**‘Plug & Play’ Email Subject Lines [Part 7]**

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| **Bob Bly** | **Templatized Version** |

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| 601. 3 reasons why I am an information marketer602. What kind of clients generate the most income?603. How to get more sales, fewer refunds604. The #1 occupational hazard of online marketers605. Are your face-to-face messages as compelling as your marketing messages?606. The nuts-n-bolts of e-book marketing607. Are these the world’s worst ad headlines?608. Double your sales in 2014609. 7 steps for keeping copywriting clients satisfied610. For sale: my copywriting business611. Do you mistreat your customers this way?612. Claude Hopkins’ 41 “lost” business success secrets613. Improve online videos; make your brand stand out; generate leads on Twitter614. What Groucho Marx and I have in common615. Everything I ever wrote or said: free for 10 days616. What the UFC can teach you about accepting praise and criticism617. Is this kind of “low-key” copywriting for you?618. Why your personal preferences count for squat in marketing619. Become a highly paid freelance technical writer620. Make $1,000 or more for a one-hour talk621. The awful truth about cold calling622. Last chance to attend our info marketing bootcamp623. The difference between copywriting and content writing624. Why does everyone think writers shouldn’t be paid?625. Free webinar: optimizing lead generation626. Writers: make an extra $17,000 this year627. Best financial advice ever given to freelancers628. Do you possess this vital writing skill?629. For Info Marketing University Attendees Only630. Why I won’t coach you631. Don’t miss this exciting live event…632. Double your conversion with a killer landing page633. The ultimate e-mail swipe file634. An easy way to “pretest” info product ideas635. 12 ways lift letters can boost response636. How to get more freelance gigs637. Do nonpaying customers have a right to complain?638. Straight talk about copywriting royalties639. Build your info marketing empire - are you ready?640. Isaac Asimov’s super-productivity secrets641. Which copywriting clients pay best?642. What’s next in content marketing: free webinar643. Market yourself by writing articles644. Another undiscovered niche for copywriters645. Position yourself as a guru by giving talks646. 3 job-free ways to get paid as a writer647. The world’s best copywriting coaches648. Your professional speaking success…649. Sell my info products and keep all the money650. Don’t make this mistake when choosing a guru to followBONUS: Create great e-books without writing a word | 601a. [number] reasons why I am an [audience]602a. What kind of [subject] [perform niche desired activity]?603a. How to get [niche want], [niche need]604a. The #[number] occupational hazard of [audience]605a. Are your [subject] as [description] as your [subject]?606a. The nuts-n-bolts of [niche subject]607a. Are these the world’s worst [niche subject]?608a. Double your [niche want] in [timeline]609a. [number] steps for keeping [subject] [audience] satisfied610a. For sale: my [deliverable]611a. Do you mistreat your [audience] this way?612a. [known entity]’s [number] “lost” [niche subject] secrets613a. [niche want]; [niche want]; [niche want]614a. What [known entity] and I have in common615a. Everything I ever wrote or said: free for [number] days616a. What [known entity] can teach you about [subject] and [subject]617a. Is this kind of “low-key” [subject] for you?618a. Why your personal preferences count for squat in [subject]619a. Become a [description] [audience]620a. Make [benefit] or more for a [timeline] [deliverable]621a. The awful truth about [subject]622a. Last chance to attend our [deliverable/event]623a. The difference between [subject] and [similar subject]624a. Why does everyone think [controversial subject]?625a. Free [deliverable]: [benefit] [niche subject]626a. [audience]: [niche desired goal] this [timeline]627a. Best [niche subject] advice ever given to [audience]628a. Do you possess this vital [subject]?629a. For [membership/deliverable] Attendees Only630a. CURIOSITY631a. Don’t miss this exciting [deliverable]...632a. [niche want] with a killer [niche subject]633a. The ultimate [niche subject]634a. An easy way to [perform niche activity]635a. [number] ways [subject] can [perform niche activity]636a. How to get more [niche want]637a. CONTROVERSIAL638a. Straight talk about [niche subject]639a. Build your [niche desired goal] - are you ready?640a. [known entity]’s [niche want/subject] secrets641a. Which [audience] [niche want]?642a. What’s next in [niche subject]: free [deliverable]643a. [niche want] by [niche activity]644a. Another [niche want] for [audience]645a. [niche desired goal] by [niche activity]646a. [number] ways to [niche want]647a. The [location]’s best [audience]648a. FUTURE PACING649a. CURIOSITY650a. Don’t make this mistake when [performing niche activity]BONUS: INCONGRUOUS JUXTAPOSITION |

