**‘Plug & Play’ Email Subject Lines [Part 10]**

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| **Joe Polish** | **Templatized Version** |

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| 901. Be honest with me now…902. How To Cut The “Noise” And Reach Your Clients…903. What happens when you “jump off the curb”?904. 4 Reasons Your Next Ad Could Flop905. Have You Been Lied To By Them?906. 93.7% Reported Lower Profits in the last year...Did you?907. Is This Really Gonna Work?908. Is The American Dream Really Dead?909. How NOT To Re-Invent The Wheel910. How To Add Value To The World911. Are You Surprised At Your Real Job?912. Oscar: your key to marketing domination…913. Re: Oscar - That’s BAD NEWS!914. If it’s FREE how can it be any good?...915. Learn my stuff at No charge...WHAT?!!!916. Just a “heads up”...917. 3 Questions That Change Everything918. Turn 1 Referral Into 5919. Oscar Urgent Notice from Joe920. Help Is Here…921. Don’t Miss Value Free Training To Earn More Money922. Is Your Marketing Plan One Dimensional?923. 4 “Must-Have” Skills To Get You To The Promised Land924. Would you rather…?925. Is this true?926. Check this out: It’s Marketing Monday927. Top 3 Costly Mistakes to Avoid928. Money On Demand929. Courage Muscle...Exercise This!930. Total Money Maker931. The Quick Fix? More Money Next Week…932. This Is How You’ll Make More Money This Month933. Did you get that?934. The door is shutting down...there’s still time to get in935. Oscar, this is BIG…936. Hi :)937. Fwd: #1 High-End Client-Getting Strategy for Cleaners938. WARNING Oscar939. Joe asked me to make sure you see this ASAP940. 8 Simple Ways To Get New Clients941. Keep this one on the down low942. I Need Your Help…943. Can I Get Your Opinion?944. Are you ready for what happens AFTER Christmas?945. what you’ve been looking for…946. Did you forget about tomorrow?947. 3 Keys To Marketing Success948. OOPS - Was I wrong?949. The most effective ways to use social media…950. Oscar Brand yourself like a Celebrity... | 901a. CURIOSITY902a. How To [niche want] And [niche desired goal]...903a. What happens when you [niche activity]?904a. [number] Reasons Your [niche fear]905a. CURIOSITY906a. [number]% Reported [accomplishment]...Did you?907a. CURIOSITY908a. QUESTION909a. How NOT To [niche activity]910a. How To [niche activity] To [audience]911a. Are You Surprised At [niche subject]?912a. [name]: your key to [niche desired goal]...913a. Re: [name] - That’s BAD NEWS!914a. CURIOSITY915a. CURIOSITY916a. CURIOSITY917a. [number] Questions That Change Everything918a. Turn [niche problem] into [niche want]919a. [name] Urgent Notice from [name]920a. CURIOSITY921a. Don’t Miss [deliverable] To [niche desired goal]922a. Is Your [niche subject] One Dimensional?923a. [number] “Must-Have” Skills To [niche want]924a. CURIOSITY925a. QUESTION926a. Check this out: It’s [deliverable]927a. Top [number] [description] Mistakes to Avoid928a. [niche subject] On Demand929a. [subject] Muscle...Exercise This!930a. Total [niche want]931a. The Quick Fix? [niche desired goal] [timeline]...932a. This Is How You’ll [niche want] [timeline]933a. CURIOSITY934a. CURIOSITY/URGENCY935a. CURIOSITY936a. SALUTATION937a. Fwd: #[number] [niche want] Strategy for [audience]938a. WARNING [name]939a. [name] asked me to make sure you see this ASAP940a. [number] Simple Ways To [niche want]941a. CURIOSITY942a. CURIOSITY943a. QUESTION944a. Are you ready for what happens AFTER [holiday/timeline]?945a. CURIOSITY946a. QUESTION947a. [number] Keys To [niche subject]948a. CURIOSITY949a. The most effective ways to use [niche subject]...950a. [name] [perform niche activity] like [audience]... |

