**‘Plug & Play’ Email Subject Lines [Part 1]**

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| Check out what our clients are saying:  [**listiners.com/testes**](https://listiners.com/testes)  For questions and collaborations, email:  [**racso@listminers.com**](mailto:racso@listminers.com)  **Click Any Of The Expert Names To Visit Their Website** |

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| **Ryan Deiss** | **Template Version** |

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| 1. I know something about you, Oscar  2. 3 ways to boost your average order value  3. ❄ Need last minute email ideas for the holidays?  4. my treasure trove of marketing secrets for free?  5. what the highest performers are doing (that you aren’t)  6. join my private mastermind for free?  7. [EXPIRING] Oscar’s $700 Discount  8. Oscar’s Fb Ad Lessons For 2019  9. How to make BIG money from shoestring-budgeted events 👞  10. ⏰ 2 hours left to save $200  11. Welcome to Digital Marketer! Here’s where to start...  12. Get my entire marketing library for $1?  13. I’m keeping my promise…  14. It’s like Netflix for Marketers…  15. 10 Fb Best Practices to Optimize Your Auction strategy  16. How to fix 8 SEO mistakes you’re probably making  17. 3 Simple Steps to Create A “Pillar Blog Post” That Generates Organic Traffic  18. ⚡ 48-Hour Flash Sale: FB Messenger Workshop at 68% Off  19. New Facebook Ad Structures to Implement Before the Holidays  20. 3 Tips to Set Up a Retargeting Campaign in 24 Hours  21. New to DM? Get up to 90% off every product until Thursday. 😊  22. 47 FB Ad Examples to swipe for Your Business  23. New to our list? Final reminder to save thousands…  24. More FB leads in 10 minutes?  25. [Agencies Only] What are HubSpot’s top inbound agencies doing to keep clients?  26. 📢 ANNOUNCEMENT: DigitalMarketer’s Black Friday Sale is LIVE!  27. Answering: 11 Questions About Organic and Paid FB  28. [Exclusive Invitation] Happy One Month, Oscar!  29. brand-New: How to Architect a One-Page Annual Growth Plan  30. How one company used FB ads to earn $1.9M  31. [QUIZ] The backbone of every successful business?  32. $20 today, $295 tomorrow?  33. [SNEAK PEEK] we’re (just about) ready. Are you?  34. [BLOOPER REEL] Watch me screw up on camera?  35. steal 39 of my best marketing tools?  36. ATTN: The Email Promo Jumpstart Pack Is BACK!  37. Want everything we’ve ever created… for FREE?  38. Social Proof? You got it.  39. How a New FB Tool Can Get You Leads Faster  40. 9 Easy Organic Posts to Increase Page Engagement  41. Copywriting  42. Think again, Oscar.  43. 13 Great Instagram Video Ad Examples  44. I wrote 36 emails for you, Oscar  45. Social Proof = Conversions  46. 💍 I proposed on the first date  47. 8 Women in Marketing to Watch Out For  48. Oscar, are you part of the 41%?  49. Only for those who are SERIOUS about launching a new product…  50. I won’t see you, but you’ll see me. 👀 | 1a. I know something about you, [name]  2a. [number] ways to [niche desired goal]  3a. [emoji] Need last minute [niche want] for [event]?  4a. my treasure trove of [niche subject] secrets for free?  5a. what [audience] are doing (that you aren’t)  6a. join my [membership] for free?  7a. [EXPIRING] [name] $[amount] Discount  8a. [name]’s [niche subject] Lessons For [timeline]  9a. How to [niche want] from [activity] [emoji]  10a. [emoji] [timeline] left to save $[amount]  11a. Welcome to [membership]! Here’s where to start…  12a. Get my [irresistible offer] for $[amount]?  13a. CURIOSITY  14a. It’s like [subject] for [audience]...  15a. [number] [subject] Best Practices to [niche want]  16a. How to fix [number] [niche subject] mistakes you’re probably making  17a. [number] Simple Steps to [niche need] That [ niche want]  18a. [emoji] [timeline] Flash Sale: [deliverable] at [number]% Off  19a. New [niche principle] to Implement Before [timeline]  20a. [number] Tips to [niche want] in [timeline]  21a. New to [membership]? Get up to [number]% off every [deliverable] until [timeline]. [emoji]  22a. [number] [niche subject] examples to [benefit] for Your Business  23a. New to our list? Final reminder to save [dollar amount]...  24a. More [niche want] in [timeline]?  25a. [audience] What are [known entity] doing to [niche want]?  26a. [emoji] ANNOUNCEMENT: [membership] [holiday] Sale is LIVE!  27a. Answering: [number] Questions About [niche subject]  28a. [Exclusive Invitation] Happy [anniversary], [name]!  29a. brand-New: How to [niche desired goal]  30a. How [entity] used [niche subject] to earn [niche want]  31a. [QUIZ] the backbone of every [niche want]?  32a. URGENCY  33a. CURIOSITY  34a. CURIOSITY/VULNERABILITY  35a. steal [number] of my best [niche subject] tools?  36a. ATTN: The [deliverable] Is BACK!  37a. CURIOSITY  38a. [niche subject]? You got it.  39a. How a New [niche subject] Can Get You [niche want]  40a. [number] Easy [niche subject] to [niche want]  41a. [niche subject]  42a. Think again, [name].  43a. [number] Great [niche subject] Examples  44a. I [performed niche activity] for you, [name]  45a. [niche subject] = [niche want]  46a. [emoji] INCONGRUOUS JUXTAPOSITION  47a. [number] [audience] in [niche subject] to Watch Out For  48a. CURIOSITY  49a. Only for those who are SERIOUS about [niche activity]...  50. CURIOSITY [emoji] |

