

71 Subject Lines and Email Formulas

1. How to (benefit) AND (benefit)

- How to pay off debt AND boost your score
- How to makes sales AND build trust
- How to eat carbs AND burn fat

I just tested this one and it CRUSHED. It beat the other 3 subject lines by over 200% in CTR. Triple the response just from a subject line, no change to the email body copy. The point of this type of email is that you are killing two birds with one stone.

The two benefits and supposed to be mutually exclusive...yet you've found a way to do both at once.

2. Intrigue

-“Did you know that there are 3 things are you probably doing right now that are preventing you from increasing your income this year? And, get this: You're definitely doing 2 of them, almost without question. See why [HERE](#) (link.)”

3. Clear Content

- Communicate your message in the most straightforward way possible. Use P.S. for a link.

4. Step by Step plan for Opposite of Goal

- Show them exactly what to do if they want to achieve the opposite of their. AKA what not to do.

IE: Step by step plan to get FAT

Step by step plan to never make a dime online

Step by step plan to destroy your score

Step by step plan to stay celibate

5. Profit off of disaster

- These can be tricky but they can work great if you do it well. Disasters tend to make people think about their own mortality. If you do this right (and in a tasteful way) you can use that spur them to take action.

6. Email relating popular news or trend to topic

- Take trending news story and relate it to your product or topic. Could be Miley Cyrus or Bitcoins. Anything that is currently a big deal. Just tie it in using a correlation email.

7. Borrowed Credibility

- Borrow quote from authority on topic or famous historical figure. Use it to boost your own credibility and authority.
- Warren Buffet on credit.
- Albert Einstein on investing

8. Reveal Something

- Tell them a personal story that's embarrassing or damaging. The more open you are the more people tend to like you. I didn't realize the power of this until I started doing stand up comedy. The more you are willing to let your guard down, the more people will trust you. It makes you human and takes you off of the "guru" pedestal.

9. Profit from Competitors

- Point out a flaw in what they do.
- IE: The diet may work...but it's a pain in the ass to follow it.
- Dave Ramsey is right about a lot of things, but the fact is you need a credit score. And to get a high score you need to use credit cards.

10. Paradigm Shift

- Take a commonly held belief or phrase and say how wrong it is.
- Why "game" is bullshit
- Don't pay your bills on time
- Go into debt

All of those things above are commonly held beliefs. You should pay your bills on time. You shouldn't go into debt. "Game" gets you women. But you can find an exception to the rule or debunk the myth and your list will trust you for it.

11. **Correlation Email**

- Well know topic lead
- Facebook, Olympics, McDonalds, Math

This is described in depth in the “Correlation Formula.”

12. **A _____ lesson from (well known or unexpected source)**

- A personal finance lesson courtesy of Sochi Olympics!
- A personal finance lesson from Facebook
- A dating lesson from Steve Urkle

13. **The _____est way to _____**

- The simplest way to save money
- The easiest way to get her number

14. **The _____est way to become (Desired Outcome)**

- The **simplest** way to become **rich**
- The **fastest** way to become **an entrepreneur**
- The easiest way to become a **copywriter**

15. **What is the best type of _____?**

- What is the best type of **savings account**?
- What is the best type of **post-workout food**?
- What is the best type of **pick up line**?

16. **What is the best type of _____ for _____(specific outcome or group)**

- What is the best type of **credit card** for **travel rewards**?
- What is the best type of **pre-bed snack** for **powerlifters**?
- What is the best type of **email** to **build trust**?

17. **# _____ ways to (aggressive verb) _____**

- 4 **simple** ways to *cut* **monthly expenses**
- 5 **healthy** ways to *devour* **unhealthy foods**
- 3 **weird** ways to *annihilate* **writer's block**

18. **(Aggressive verbing) _____ is easier than you think**

- Cutting monthly expenses is easier than you think

- Enjoying healthy food is easier than you think
- Approaching women is easier than you think

19. # Habits to (achieve desired outcome)

- 5 Habits to get an 800+ Score
- 3 Habits to make 50 dollars a day
- 7 Habits to be more productive

20. # dirty little secrets to (achieve desired result)

- 1 dirty little secret to boost your score
- 3 dirty little secrets to get her on a date
- 5 dirty little secrets for eating carbs without getting fat

21. How to avoid (undesired result)

- How to avoid paying bank fees
- How to avoid getting rejected

22. _____ (desire) without _____ (negative consequences)