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| **Dan Kennedy** | **Templatized Version** |

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| 951. NEVER Compete For Business Again952. The Pavlovian Power Play of Incredibly Successful Selling953. What People Buy954. The Next Step Up In MoneyMaking955. Beyond Copy That Sells…956. What is INFLUENTIAL Communication?957. I’d like you to join me958. How to Get to the Top and Stay There…959. NEVER been a more critical time960. Repurposing For Power & Profit961. The Ultimate Multiplier962. To Anyone Serious About… 963. The 14 Myths about Money and Success964. Attracting Wealth965. Change Your Business for the Better966. Becoming a Renegade Millionaire… 967. I have NEVER Shared this… Until Now968. An UnAssailable Marketing Advantage969. Worth its weight in Gold970. A Powerful Marketing Force971. Get Instant Attention972. Dan Bangs It973. What Napoleon Hill Never Revealed974. “8” BIG Ideas 975. Who Else Wants to be a Renegade Millionaire?976. An Invitation to Join a “Secret Society” 977. This May Be Your Last Chance…978. Three Questions979. May I Share a Major Secret?980. How To Attract Ideal Customers...981. You’ve been personally selected to…982. Get paid for your advice983. Where the Money is…984. The Discovery that Changed My Life…985. Did you miss it?986. Oscar, it’s time for you to stop it987. Are you committing profit margin suicide?988. What’s killing your business…989. Advice to business owners who aren’t getting major league results990. Why these people make 80% of the income...991. New Research on Why Top Producers Earn 10X More992. Don’t let these myths trip you up993. Quick, Simple, Effective and Profitable994. Oscar, I Don’t Blame You For Being Upset!995. Are you focused on the #1 thing that will multiply your profits?996. He Added $1,120,097 to His Business In 90 Days Doing This...997. TRUE Formulas For Elevating An Existing Business998. 3 Uncomfortable Truths…999. Three SECRETS about wealth I wish I’d discovered decades sooner1000. Failure after failure...until he discovered this. | 951a. NEVER [niche activity] Again952a. The [subject/event] of [niche want]953a. What [audience] [niche activity]954a. The Next Step Up In [niche want]955a. Beyond [subject] That [activity]...956a. What is [principle]?957a. CURIOSITY958a. How to Get [niche goal] and Stay There...959a. CURIOSITY/URGENCY960a. [niche activity] For [niche want]961a. The Ultimate [niche want]962a. CURIOSITY963a. The [number] Myths about [niche desired goal]964a. Attracting [niche desired goal]965a. Change Your [subject] for the Better966a. Becoming a [membership]967a. CURIOSITY968a. An UnAssailable [niche desired goal]969a. CURIOSITY970a. A Powerful [niche want/need]971a. Get Instant [niche want]972a. CURIOSITY973a. What [known entity] Never Revealed974a. CURIOSITY975a. Who Else Wants to be a [membership]?976a. An Invitation to Join a “[membership]”977a. CURIOSITY/URGENCY978a. [number] Questions979a. CURIOSITY980a. How To [niche desired goal]...981a. CURIOSITY982a. Get [benefit] for [niche activity]983a. Where [niche want] is…984a. CURIOSITY985a. CURIOSITY986a. [name], it’s time for you to stop it987a. Are you committing [niche subject] suicide?988a. What’s killing your [niche subject]...989a. Advice to [audience] who aren’t getting [niche want]990. Why [audience] [perform niche desired activity]...991a. New Research on Why [audience] [perform niche desired activity]992a. CURIOSITY993a. Quick, Simple, Effective and [description]994a. [name], I Don’t Blame You For Being Upset!995a. Are you focused on the #1 thing that will [niche desired goal]?996a. [subject] [performed niche desired activity] to [subject] In [timeline] Doing This…997a. TRUE Formulas For [niche desired goal]998a. [number] Uncomfortable Truths999a. [number] SECRETS about [niche subject] I wish I’d discovered [timeline] sooner1000. CURIOSITY |

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