

Make your subject lines Unique, **Alive, and Authentic to get the** **right people interested in your** **offerings**

- *Going forward, this guide will show you the process for attracting your true tribe with email subject lines. First, you'll find two styles you want to combine, then you'll mash the ideas together to create something unique. Lastly, you'll make sure to tie these subject lines back to your offer so people will take action (spend money on your product, sign up for your live event, or whatever your offer is.).*

Let's dive into it...

Step 1 - Find two writers you want to emulate **and gather raw material**

Remember, quality writing comes from quantity. So you need some raw material to work with.

And chances are, you have two writers who use words that you really like.

Action; Find those two writers that you really want to emulate and copy/paste them into a google doc.

I'm going to show you an example for myself below.

In my case, I love romantic/deep/spiritual/ types of writers. One writer I like for that is Jordan Luke Collier.

I also really love the provocative, edgy writers who are also brilliant marketers. So one writer I'll use for that is Ben Settle.

Again, choose the 2 writers you value most for your objective. .

Grab 5-10 subject lines from each writer and copy/paste them in a google doc or write them out longhand.

Here's my list...

Jordan Luke Collier Subject Lines

1. Passion, Taboo, Aliveness, Libido - Starts Saturday
2. The 'Full Body Yes'
3. 'Alien Encounters' of the Beauty Kind
4. Positively Gushing
5. From burned out to turned on (15 minutes a day)

Ben Settle Subject Lines

1. How to radicalize a cranky girl boss into a happy ride-or-die wife
2. The Facebook cult where I met Stefania
3. How to get clients slobbering all over you
4. The raw pulsating power of repetition
5. How the tax man fooked with my life

Now you've got raw material..

Next, we're going to see what kind of idea babies we can make with these 2 writers. Maybe they'll create something beautiful, maybe it'll be ugly. We'll see.

Step 2 - Start smashing words into your SL that tie into your offer

Now you're going to write some ideas for your offer.

So ask yourself...

What is my offer here? What do I ultimately want the reader to do after they read this email? Is it sign up for a webinar? Buy a course on my product? Buy a physical product? Keep that in mind as you write.

In my case, I'm going to combine these 2 ideas in a way that speaks to 1:1 writing coaching I'm offering.

I'll show you my results below. But in the meantime, take 5-10 minutes, set your timer, and write 10-20 subject lines that combine your raw material and your offer.

Focus on speed here. Don't worry about quality. Just look at the raw material words and combine them in interesting ways.

Set the timer and go...

Here's my examples. Notice how I used words from both writers and tied them into my 1:1 coaching offer.

1. The taboo behind 1-on-1 writing coaching
2. **Why getting a coach sends you from burnout to turned on**
3. The myth of cult-like writing gurus
4. **Writing from a place of "full body yes"**
5. The alien-like writing qualities you won't find in a writing book
6. **The ticket to pulsating writing as a business founder**
7. You can't find a tribe that slobbers all over you? Try this
8. **Going from a cranky writer to a ride-or-die creator**
9. The writing book that fooked up my brand
10. **The secret to getting readers who gush about your business projects**

Important note: I just spat these out.

You're not allowed to go back and try to improve them.

However, you can go back and re-iterate them (which we will do in Step 3).

Step 3 - Reiterate any subject lines you like

Now you've got 10-20 subject lines.

The next step is to iterate.

I'm going to take a few of the subject lines I really liked after taking a step back. And then write a few new versions of them.

I'll also show you what I'm getting at, so you can see how to do this for yourself.

11. The myth of cult-like writing gurus

My thought process in relation to my offer: A lot of writing gurus give people stuff that only works for them and not anybody else. I don't like those gurus, so I'm going to rally against them and explain this in a story for myself.

More SL's with this same premise.

11. How to make sure you don't hire a crappy writing coach

11. The case against writing coaches

11. Why you shouldn't hire a writing coach

Are any of these premises good?

I don't know. I'm just making stuff to have an opinion about later on.

I'd have to go deeper and do some discovery writing to figure these out. .

Hopefully you get the idea.

And by now, you should have 10-20 subject lines.

This is how you do idea smashing.

100% focus on speed, 0% focus on quality.

Just dumping out the first thing that comes to mind, the brain will notice what's right and not right.

The editor will be more present in this, but the thing that eventually makes sense will eventually pop into your head.

And now you have a list of a ton of ideas you can start going deeper on.

Try this out and let me know how it goes.