**‘Plug & Play’ Email Subject Lines [Part 9]**

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| **Russell Brunson** | **Templatized Version** |

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| 801. ...is it ok if I overdeliver?802. so you bought the book… now what?803. if you get stuck along the way…804. (true story) watch Liz’s story… $0 to 6 figures805. want access to my walkie talkie “bat line”?806. (FREE this weekend) get this $497 marketing gift when you subscribe807. 7 Figure Cheat Sheets (24 hour warning)808. 1)\_\_\_ 2)\_\_\_ and 3rd\_\_\_809. look what you missed…810. matthew quit… mike didn’t => results? (new video)811. can I get your feedback on the DotCom Secrets book?812. want my 7 figure cheat sheets?813. (Proof) did you see Drew’s results?814. what’s your story?815. where should I get started…?816. we need to talk… (can you jump on a call today?)817. The Secret Formula (New Infographic)818. do you have a “Break Even” funnel yet?819. (URGENT) want me to build YOUR “Break Even” funnel with you?820. my 3 SECRET sales funnels… (get them free)821. want my book funnel? (it sold 26k copies of my book)822. STOP everything - we’re starting NOW! (Your Link Inside)823. come hang out with MY first mentor (LIVE tonight)824. do I look like Billy Mays? (New Video)825. do you hate m0ney? 826. I’m on LIVE in about 10 min… (jump on ASAP)827. New Video: The Only Real Thing You Need To Understand To 10x Your Company…828. [High Ticket Secrets] withOUT using a phone!829. WARNING: don’t buy ‘everwebinar’ yet (my honest opinion inside)830. my dirty little secret I swore I’d never tell you…831. ...I’m retiring from coaching - this is literally your last shot...832. (New Video) - make AT LEAST 7 Figures NEXT year with THIS model…833. my weird niche funnels that’s currently making me $17, 947 per day…834. how to knock off a $17,947 PER DAY funnel (in less than 10 minutes!)835. did you see this?!?!836. double your reading LIVE (guaranteed in just 4 hours)837. look what I just bought on kickstarter!!!838. some cool stuff (secret links inside)839. want ME to write YOUR copy?840. ummm… these are LITERALLY the cheat codes for your funnel (Funnel Scripts)841. ...this is what you’re MISSING out if you don’t HURRY842. (NEW VIDEO) ...weird marketing experiments843. Swipe this “Sneak Attack” launch for your business…844. LEAKED VIDEO… Funnel Stacking: The 3 Core Funnels845. ...why do you hate money so bad?846. Here’s what happened when I thought I didn’t have to pay taxes847. The weird hand gesture that turns prospects to buy…848. come watch me CRASH and BURN LIVE (starting in 15 min)849. the FASTEST way to make $10k with funnels…850. can I help? => what’s your situation? | 801a. CURIOSITY802a. so you bought [deliverable]... now what?803a. CURIOSITY804a. (true story) watch [name]’s story… [accomplishment]805a. want access to my [deliverable]?806a. (FREE this [timeline]) get this [deliverable] when you [perform niche activity]807a. [deliverable] ([timeline] warning)808a. CURIOSITY809a. CURIOSITY810a. [name] quit… [name] didn’t => results? (new [deliverable])811a. can I get your feedback on [deliverable]?812a. want my [deliverable]?813a. (Proof) did you see [name]’s results?814a. CURIOSITY815a. CURIOSITY816a. CURIOSITY/URGENCY817a. [name] (New [deliverable])818a. do you have a [deliverable] yet?819a. (URGENT) want me to [perform niche activity] with you?820a. my [number] SECRET [deliverable]... (get them free)821a. want my [deliverable]? ([accomplishment])822a. CURIOSITY/URGENCY823a. come hang with [known entity] (LIVE [timeline])824a. do I look like [known entity]? (New [deliverable])825a. do you hate [niche subject]?826a. I’m on LIVE in about [timeline]... (jump on ASAP)827a. New [deliverable]: The Only Real Thing You Need To Understand To [niche desired goal]...828a. INCONGRUOUS JUXTAPOSITION829a. WARNING: don’t buy [deliverable] yet (my honest opinion inside)830a. CURIOSITY831a. ...I’m retiring from [niche activity] - this is literally your last shot…832a. (New [deliverable]) - [niche want] [timeline] with THIS model…833a. my weird [niche subject] that’s currently [niche desired goal]...834a. how to knock off [niche subject] (in less than [timeline])835a. CURIOSITY836a. double your [subject] LIVE (guaranteed in just [timeline])837a. CURIOSITY838a. CURIOSITY839a. want me to [activity] YOUR [subject]?840a. ummm… these are LITERALLY the cheat codes for your [subject] ([deliverable])841a. CURIOSITY842a. (NEW [deliverable]) ...weird [niche subject] experiments843a. Swipe this [deliverable] for your [niche subject]...844a. LEAKED VIDEO… [deliverable]845a. ...why do you hate [subject] so bad?846a. Here’s what happened when I thought [activity]847a. The weird [activity] that [niche desired goal]...848a. SELF-DEPRECATION849a. the FASTEST way to [niche desired goal]...850a. QUESTION |

