUDIENCE / CURRENT MARKETING / DATA / WHATEVER YOU HAVE].

You are forbidden from recommending:

ads, more content, influencers, discounts, new software, hiring, increased budget, or "post more on social."

Instead, act like a forensic growth strategist.

Find 10 places where growth is already hiding inside what we have: existing customers, prospects, donors, members, subscribers, website traffic, old leads, past buyers, event attendees, partners, employees, content, data, distribution, abandoned journeys, unused inventory, referrals, renewals, upsells, cross-sells, or overlooked moments in the customer journey.

Do not give me generic best practices. Find things I am likely NOT doing or NOT noticing.

For each opportunity, tell me:

What we already have

What we're probably wasting or underusing

The specific $0 move

Why it could work

How quickly we could test it

What metric should move if you're right

Then rank all 10 by potential impact × ease × speed.

Finally, pick the ONE move you would make tomorrow morning if your job depended on producing growth with $0 additional budget.

Bonus: Find one opportunity that is so obvious in hindsight that I'll be annoyed we weren't already doing it.


SECRET
COMPETITIVE
INTELLIGENCE
PROMPT!
Try It!

Competitor: [URL]

Investigate this company using the LIVE web.

Build me a competitive intelligence report using only information you can verify.

Find:

TECH: What marketing/sales technology they appear to use
TRAFFIC: Where their traffic and attention appear to come from
ADS: Where they're currently advertising + examples you can verify
SEO: What topics/keywords they're visibly trying to own
CONTENT: What they're publishing and promoting hardest
OFFERS: Demos, trials, reports, webinars, newsletters, etc.
MESSAGING: Their 5 most repeated claims/themes
AUDIENCE: Who they appear to be targeting hardest
HIRING: Open roles that reveal what they're investing in next
CHANGES: Important moves they've made in the last 90 days

Then connect the dots.

Tell me 3 things they're probably betting on, 2 weaknesses I could exploit, and 1 move they're making that I should steal immediately.

Include a source + link for every important claim.

Separate VERIFIED FACT from YOUR INFERENCE.

Never invent data you cannot access.

FREE STUFF!!!



WAIT!!

YESTERDAY EMAIL WAS MESSED UP!
YOU ARE GONNA GET AN EMAIL FROM ME TODAY!
REPLY!!

SOURCE: SUBJECTLINE.COM 90 DAY REVIEW

Proud Dad

COULD YOU CONNECT WITH THEM ON LINKEDIN?





DREW SCHWEDELSON
LOGAN SCHWEDELSON

GURU 2027

THE CONFERENCE

PRESENTED BY:

Constant Contact

GURU 2027 • EARLY REGISTRATION IS OPEN

THE WORLD'S LARGEST VIRTUAL
EMAIL MARKETING CONFERENCE.

STILL FREE. AND YOU'RE EARLY.

100% FREE

WWW.REGISTERGURUCONFERENCE.COM

VIP EARLY SWAG LIST
VIP AMA with ME! (meh)
And other cool stuff!

FREE!



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Constant Contact

Get on the list for Constant Contact's new AI tool, Catalyst.

100 RANDOM PEOPLE TODAY GET A FREE HOODIE!

SCAN HERE TO JOIN

- Join the waitlist
- It's 100% FREE
- We'll pick 100 people today

EMAIL: JayS@CorpWD.com

"I WANT EVERYTHING"

- You'll get the 2027 best/worst days to email calendar.
- You'll get the free registration link for Guru Conference 2027 (with VIP swag access).
- You'll get free access to Certified Guru.
- And these SLIDES.
- Details on getting the blue free hoodie!




