

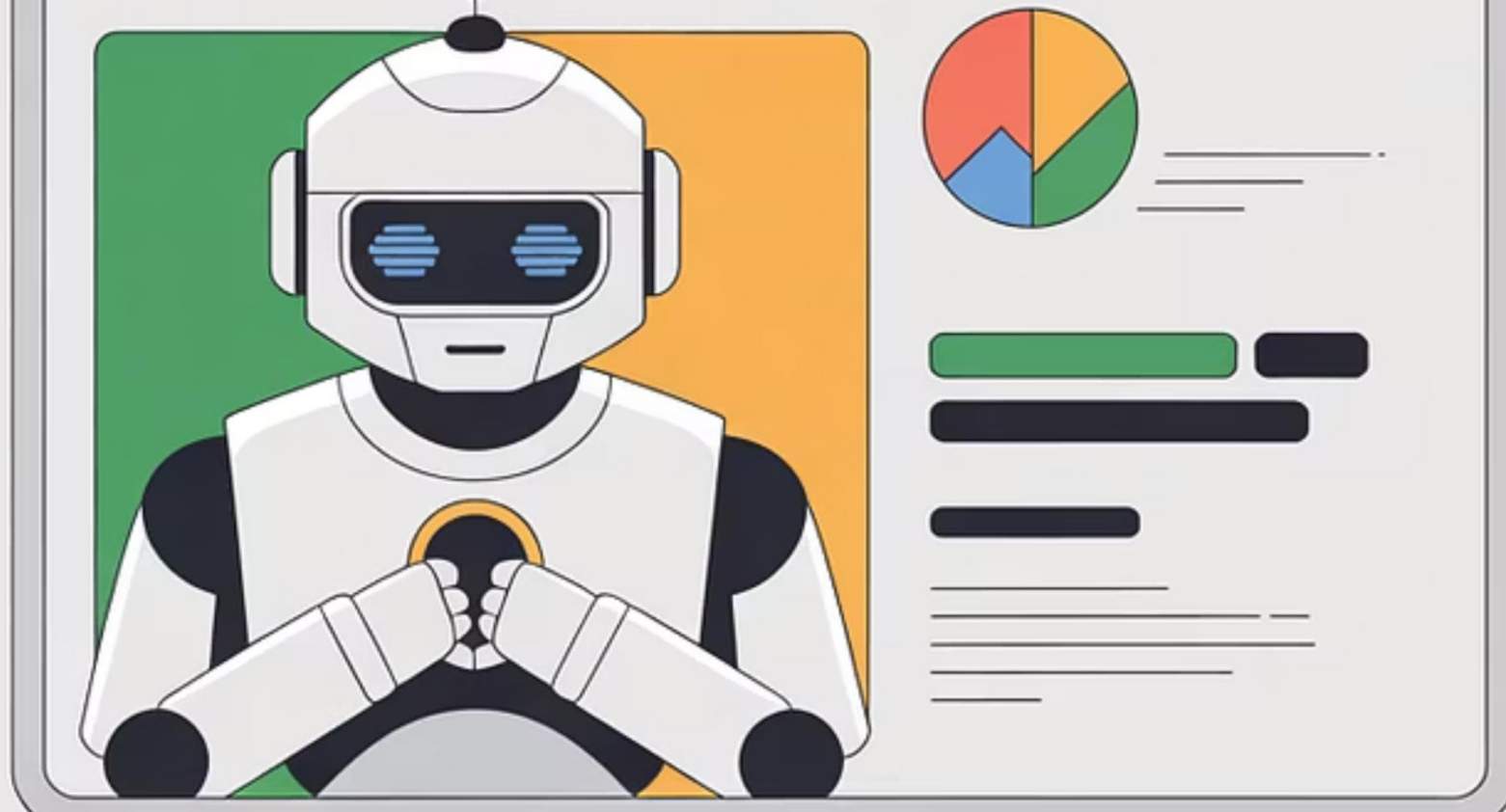


**Automation isn't the enemy. It's
the amplifier.**

But only if you avoid these 3 mistakes

Discover how to make automation feel human

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Mistake #1: Over-Automation

The Problem

Generic templates that scream "mass email." Fast and scalable, but completely soulless.

"Hi [FirstName], I wanted to reach out and see if you're interested in our solution."

Sound familiar? Your prospects delete these instantly.

The Fix: Add Context

"Hi [FirstName], I noticed your team is hiring SDRs — congrats on the growth. I'd love to share a prompt that helps new reps personalize faster. Would you be open to a quick chat?"

Same scale, but now it feels human. Reference something real. Show you did your homework. Make it relevant to their world.

Mistake #2: Over- Personalization

The Creepy Data Dump

"Hi [FirstName], I saw your daughter's soccer game photos and noticed your company just laid off 12% of staff. How are you handling morale?"

That's not personalization. **That's creepy.** AI scraped too much and now you've crossed the line into uncomfortable territory.

