**‘Plug & Play’ Email Subject Lines [Part 2]**

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

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| **John Carlton** | **Templatized Version** |

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| 101. You’re In, Oscar, but you need to read this NOW…  102. #1 way you’re murdering your biz  103. What keeps you awake at night?  104. The keys to a great freelance copywriting career.  105. How great freelance copywriters are created  106. Can this solve your ugliest biz problems?  107. Reminder (for that thing I told you about)  108. Stop doing this alone…  109. Ok, I admit it…  110. How they got their hooks into you…  111. Personal consultation with me, for a buck?  112. How to get your problems solved for 1 buck  113. (free video series) turn ideas into income  114. myths that can put you on the wrong path  115. [Survey] I’d like your feedback on this…  116. May I share this personal email with you?  117. You probably didn’t see the ½ price offer  118. My #1 GoTo Guy for free web traffic…  119. Case Study: YouTube Traffic Tricks  120. How to cure envy forever…  121. How to get a signed book from me…  122. 2 success stories I want to share…  123. Will this biz advice make you nervous, too?  124. How to hire a freelance copywriter w/o screwing it up...  125. Are your customers laughing at you?  126. Are these sales-murdering blunders hurting your biz?  127. Cops, crime and your sales copy (all related)...  128. John Carlton’s Free Copywriting Course is back!  129. Clever way to force you to create killer ads…  130. Pro copywriters donating personal attention to you? (Yep)  131. OMG, you’re about to miss out…  132. SWS coaching spots open NOW…  133. How true success starts (might be news to you)  134. We’re closing the door in a few hours…  135. Now the waiting list is filling up…  136. Good news for procrastinators…  137. Best shortcut ever for solving biz problems fast...  138. Is the money still in the list?  139. LAST DAY: The Secret To More Website Leads is…  140. The entrepreneur’s checklist (what did you miss?)  141. Do you make these mistakes in swearing in ads?  142. How to murder ads  143. Our #1 copywriting course is back…  144. Perfect for entrepreneurs needing a kick in the…  145. How I write freakishly-great copy  146. How top writers create brain-rattling copy…  147. That’s not funny…  148. 45-second “get unstuck fast” tactic for struggling entrepreneurs…  149. Why do some succeed while others fail?  150. The shortcut to your 1st killer ad (& I’m giving it to you)... | 101a. You’re In, [name], but you need to read this NOW…  102a. #1 way you’re [niche fear]  103a. CURIOSITY  104a. The keys to a great [niche desired goal]  105a. How [niche desired goal] are created  106a. Can this solve your [niche big pain]?  107a. CURIOSITY  108a. CURIOSITY  109a. CURIOSITY  110a. How [niche fear]...  111a. [irresistible offer], for a buck?  112a. How to get [niche want] for 1 buck  113a. (free video series) [niche benefit]  114a. FEAR  115a. CURIOSITY/RECIPROCITY  116a. CURIOSITY  117a. You probably didn’t see the [discount]  118a. My #1 [person] for [niche want]...  119a. Case Study: [niche subject] [niche want]  120a. CURIOSITY  121a. How to get [irresistible offer] from me..  122a. CURIOSITY  123a. Will this [niche want] make you nervous, too?  124a. How to [perform niche activity] w/o screwing it up…  125a. Are your [audience] laughing at you?  126a. Are these [niche problems] hurting your [niche subject]?  127a. Cops, crime and your [niche subject] (all related)...  128a. [name]‘s Free [irresistible offer] is back!  129a. Clever way to force you to [niche desired goal]...  130a. [niche heroes] donating [niche want] (Yep)  131a. CURIOSITY  132a. [membership] open NOW…  133a. How [niche want] starts (might be news to you)  134a. URGENCY  135a. FEAR OF MISSING OUT  136a. Good news for [common subject]  137a. Best shortcut ever for [niche desired goal] fast…  138a. Is [niche want] still in [niche subject]?  139a. LAST DAY: The Secret To More [niche want] is…  140a. The [audience]’s [deliverable] (what did you miss?)  141a. Do you make these mistakes in [niche subject]?  142a. How to murder [deliverable/subject]  143a. Our #1 [deliverable] is back…  144a. Perfect for [audience] needing a kick in the…  145a. How I [niche verb] freakishly-great [niche activity]  146a. How [niche heroes] create brain-rattling [niche activity]  147a. CURIOSITY  148a. 45-second “[niche want]” tactic for struggling [audience]...  149a. CURIOSITY  150a. The shortcut to your 1st [niche want] (& I’m giving it to you)... |

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| **Traffic and Funnels** | **Templatized Version** |