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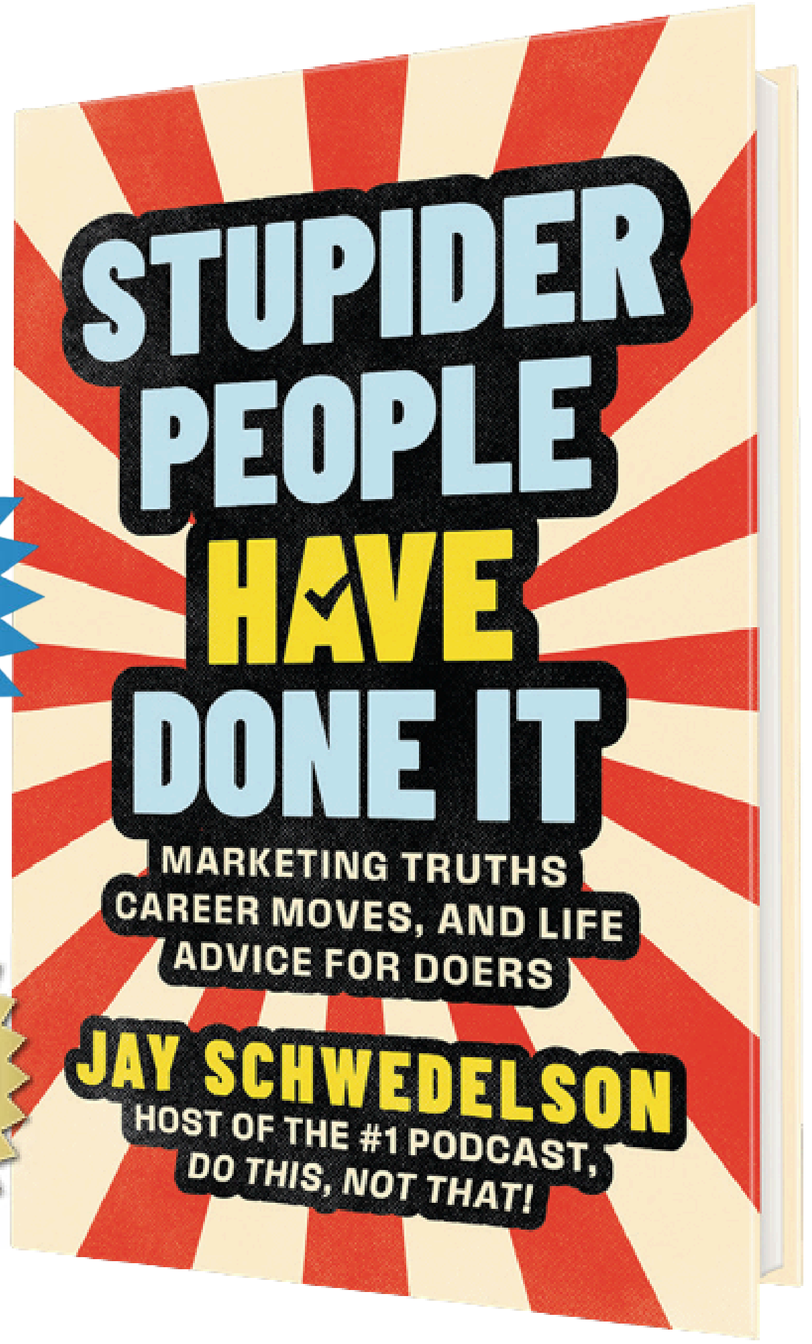
IF WE ARE NOT CONNECTED ON LINKEDIN PLEASE SEND ME A CONNECTION REQUEST!

I AM ON INSTAGRAM: @JAYSCHWEDELSON

$130,000 RAISED FOR CANCER RESEARCH!

USA TODAY BESTSELLER

#1 amazon.com BEST SELLER



FREE!



JOIN THE CATALYST™ WAITLIST

Constant Contact

Get on the list for Constant Contact's new AI tool, Catalyst.

100 RANDOM PEOPLE TODAY GET A FREE HOODIE!

SCAN HERE TO JOIN

- Join the waitlist
- It's 100% FREE
- We'll pick 100 people today