



ASUNTOS DE EMAIL QUE CONVIERTEN

(En inglés)

- Get any course for free
- 4 things to install, read and watch
- 1,500 word checklist (link inside)
- How Mariah got her first 300 subs and \$4k in sales with one webinar
- How we set up and ran our first affiliate program (templates and fun spreadsheets included!)
- How to guarantee 120 ppl read your next blog post
- Want 100k page views? Learn how tomorrow afternoon.
- Do this right now...
- Results of last week experiment
- This plan increased sales 2.2x
- How to re-launch an old product and make \$2,000,000
- 3 things to read and do
- Our process for capturing, writing and publishing case studies
- How many unread emails are in your inbox right now? New tool + trick.
- 4 things to install, read and watch
- My process for writing 10,000 word blog posts
- How Ruth gets 1,000,000 visits per month
- Starting 2021 in a Cabin in the woods (free stuff too)
- I have an idea...
- You Are Not Alone

The Last Call Email

- Formula: Last call: [Name Of Product] closes in [#] hours
- Example: Last call: SEO That Works closes in 3 hours

The Urgency Email

- Formula: [Action] Now
- Example: Open this right now

The List Email

- Formula: The [#] way to [Benefit]
- Example: The top 5 ways to burn fat fast

The Welcome Email

- Formula: Welcome to [Brand/Name]!



- Example: Welcome to SumoMe!

The Don't Buy This Email

- Formula: Don't buy [Product Name] until you read this
- Example: Don't buy Welcome Mat until you read this

The Case Study Email

- Formula: [Case Study] [Result of Case Study]
- Example: [Case Study] Mother of 3 earns first \$30,000 online

The How To Email

- Formula: How To [Achieve Desired Result]
- Example: How To Type Faster

The School Of Email

- Formula: [Insert Celebrity] School Of [Topic]
- Example: Bruce Lee's School Of Self Defense

The Do This Email

- Formula: Do THIS [Benefit]
- Example: Do THIS if you want her to be your girlfriend

The Branded Newsletter Email

- Formula: [Name of Newsletter] [Issue #]
- Example: The Traffic & Conversion Newsletter #24

The New Post Email

- Formula: [New Post] [Blog Post Headline]
- Example: New Post: How to fix your iphone

The What If Email

- Formula: What if [Negative Result]
- Example: What if Youtube shutdown

The Versus Email

- Formula: [Subject] vs [Subject]
- Example: Fake businesses vs real businesses

The "We're Hiring" Email

- Formula: [Brand] is hiring!
- Example: CopyMonk is hiring!

The Mistakes Email

- Formula: [Number] [Topic] Mistakes You're Making
- Example: 21 fat loss mistakes you're making

The Product Q&A Email

- Formula: [Number] [Topic] Mistakes You're Making
- Example: 21 fat loss mistakes you're making

The Roundup Email

- Formula: [Number] experts [Topic]
- Example: 10 experts share their favorite marketing tools

The Authority Email



- Formula: [Authority's Name] [Topic + Secret/Tips]
- Example: Warren Buffet's investing secret

The Flash Sale Email

- Formula: [Flash Sale] [Name of Product] [Discount]
- Example: Flash Sale: Ogilvy on Advertising 50% Off

The Avoid Email

- Formula: Avoid These [Number] [Topic] [Pitfalls/Mistakes]
- Example: Avoid these 10 copywriting mistakes

The What I Learned Email

- Formula: What I Learned After [Accomplishment]
- Example: What I learned after spending \$100,000 in FB ads

The Death Of Email

- Formula: The Death Of [Topic]
- Example: The death of blogging

The Command Email

- Formula: Stop [Action]!
- Example: Stop reading the news!

The Quick Announcement Email

- Formula: Quick Announcement: [Topic]
- Example: Quick announcement: The complete web developer course is here

The 180 Contrast Email

- Formula: [Opposite vs Opposite]
- Example: Little man decimates 200lb attacker

The Call Out Email

- Formula: [Audience] [Topic]
- Example: SaaS owners! Here's how to reduce your churn rate

The Social Proof Email

- Formula: Proof That [Product] Works
- Example: Proof that 30 days to shredded works

The Results Email

- Formula: How We [Result] In [Timeframe]
- Example: How we got 100k uniques in 6 months

The Question Email

- Formula: [Question]
- Example: Am I the only one with a million questions?

The "You" Email

- Formula: You, A [Desired Result]?
- Example: You, a best selling author?

