

[Brainstorming [The One Idea](#)]

- What's the one central idea?
- In one sentence, what do you want the reader to feel?
- What's your one most captivating story?
- What's your one desirable benefit?
- What's the one thing you want them to do?

[Email Subject Line Formulas]

Use where it's natural:

1. Shock (e.g. Talk dirty to me)
2. Curiosity (e.g. What to never test in your ads)
3. Straight benefit (e.g. How to get clients in a pandemic)
4. Bizarre (e.g. Real estate agents shouldn't play with the dead)
5. Play on popular quotes (e.g. They can kiss my ads)
6. Contrast (e.g. Why i drink a lot to stay sober)
7. Play on movie titles (e.g. The young and the testless)
8. Tv and movie characters (e.g. Mr Miagi's Method to stay ripped)
9. Challenge Dogma (e.g. Why copywriting doesn't work)
10. Numbers (e.g. 5 ways to ruin a sales letter)
11. Authority and proof (e.g. Einsteins ad secrets)

[Headline]

[Grabber – Something shocking, surprising, etc. Think Cosmopolitan, NY Post, etc.]

Attention: [Target Market] who [Problem/Desired Result]

Finally, [Desired End Result] in [Timeframe] without [Barrier] + Guaranteed / [Risk Reversal]

[Sub-Headline]

[Quote/Refer from a Big, Undeniable, Dominant Authority (B.U.D.A)] + [Speed & Ease]

[Picture]

Has to be:

- Product
- Product In Use
- Benefit of the Product

[Introduction – Problem + Mechanism]

Deck Copy – Toward Pleasure:

- Dear [Audience]
- Imagine... [result]
- Imagine... [status]
- Imagine... [throw rocks at enemies]

Tell a hero's journey.

Deck Copy – Away From Pain:

- Do you... [symptom]
- Do you... [symptom]
- Do you... [symptom]

You suffer from [named condition].

Tell a disaster story and relief from pain.

[Introduction – Other Solutions + Mechanism For Failure]

[Introduction – Your Solution + Mechanism For Success]

[Build Author/Company Credibility]

[Benefits]

[Minimize Price]

[Make it Easy To Buy – Incl. Guarantee / Reputation
Stake]

[Call To Action]

NB: Include testable proof wherever you can. never you can.