



## E-mail Subject Line Swipe File

Smart & Savvy People [Insert behavior you want]

Do [insert behavior] like [world-class example]

Top 10 Ways to Achieve X

Here's a quick way to solve [undesired outcome]

The Fastest Way to [desired outcome]

The Best [desired outcome] at the lowest [non-desired outcome]

How [great number] got [desired outcome] in [time period]

Little Known Ways to [insert goal]

How to turn [blank] into [desired outcome]

How to Make People Line Up and Beg for [desired goal]

Welcome, your special invitation for [opportunity] is waiting

Get Big [desired outcome] when you [desired goal]

Get Better [desired outcome] when you [desired goal]

Get [desired outcome] without [undesired efforts]

Stop [undesired outcome]

Get [desired outcome] in [number] Easy Steps

Learn How to [desired outcome] in [insert time period]

Congratulations, your [insert brand] welcome kit is waiting for you

How You Can [desired outcome] without [undesired outcome]

Join [impressive number] of Your Peers that [take desired action]

Why [impressive number] of People are [taking desired action]

Do Not Try Another [blank] Until You [take desired action]

[number] Shocking Mistakes Killing Your [desired outcome]

The Ugly Truth About [desired outcome]

No [undesired outcome] Just [desired outcome]