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| **Frank Kern** | **Template Version** |

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| 51. DUDE. OPEN UP. (this is crazy.)  52. Oscar, why didn’t you do this?  53. [NEW VIDEO] How to make sales FAST  54. The best advice I could possibly give you.  55. Excellent download for you (start at 23:25)  56. BIG NEWS. (Very cool free stuff for you)  57. Want me to do your marketing FOR you?  58. TIME SENSITIVE (great news)  59. Specifically for “high fee” people (UPDATE)  60. Read this :-)  61. IMPORTANT (new workshop - no charge)  62. [NEW VIDEO FROM KERN] $113K case study  63. Bad news and good news.  64. EXTREME WEIRDNESS (picture enclosed)  65. RE: Hey, Oscar  66. NEW VIDEO FROM FRANK (you’ve never seen anything like this.)  67. Oscar what do you think?  68. do NOT send traffic (case study - big discoveries)  69. NO. NO. NO.  70. [NEW REPORT] How to profit from people who say no.  71. are funnels WORTHLESS?  72. VERY IMPORTANT (please read)  73. WARNING  74. unusual discovery ($849K EACH)  75. [PICTURES] me in a “dirty” magazine  76. My SORDID PAST  77. [NEW] My neurotic confession (and GREAT NEWS!)  78. BANNED! (lovely photo enclosed).  79. you need to see this  80. [BRAND NEW] How to get BIG SALES from SMALL LISTS  81. [BREAKING] Survey results (unbelievable)  82. MAJOR opportunity  83. NEW: Lady makes $20K/month as a DATING COACH  84. For Oscar  85. Oscar READ THIS (you’ll love it :-)  86. Oscar STOP DOING THIS  87. Oscar wanna try something weird?  88. Oscar let’s get you some clients.  89. If you want to sell to \*businesses\*, read this  90. URGENT  91. LABOR DAY MADNESS :-)  92. Here’s my life’s work for you  93. Oscar - VERY surprising info that most people don’t know.  94. Oscar - how to HACK the Internet sales cycle  95. Open this (important)  96. THERE’S NO WAY THIS WILL WORK (Photo enclosed)  97. Don’t EVER do this  98. NEW (ridiculous)  99. I saw this and got a crazy idea  100. Read this if you don’t like “selling”. (I don’t either by the way) | 51a. CURIOSITY  52a. [name], why didn’t you do this?  53a. [NEW VIDEO] How to [niche want] FAST  54a. CURIOSITY  55a. Excellent [deliverable] for you (start at [timeline])  56a. BIG NEWS. (Very cool [irresistible offer] for you)  57a. Want me to [perform niche activity] FOR you?  58a. CURIOSITY  59a. Specifically for [audience callout] people (UPDATE)  60a. CURIOSITY  61a. IMPORTANT (new [deliverable] - no charge)  62a. [NEW VIDEO FROM (name)] [niche desired goal] case study  63a. CURIOSITY  64a. CURIOSITY  65a. RE: Hey, [name]  66a. NEW VIDEO FROM [name] (you’ve never seen anything like this.)  67a. [name] what do you think?  68a. Do NOT [niche activity] (case study - big discoveries)  69a. CURIOSITY  70a. [NEW REPORT] How to [incongruous juxtaposition].  71a. are [niche subject] WORTHLESS?  72a. CURIOSITY  73a. CURIOSITY  74a. unusual discovery ([niche want])  75a. CURIOSITY  76a. CURIOSITY  77a. CURIOSITY  78a. CURIOSITY  79a. CURIOSITY  80a. [BRAND NEW] How to get [niche want] from [incongruous juxtaposition]  81a. CURIOSITY  82a. CURIOSITY  83a. NEW: [case study]  84a. For [name]  85a. [name] READ THIS (you’ll love it :-)  86a. [name] STOP DOING THIS  87a. [name] wanna try something weird?  88a. [name] let’s get you some [niche want]  89a. If you want to [perform niche activity], read this  90a. CURIOSITY  91a. [holiday] MADNESS :-)  92a. CURIOSITY  93a. [name] - VERY surprising info that most people don’t know.  94a. [name] - how to HACK [niche subject]  95a. CURIOSITY  96a. CURIOSITY  97a. CURIOSITY  98a. CURIOSITY  99a. CURIOSITY  100a. Read this if you don’t like [niche subject]. (I don’t either by the way) |

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