**‘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 figures  805. want access to my walkie talkie “bat line”?  806. (FREE this weekend) get this $497 marketing gift when you subscribe  807. 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 HURRY  842. (NEW VIDEO) ...weird marketing experiments  843. Swipe this “Sneak Attack” launch for your business…  844. LEAKED VIDEO… Funnel Stacking: The 3 Core Funnels  845. ...why do you hate money so bad?  846. Here’s what happened when I thought I didn’t have to pay taxes  847. 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. CURIOSITY  802a. so you bought [deliverable]... now what?  803a. CURIOSITY  804a. (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. CURIOSITY  809a. CURIOSITY  810a. [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. CURIOSITY  815a. CURIOSITY  816a. CURIOSITY/URGENCY  817a. [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/URGENCY  823a. 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 JUXTAPOSITION  829a. WARNING: don’t buy [deliverable] yet (my honest opinion inside)  830a. CURIOSITY  831a. ...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. CURIOSITY  836a. double your [subject] LIVE (guaranteed in just [timeline])  837a. CURIOSITY  838a. CURIOSITY  839a. want me to [activity] YOUR [subject]?  840a. ummm… these are LITERALLY the cheat codes for your [subject] ([deliverable])  841a. CURIOSITY  842a. (NEW [deliverable]) ...weird [niche subject] experiments  843a. 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-DEPRECATION  849a. 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 launches  852. product launches simplified  853. my new 9 step copywriting process free  854. before and after (pics enclosed)  855. my birthday’s today (and YOUR gift)  856. my tax special  857. one of the hottest niches…  858. here’s an interesting mind trick  859. simple seo  860. want it bad enough?  861. how I design/layout sales letters in a few minutes  862. before your next sales letter…  863. secrets of selling on webinars (my 32 closes)  864. the ben franklin challenge  865. back to school special offer  866. 2x productivity in 48 hrs  867. Am I being too harsh?  868. watch me piss off a bunch of people  869. interesting ppc approach  870. why clone blogs?  871. real traffic generation strategies  872. I think this is a bargain  873. a lot of my students did well with this…  874. Case Study: $110k in 67-minutes (free workshop)  875. most important marketing asset  876. unusual seo webinar  877. create a product that does 10k in 3 months  878. for offline consultants  879. product + sales letter in minutes!?  880. Quit-Your-Job Formula (Ax + bY = z)  881. How to “sell” without “selling”  882. my thoughts on video boss  883. little known facebook trick  884. if you’re making less than $1,000 a month online...  885. let’s make $1000 together  886. offline consultants ONLY webinar  887. turns out facebook was right  888. our version of fight club  889. watch this now, otherwise it will be too late  890. this made me work late...  891. don’t say I didn’t warn you  892. what’s up with kindle anyway?  893. why I normally don’t promote WSOs  894. 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 continuity  899. some quick tips…  900. why don’t they do it? | 851a. [number] steps to doing easy [subject]  852a. [niche subject] simplified  853a. my new [number] step [subject] process free  854a. CURIOSITY  855a. CURIOSITY  856a. my [subject] special  857a. one of the hottest [subject]...  858a. here’s an interesting [subject] trick…  859a. simple [niche subject]  860a. QUESTION  861a. how I [perform niche activity] in [timeline]  862a. before your next [niche subject]...  863a. secrets of [niche want] ([accomplishment])  864a. the [known entity] challenge  865a. [holiday] special offer  866a. [niche want] in [timeline]  867a. QUESTION  868a. CURIOSITY  869a. interesting [niche subject] approach  870a. why [niche activity]?  871a. real [niche want] strategies  872a. CURIOSITY  873a. CURIOSITY  874a. [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] Formula  881a. INCONGRUOUS JUXTAPOSITION  882a. my thoughts on [deliverable]  883a. little known [subject] trick  884a. if you’re [qualifier]...  885a. let’s [perform niche activity] together  886a. [audience] ONLY [deliverable]  887a. turns out [known entity] was right  888a. our version of [subject]  889a. CURIOSITY/URGENCY  890a. CURIOSITY  891a. CURIOSITY  892a. 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 JUXTAPOSITION  897a. CURIOSITY  898a. my love/hate with [niche subject]  899a. CURIOSITY  900a. CURIOSITY |

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