- Travel with your best friend without paying
- Eat your favorite foods without getting fat

23. I found a way to _____ that's _____ (opposite of norm)

- I found a way to travel that's dirt cheap
- I found a way to go on dates that's dirt cheap
- I found a way to make money online that only takes 22 min a

day

24. # (Adjective) _____ myths

- 9 odd credit card myths
- 3 stupid carb myths
- 7 awkward dating myths

25. You won't believe how (adjective) these _____ myths are

- You won't believe how odd these credit card myths are
- You won't believe how annoying the finance myths are

26. New study shows it may be better to (break common belief)

- New study shows it may be better to rent a home

- New study shows it may be better to eat sugar after workouts
- New study shows it may be better to be ugly

27. What this new study about _____ revealed shocked me

- What this new study about home ownership revealed shocked me
- What this new study about cardio revealed shocked me

28. Is _____ evil?

- Is social media evil?
- Is cardio evil?
- Is “game” evil?

29. How to _____ if you _____ (specific type)

- How to buy a home if you have sub-par credit
- How to workout if you work a 9-5
- How to meet women if you’re over 50

30. Read this if you _____

- Read this if you own a business
- Read this if you have more than 50 pounds to lose
- Read this if you’ve never had a girlfriend
- Read this if you have debt

31. Attention _____

- Attention business owners
- Attention yo-yo dieters
- Attention 9-5ers

32. _____ tips for the Average Joe

- Luxury lifestyle tips for the Average Joe
- High performance workout tips for the Average Joe
- Celebrity diet tips for the Average Joe
- Hollywood finance tips for the Average Joe

33. Should you _____ with a _____?

- Should you pay taxes with a credit card?
- Should you workout with kettle bells?

- Should you go out with fat chicks?

34. **Alternative ways to _____**

- Alternative ways to pay your taxes
- Alternative ways to buy a home
- Alternative ways to workout at home

35. **# (adjective) mistakes with your _____**

- 5 costly mistakes with your credit card
- 7 fatal mistakes when you approach a woman
- 3 disastrous mistakes with your bench press

36. **Worst _____ to ever _____**

- Worst credit card purchases to ever make
- Worst “health foods” to ever eat
- Worst pick up lines to ever use
- Worst credit mistakes to ever make

37. **# Most popular posts in (month)**

- 5 most popular posts in March

38. **See why these # posts got people talking**

- See why these 5 posts got people talking

39. **Don't _____ (controversial)? You're not alone**

- Don't tip much? You're not alone
- Don't eat vegetables? You're not alone

40. **How much should you _____**

- How much should you tip?
- How much should you pay for her dinner?
- How much should eat on the weekend?
- How much should you pay for credit help?

41. **Compare something *everyone* does to topic**

- Are you wearing your seatbelt? (just like you prepare for emergencies by wearing a seatbelt, you should prepare for loans by improving your credit.)

- Do you brush your teeth? (You brush your teeth because you don't want to wake up one day with rotten yellow teeth...or worse...need dentures. So why don't you treat credit the same way? We all need loans at some point. It's inevitable. Be prepared.)

- Do you use an alarm clock? (You use an alarm clock. If you don't, power to you. However, if you're like most of us, you use one to make sure you wake up on time...even if you don't "need" it. Finances and credit are the same way. You should use alerts and you should always have credit "just in case.")

- Do you use a microwave? (Yes, the microwave is an amazing invention. It cooks food in a zap (literally) and gets in ready in seconds to minutes. However, I think we all know that the quality of microwave food is not the same as properly cooked food. I don't think many people would be happy if they went to a restaurant so the chef could pop something in the microwave and give you a hot pocket. What's the point here? Anything good is worth taking the time to work for properly. You don't want a microwave solution to improving your credit. You know it's going to take a little time to boost your score.)

42. What type of _____ are you?

- What type of credit card user are you?
- What type of man are you?

43. The # types of _____ (which are you?)

- The 3 types of men (which are you?)
- The 3 types of credit card user (which are you?)
- The 3 types of eaters (which are you?)
- The 3 types of lifters (which are you?)

44. Should you _____ (opposite of conventional advice)?

- Should you lower your score?
- Should you get fat?
- Should you stay celibate?

45. The little-known "80/20" Principle for _____

- The little-known "80/20" Principle for credit
- The little-known "80/20" Principle for dating

-The little-known “80/20” Principle for losing fat
Compare this email to something outside of the niche.
Golf reference to 80/20 putting. Tennis is serving and returning.