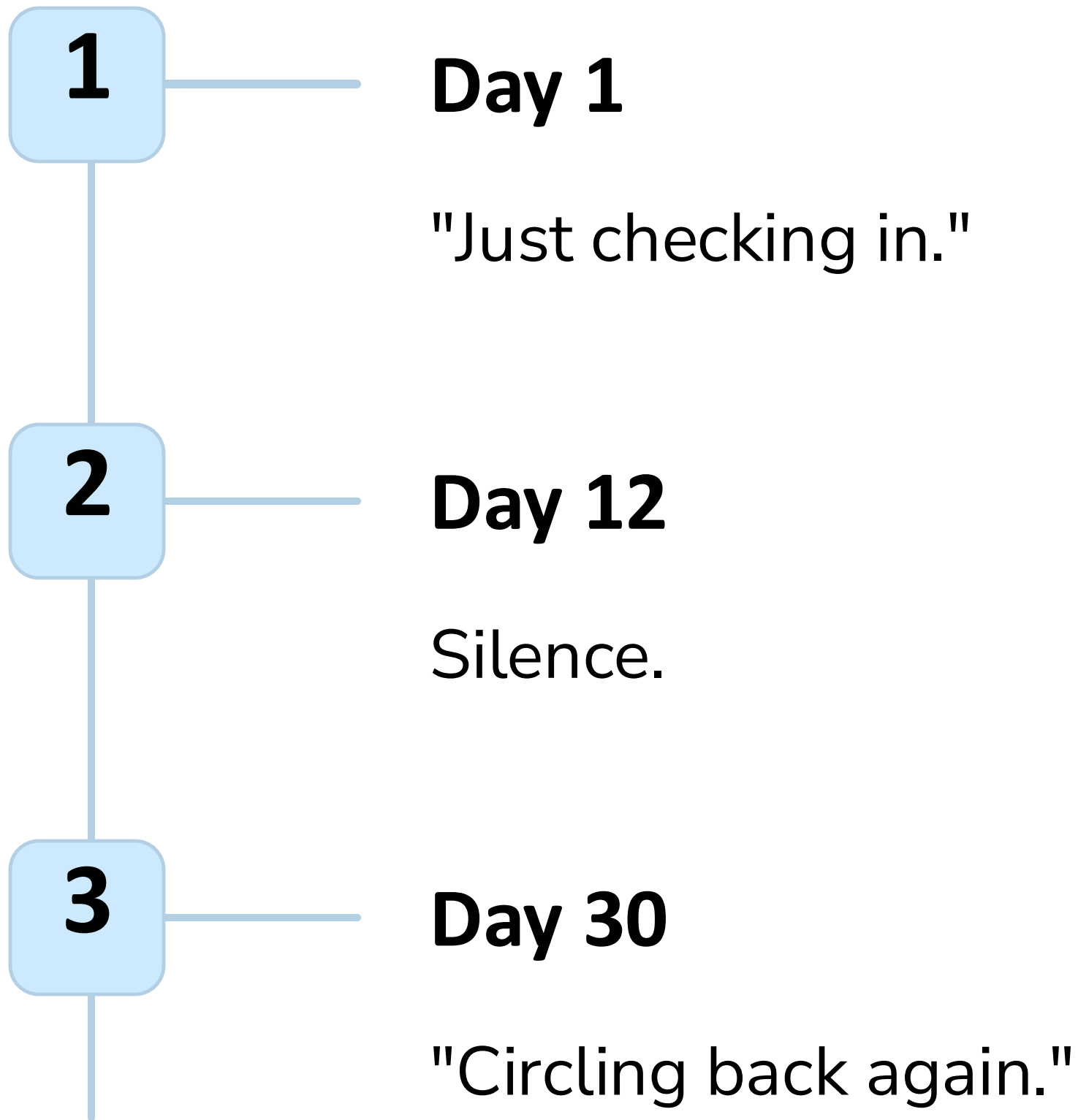
The Fix: Stay Contextual

Professional Context

"As a VP of Sales in SaaS, you're probably thinking about how AI impacts prospecting. I saw your company just launched a new product — congrats. Curious how you're coaching your team."

That's contextual, not creepy. Focus on professional insights, not personal surveillance.

Mistake #3: No Rhythm



Random outreach feels desperate. **Buyers don't trust randomness.** You need a consistent rhythm that builds trust over time.

The Fix: Build Your Rhythm

01

Day 1: Share a skill

"Here's a prompt that helps reps personalize faster."

02

Day 5: Add an insight

"Here's what 300 SaaS leaders are saying about AI outreach."

03

Day 10: Facilitate next step

"Would you like me to send a template?"

Now outreach feels consistent, valuable, and human.

3 Ways to Bring the Warmth

Start with a spark

Reference something real — a post, a moment, a shared connection. **Warmth lives in relevance.**

Write like you talk

Read your message out loud. If it doesn't sound like you, tweak the tone. **Warmth is conversational.**

End with empathy

Respect timing. Offer value without pressure. Warmth respects bandwidth.

Make It a Habit, Not a Hustle

1

Tuesday Touchpoint Day

Block 30 minutes every Tuesday to send 3 personalized messages.

Consistency builds visibility. **Rhythm builds trust.**

2

Morning Reflection

Start your day: "What can I delegate, automate, or simplify?" Let AI draft, you add the human touch.

3

Weekly Outreach Ritual

Every Friday, share one win, one prompt that worked, one tweak. **Rituals create culture.** Culture creates momentum.

Remember This

Automation amplifies.

Don't be generic.

Don't be creepy.

Don't be random.

Build rhythm, add warmth, and make it a habit. Your outreach will transform from robotic to remarkable.