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| 151. We’re signing off… Here’s why…  152. If you’re a “service provider”, read this then click the link inside  153. Amazon’s secret to success  154. Two things… (open this, please, this actually matters)  155. (VIDEO) Our most guarded marketing shortcuts  156. [How To] $100k from one client?  157. How To Force Yourself Into An Authority And Bag More Clients…  158. What we do at the end of the year  159. Traits of top performing sales closers  160. Are you sabotaging your marketing?  161. Old Skool Direct Marketing Tipsies  162. Want $250k’s worth of marketing education? (read)  163. The “Trifecta” of Perfect Marketing  164. ZAG hard left and make the monies  165. A tool VS a system  166. [Cool story] “I’ll pay you a million dollars”  167. Wanna sniff?  168. Positioning secrets for the uninitiated  169. The power of “just one thing”  170. Killerz of marketing  171. Listen to this audio (client generation secrets)  172. (free training) 30 days to 50k/mo in your business  173. STOP (being a loser) and watch this  174. The glaringly obvious problem with most marketing systems  175. Video (must watch)  176. Continued… 8 types of web traffic (and what it takes to succeed with each)  177. Would you treat your mama this way?  178. How to (finally) get control of your income  179. My personal philosophy on building your business quickly  180. 3 secrets to “winning”  181. 3 things that will propel or derail your business  182. Lol wtf  183. Mo-men-tum (read this or enjoy being poor)  184. private invitation  185. “You don’t need it”  186. Why branding sucks  187. New training: 6-figures per month  188. The myth of ‘high performance’  189. you free?  190. Seriously STOP doing this (NOW)  191. Business Secrets of the U.S. Railroads  192. 3 Mental Habits All Business Builders Have  193. Want a $97,443 per month business?  194. Risky opportunity (read this like ASAP)  195. [Audio] Thoughts on abundance, money, and living well  196. How to turn a “No” into a paying client  197. The 2 keys to compounded returns  198. The Missing Ingredient: (Traffic + Conversion + X)  199. The most embarrassing moment of my career  200. Case Study: $14,000 in 5 minutes | 151a. CURIOSITY  152a. If you’re a “[audience]”, read this then click the link inside  153a. [known niche entity] secret to success  154a. CURIOSITY  155a. (VIDEO) Our most guarded [niche subject] shortcuts  156a. [How To] [benefit] from [subject]?  157a. How To Force Yourself Into [niche want] And [niche desired goal]  158a. CURIOSITY  159a. Traits of top performing [audience]  160a. Are you sabotaging your [niche subject]?  161a. Old Skool [niche subject] Tipsies  162a. Want $[amount] worth of [niche subject]? (read)  163a. The “Trifecta” of Perfect [niche subject]  164a. ZAG hard left and [niche desired goal]  165a. CURIOSITY  166a. [Cool story] “[intriguing story quote]”  167a. CURIOSITY  168a. [niche subject] secrets for the uninitiated  169a. CURIOSITY  170a. Killerz of [niche subject]  171a. Listen to this audio ([niche desired goal] secrets)  172a. (free training) [timeline] to [benefit] in your [niche subject]  173a. CURIOSITY/CONTROVERSY  174a. The glaringly obvious problem with most [niche subject]  175a. CURIOSITY  176a. Continued… [number] types of [niche want] (and what it takes to succeed with each)  177a. HUMOR/CURIOSITY  178a. How to (finally) get [niche desired goal]  179a. My personal philosophy on [niche desired goal] quickly  180a. [number] secrets to “[benefit]”  181a. [number] things that will propel or derail your [niche subject]  182a. CURIOSITY  183a. Mo-men-tum (read this or enjoy [niche fear])  184a. CURIOSITY  185a. “[false niche quote]”  186a. Why [niche subject] sucks  187a. New training: [benefit]  188a. The myth of ‘[niche goal]’  189a. CURIOSITY  190a. CURIOSITY  191a. [niche subject] Secrets of the [known entity]  192a. [number] [niche need] All [audience] Have  193a. Want a [niche desired goal]?  194a. CURIOSITY/URGENCY  195a. [deliverable] Thoughts on [niche desired goals]  196a. How to turn [problem] into [benefit]  197a. The [number] keys to [niche goal]  198a. The Missing Ingredient: ([niche subject] + [niche subject] + X)  199a. CURIOSITY  200a. Case Study: [specific benefit] in [timeline] |

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| Check out what our clients are saying:  [**listimers.com/testes/**](http://listimers.com/testes/)  For questions and collaborations, email:  [**racso@listminers.com**](mailto:racso@listminers.com) |