The Imagine Email

- Formula: Imagine [Desired Result]
- Example: Imagine being able to travel around the world



The Little Known Email

- Formula: [Number] Little Known Ways To [Action]
- Example: 3 little known ways to build your email list

The Hack Email

- Formula: [Number] Hacks To [Desired Result]
- Example: 15 hacks to read faster

The New York Shocker Email

- Formula: [Subject] Shocked By [Unusual Thing/Person]
- Example: Gary Vaynerchuk shocked by weird FB ads

The National Inquirer Email

- Formula: Man/Woman/Kid [Weird Action/Thing]
- Example: Man writes sales letter with straws

The Three-Point Email

- Formula: [Topic 1], [Topic 2], and [Main Topic]
- Example: UFC, sore thumbs, and email copy

The Seasonal Discount Email

- Formula: Save [Discount] [Items] This [Season]!
- Example: Save 25% on shoes this spring!

The I Love Email

- Formula: I [Adjective] Love Topic]
- Example: I freaking love copywriting

The Advice Email

- Formula: [Topic] Advice To all [target market]
- Example: Fashion advice to all millennials

The Real Reason Email

- Formula: The Real Reason [Target Market] [Attracted To Product/Topic]
- Example: The real reason men want to learn pick up

The Tao Of Email

- Formula: The Tao Of [Topic]
- Example: The tao of email marketing

The Lessons Email

- Formula: [Topic] Lessons From A [Weird Source]
- Example: Programming lessons from a real life ninja

The Possibly Email

- Formula: Possibly The [Smartest/Dumbest] Way To [Action]
- Example: Possibly the dumbest way to train a dog

The Nazi Email

- Formula: The [Topic] Nazi
- Example: The wine nazi

The Never Met Email

- Formula: The Most [Hated/Loved] [Person] You've Never Met



- Example: The most loved salonist you've never met

The Big Mistake Email

- Formula: My Big [Topic] Mistake
- Example: My big self defense mistake

The Truth Email

- Formula: The Truth About [Topic/Person]
- Example: The truth about abs

The Problem Email

- Formula: The Problem With [Insert Problem]
- Example: The problem with pricing too low

The Art Of Email

- Formula: The Art Of [Topic]
- Example: The art of gaming

The % Rule Email

- Formula: The [Percentage] Rule Of [Topic]
- Example: The 47% rule of building a business

The Most Interesting Email

- Formula: The Most Interesting [Person] In The World
- Example: The most interesting shoe shiner in the world

The Best Of Email

- Formula: The Best Of [Brand]
- Example: The best of SumoMe

The Most Common Mistakes Email

- Formula: The Most Common [Topic] Mistakes [Target Market] Make
- Example: The most common health mistakes seniors make

The Can't Believe Email

- Formula: Can't believe how much you'll love this [product]
- Example: Can't believe how much you'll love this app

The Normally Email

- Formula: Normally We [Do Something]. You Get It [New Way]
- Example: Normally we charge \$500 for this advice. You get it free.

The Can't Be Wrong Email

- Formula: [Number] People Can't Be Wrong
- Example: 5,000 people can't be wrong

The Rags To Riches Email

- Formula: From [Rags] To [Riches]
- Example: From homeless to Fortune 500 CEO

The Try Out Email

- Formula: Try Out [Product] For Yourself
- Example: Try out SumoMe for yourself

The Use This Email



- Formula: Use This [Thing]
- Example: Use this workout plan

The He/She Lost/Gained Email

- Formula: She gained [Result]...and blamed me!
- Example: Possibly the dumbest way to train a dog

The War Email

- Formula: The War Against [Enemy]
- Example: The war against the fitness industry

The Great Hoax Email

- Formula: The Great [Topic] Hoax [Optional Time/Place]!
- Example: The great content marketing hoax of 2016!

Textos comerciales de Email lanzados

Hola Juanjo

Soy Pepe Fulanitez y me ocupo de las asociaciones de afiliados en Cloudways Cloudways (plataforma de alojamiento en la nube administrada).

Actualmente estamos buscando socios/consultores como usted que tengan una experiencia multidimensional ...

Estaba revisando su *canal* , *web...* , lo que me llevó a contactarlo ya que *opera en el creciente mundo digital específicamente en España.*

En vista de lo anterior, me gustaría compartir con ustedes *una oportunidad de negocio que les aseguro será una oportunidad de GANAR-GANAR para ambos.*

Actualmente tenemos clientes similar a vuestro perfil que ya trabajan con nosotros y obtienen un gran éxito, rendimiento ... y creo que ustedes pueden conseguirlo.

Avísame si te interesa saber más y llevar esto adelante.

Espero oír noticias vuestras pronto.

Cordialmente