

136 EMAIL HEADS AND TEASERS FOR YOUR OFFER

1. Your free_____ is enclosed
2. Free download!
3. Exclusive offer
4. Limited-time offer
5. Risk-free opportunity
6. Bonus offer
7. Last chance!
8. A personal message from_____
9. An urgent message from_____
10. Announcing
11. Back by popular demand
12. Price break!
13. \$_____in savings enclosed
14. Save_____% on_____!
15. \$47 today, \$147 tomorrow
16. Take an extra_____% off!
17. Lowest prices ever
18. Spring/Summer/Fall/Winter _____sale
19. Special discount
20. Sneak preview!
21. A little luxury at a great price
22. Your _____is about to expire
23. Imagine your life without_____
24. Details inside...
25. ____ facts you should know about_____
26. You owe yourself a_____.
27. All the _____you need to succeed.
28. Turn your free time into learning time
29. Turn your life around!
30. Your shortcut to...
31. Don't make these_____ mistakes when you_____.
32. Can you afford not to...?
33. _____reasons you should...
34. An investment in your future.
35. Say yes to_____.
36. The last_____ you'll ever need to buy.
37. What they don't want you to know about_____.
38. _____ things you should always...
39. _____ things you should never...
40. Everything you always wanted to know about_____.
41. The startling truth about_____.
42. You probably thought you couldn't afford a _____.
43. The best _____ just became affordable.
44. Announcing the first_____ that ...
45. The best-kept secret in _____.
46. Don't settle for_____ when you can choose_____.
47. How do you turn a _____ into a _____?
48. The truth about your_____ could shock you.
49. Start [your big result] for just \$_____
50. [Name], Start Your Week with # % Off _____
51. Success starts with_____.
52. When was the last time you _____?
53. Did you know that _____?
54. Who could say no to _____?
55. Get priority access.
56. What's the best investment you could make?
57. Could you use an extra \$_____ each month?
58. Why postpone your future in_____?
59. What would you say if I offered to help you_____?
60. Have you ever stayed awake at night thinking about_____?
61. Do you ever ask yourself_____?
62. Has this ever happened to you?
63. Remember the first time you ever_____?
64. Are you secretly afraid of _____?
65. Don't you wish_____?

136 EMAIL HEADS AND TEASERS FOR YOUR OFFER

66. Why should you _____ when you can _____?
67. Are you ready for _____?
68. Have you ever thought about _____?
69. Do you enjoy _____?
70. Are you paying too much for _____?
71. Email Subject Lines That Help You Create Scarcity
72. THIS Disappears at Midnight
73. Today Only: Get this NOW before it's gone...
74. Last Day to Get...
75. Are you coming?
76. [WEEKEND ONLY] Get this NOW before it's gone...
77. Your private invitation expires tomorrow night
78. [URGENT] TODAY is the last day to watch this...
79. Last chance: This offer closes tonight (no exceptions)!
80. LAST CHANCE: Discount for ____ Ends Tonight!
81. Get a Massive Discount on ____ Before the Price Goes Up!
82. Email Subject Lines That Pique Curiosity
83. Everything you wanted to know about _____ but were too afraid to ask
84. Know this about [your topic]?
85. *Don't Open This Email*
86. I have good news and bad news...
87. I'm pulling the plug...
88. Tomorrow's the day...
89. Is this you?
90. You're Invited
91. ____: Why you're stuck
92. ____ are not the answer...
93. Exciting announcement
94. Special invitation
95. When was the last time you...
96. Wanna Know a Secret?
97. She made \$____ in _____. Here's how...
98. Why I spent \$____ on a _____.
99. The BIG secret behind _____.
100. How a _____ changed my life
101. GREAT news (here's why)
102. Are you in or out?
103. The truth about _____
104. Email Subject Lines That Keep Your Subscribers Updated
105. Introducing my latest [Product/Service]
106. Latest News
107. Huge Announcement: Brand new ...
108. BIG news! You're hearing it first!
109. Start using this new....
110. Email Subject Lines That Help You Build Connection with Your Audience
111. Hoping to help.
112. You are not alone.
113. We have [fact] in common ...
114. I didn't see your name in the comments?
115. you free this [day] at [time] EST?
116. Thank you!
117. So nice to meet you, [name]!
118. Today is an important day...
119. This is a little embarrassing...
120. You'll think I'm crazy...
121. Email Subject Lines That Help You Leverage Your Subscribers Fears
122. Don't Make These # ____ Mistakes

136 EMAIL HEADS AND TEASERS FOR YOUR OFFER

- 123.** Please don't make this mistake
- 124.** # Important Questions You Need to Ask Yourself Before ____
- 125.** Don't Get Fooled: # Questions to Ask Before ____
- 126.** Email Subject Lines That Promise Something
- 127.** My Gift to You...
- 128.** A new product you wouldn't won't pass
- 129.** Get more sales with THIS technique!
- 130.** How ____ will change your life!
- 131.** [Name], THIS will help you ____.
- 132.** The Complete Guide to ____.
- 133.** # Tips for [Insert pain point]
- 134.** [DOWNLOAD] # Point Checklist for Creating the Ultimate ____
- 135.** A Step by Step guide to ____
- 136.** # Lessons Learned from ____