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| **Jason Fladlien** | **Templatized Version** |

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| 851. 4 steps to doing easy product launches852. product launches simplified853. my new 9 step copywriting process free854. before and after (pics enclosed)855. my birthday’s today (and YOUR gift)856. my tax special857. one of the hottest niches…858. here’s an interesting mind trick859. simple seo860. want it bad enough?861. how I design/layout sales letters in a few minutes862. before your next sales letter…863. secrets of selling on webinars (my 32 closes)864. the ben franklin challenge865. back to school special offer866. 2x productivity in 48 hrs867. Am I being too harsh?868. watch me piss off a bunch of people869. interesting ppc approach870. why clone blogs?871. real traffic generation strategies872. I think this is a bargain873. a lot of my students did well with this…874. Case Study: $110k in 67-minutes (free workshop)875. most important marketing asset876. unusual seo webinar877. create a product that does 10k in 3 months878. for offline consultants879. product + sales letter in minutes!?880. Quit-Your-Job Formula (Ax + bY = z)881. How to “sell” without “selling”882. my thoughts on video boss883. little known facebook trick884. if you’re making less than $1,000 a month online...885. let’s make $1000 together886. offline consultants ONLY webinar887. turns out facebook was right888. our version of fight club889. watch this now, otherwise it will be too late890. this made me work late...891. don’t say I didn’t warn you892. what’s up with kindle anyway?893. why I normally don’t promote WSOs894. 6 hours to write a single article?895. you’re still building links?896. How to sell stock photographs (w/o being a photographer)897. so it took a while...898. my love/hate with continuity899. some quick tips…900. why don’t they do it? | 851a. [number] steps to doing easy [subject]852a. [niche subject] simplified853a. my new [number] step [subject] process free854a. CURIOSITY855a. CURIOSITY856a. my [subject] special857a. one of the hottest [subject]...858a. here’s an interesting [subject] trick…859a. simple [niche subject]860a. QUESTION861a. how I [perform niche activity] in [timeline]862a. before your next [niche subject]...863a. secrets of [niche want] ([accomplishment])864a. the [known entity] challenge865a. [holiday] special offer866a. [niche want] in [timeline]867a. QUESTION868a. CURIOSITY869a. interesting [niche subject] approach870a. why [niche activity]?871a. real [niche want] strategies872a. CURIOSITY873a. CURIOSITY874a. [deliverable]: [niche desired goal] in [timeline] (free [deliverable])875a. most important [niche subject]876a. unusual [subject] [deliverable]877a. [niche activity] that [niche want] in [timeline]878a. for [audience]879a. [subject] + [subject] in [timeline]!?880a. [niche subject] Formula881a. INCONGRUOUS JUXTAPOSITION882a. my thoughts on [deliverable]883a. little known [subject] trick884a. if you’re [qualifier]...885a. let’s [perform niche activity] together886a. [audience] ONLY [deliverable]887a. turns out [known entity] was right888a. our version of [subject]889a. CURIOSITY/URGENCY890a. CURIOSITY891a. CURIOSITY892a. what’s up with [subject] anyway?893a. why I normally don’t [niche activity]894a. [timeline] to [niche activity]?895a. you’re still [antiquated niche activity]?896a. INCONGRUOUS JUXTAPOSITION897a. CURIOSITY898a. my love/hate with [niche subject]899a. CURIOSITY900a. CURIOSITY |

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