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| **AWAI** | **Templatized Version** |

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| 651. When NOT to be creative…652. How 20 seconds of insane courage can change your life…653. A very special invitation from one writer to another…654. What Tim Tebow can teach you about winning clients655. How to start living the writer’s life ASAP656. How to turn two hours into millions of dollars of free advertising657. Client-getting tips from a “Madam”658. Before you do anything else…659. Are you rocking the copywriting world?660. Do you want to know a secret?661. Start your own copywriting revolution662. Should your first line be long or short?663. How to promote something with limited appeal…664. Oscar, we’ve yet to hear from you on this…665. Can watching movies help you write better copy?666. Poor guy, if he only knew…667. The fastest and easiest way to improve the clarity of your copy…668. The movie Die Hard’s copywriting lesson…669. Are you an expert?670. 3 ways to profit as an expert671. How do you find time to be an expert?672. How to create content that makes you look like an expert673. Five paying assignments within the next 60 days674. Launch your writing career this weekend...675. What I wish I knew then676. You won’t believe this guarantee677. Still trying to master the mental game?678. Do this today - don’t wait679. How to make steady progress680. Do you have this success “building block”?681. Trim your trees to keep your business growing682. Instant credibility as a professional writer683. Re: Tonight684. The only stimulus that benefits you685. Why bother with social media?686. How social media impacts your copy (even when you’re not writing for social media!)687. These 1,372 AWAIers have a definite advantage...688. Huge “aha” moment today689. Ready to dive in and profit from social media?690. Announcement 691. “The richest people I know”692. The 19th Century system that will help you get more clients in 2019693. A surefire way to get all the clients you need and want694. A funny story…695. Last Chance: Bootcamp Special696. If you do a good job at this, no one will know697. A tip guaranteed to get more referrals from anyone you ask698. Re: Tomorrow…699. The chief secret to writing success700. “I made him an offer he couldn’t refuse” | 651a. When NOT to be [description]...652a. How [subject] can change your life…653a. A very special invitation from one [audience] to another…654a. What [known entity] can teach you about [niche want]655a. How to start [niche desired goal] ASAP656a. How to turn [timeline] into [niche desired goal]657a. [niche want] tips from [known entity]658a. CURIOSITY659a. Are you rocking the [niche] world?660a. CURIOSITY661a. Start your own [niche] revolution662a. Should your [niche subject] be [description] or [description]?663a. How to [perform niche activity] with [obstacle]...664a. [name], we’ve yet to hear from you on this…665a. Can [unrelated activity] help you [niche desired goal]?666a. CURIOSITY667a. The fastest and easiest way to improve [niche subject]...668a. The movie [name]’s [niche subject] lesson…669a. Are you [niche desired identity]?670a. [number] ways to [niche desired goal]671a. How do you find time to [perform niche activity]?672a. How to [perform niche activity] that makes you [niche desired goal]673a. [number] [niche want] within [timeline]674a. [niche want] [timeline]...675a. CURIOSITY676a. CURIOSITY677a. Still trying to master the [subject] game?678a. CURIOSITY/URGENCY679a. CURIOSITY680a. Do you have this [subject] “building block”?681a. [unrelated activity] to keep your [niche want]682a. [niche desired goal] as a [audience]683a. CURIOSITY684a. CURIOSITY685a. Why bother with [niche subject]?686a. INCONGRUOUS JUXTAPOSITION/CURIOSITY687a. These [number] [membership] have a definite advantage…688a. CURIOSITY689a. Ready to dive in and [niche desired goal]?690a. CURIOSITY691a. QUOTE692a. The [time period] system that will help you [niche desired goal] in [timeline]693a. A surefire way to get [niche desired goal]694a. CURIOSITY695a. Last Chance: [deliverable]696a. CURIOSITY697a. A tip guaranteed to [niche desired goal]698a. CURIOSITY699a. The chief secret to [niche want]700a. QUOTE |

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