46. The “Big Wins” of _____

- The “Big Wins” of improving credit
- The “Big Wins” of gaining muscle
- The “Big Wins” of meeting women

Introduce related 80/20 principle and create correlation to your niche.

47. _____ is dropping...but why?

- Credit card usage is dropping...but why?
- Vegetarianism is dropping...but why?
- Free weight usage is dropping...but why?

48. The problem with _____

- The problem with guest posts
- The problem with credit cards
- The problem with low carb diets

49. Your #1 _____ Killer

- Your #1 credit killer
- Your #1 attraction killer
- Your #1 work out killer

50. Always _____

- Always pay yourself first
- Always eat carbs after you lift heavy
- Always get her number THIS way

51. Little-known _____ alternatives

- Little-known loan alternatives
- Little-known carb alternatives
- Little-known subject line alternatives

52. How to "crazy benefit"

- How to “get paid to breathe”

- How to turn her on in 15 seconds flat
- How to make 1.24 million dollars “working” 5 minutes a day

53. The #1 ____ habit of (someone who has desired result)

- The #1 financial habit of millionaires
- The #1 habit of successful copywriters
- The #1 habit of bodybuilders

54. Who should ____? (controversial)

- Who should pay for a date?
- Who should buy the drinks?
- Who should squat heavy weights?

55. The ____ are (screwing you over)

- The car insurance companies are overcharging you
- The news stations are making women hate you
- Dr. Oz is lying to you
- The “gurus” are making a fool out of you

56. # ____ mistakes beginners must avoid

- 7 investment mistakes beginners must avoid
- 3 lifting mistakes beginners must avoid
- 4 small talk mistakes beginners must avoid

57. Do you hate me?

This is an awesome subject line if you use it right. It can piss people off but it can also make crazy sales. This works especially well for getting people to take a survey if they haven’t purchased a product yet.

58. Dirt cheap ____ for ____

- Dirt cheap travel secrets for summer
- Dirt cheap protein alternatives for paleo
- Dirt cheap date ideas for young guys

59. The best ____ for YOU

- The best credit card for YOU

- The best “pick up line” for YOU
- The best exercise for YOU

60. # genius ways to use _____

- 4 genius ways to use your credit card
- 4 genius ways to use a kettle bell
- 3 genius ways to get a girl’s number

61. A superior alternative to _____

- A superior alternative to savings accounts
- A superior alternative to going to the gym
- A superior alternative to paleo

62. How _____ actually works

- How a credit report actually works
- How “strategic carb timing” actually works
- How “the lesbian method” actually works

63. How to use your _____ as a _____

- How to use your phone as a wallet
- How to use your backpack as an exercise machine
- How to use your eyes to turn her on

64. How many _____ do you need?

- How many bank accounts do you need?
- How many credit cards do you need?
- How many carbs do you need to eat?

65. A valid argument for _____(contradictory idea)

- A valid argument for taking time off work
- A valid argument for not texting her back
- A valid argument for skipping breakfast

66. The dumbest _____ mistakes ever made

- The dumbest texting mistakes ever made
- The dumbest debt mistakes ever made
- The dumbest lifting mistakes ever made

67. You may be a victim of _____

- You may be a victim of illegal harassment
- You may be a victim of corporate greed
- You may be a victim of “bad logistics”

68. Will _____ hurt your _____?

- Will unpaid medical bills hurt your credit?
- Will a bad haircut hurt your dating life?
- Will bad subject lines hurt your marketing?

69. Illegal/Unethical "_____ tactic" _____ use against you

- Illegal "credit tactic" companies use against you
- Unethical “story tactic” gurus use against you
- Unethical “addiction tactic” personal trainers use against you

70. Guaranteed plan for (opposite of goal) (step-by-step blueprint)

- Guaranteed plan for getting fat (step-by-step blueprint)
- Guaranteed plan for never getting a number (step-by-step blueprint)
- Guaranteed plan for staying broke (step-by-step blueprint)

71. How (bad _____) can (get desired result)

- How ugly dudes can get hot women
- How bad writers can write great copy
- How broke people can live the high life

You're taking something contradictory and busting a common myth. Most people don't think ugly guys can get hot women, but you can tell them why it's not true. You can tell people that bad writer's can write great copy...how? By using your product that solves the problem of having to be a “great writer” to write good copy.