

Titles for email subject lines, blog posts, videos, webinars, podcasts, & headlines

These were taken from:

1. "Killer Email Subject Lines"
2. ["The Conversion Code"](#)
3. [Ray Edwards - How to Write Copy That Sells](#)
4. [CopyBlogger](#)
5. My personal email inbox

See also:

1. [SaaS Headline Examples](#)
2. [Email scripts and templates](#)
3. <https://marketingexamples.com/>
4. [Copywriting templates](#)

URGENCY - Many people respond better to the threat of losing than to the promise of gaining (loss aversion) and fear of missing out (FOMO). **Always** try and offer urgency and scarcity with a deadline.

1. LAST CHANCE to get 60% off—only 24 hours left!
2. Hurry, Open Me Now For Free Tickets To See Mitch Fatel This Weekend
3. FREE TICKETS Are Still Left For This Weekend! Hurry, Grab Yours Before They're Gone!
4. