



10 SIGNS AI WROTE THAT EMAIL

1. **The Aptos Effect** - Default font, default personality.
2. **Dash Attack** - Em dashes everywhere.
3. **The Novel** - 300 words to ask for a meeting.
4. **The Fake Warm Up** - "I hope you're doing well!"
5. **Buzzword Bingo** - Alignment, stakeholders, opportunities, collaboration.
6. **The Hedge Maze** - May, might, could, potentially.
7. **The Echo Chamber** - Same point said three different ways.
8. **The Grocery List** - Endless lists of benefits and possibilities.
9. **The Copy and Paste Test** - Change the company name and send it to anyone.
10. **No Human Fingerprints** - No story, specificity, humor, imperfection, or personality.

USING AI WITHOUT LOSING THE HUMAN

5 THINGS YOU SHOULD NEVER DO WITH AI

1. Replace a site visit with AI research
2. Send a proposal you haven't personally reviewed
3. Let AI decide what a prospect actually wants
4. Rely on AI instead of reading the contract
5. Let AI replace the relationship

5 THINGS YOU SHOULD DO WITH AI

1. Research prospects and sponsors
2. Prepare for sales meetings
3. Brainstorm sponsorship and activation ideas
4. Strengthen outreach and follow-ups
5. Organize notes, leads and next steps

AUTOMATE THE TASK. NEVER AUTOMATE THE RELATIONSHIP.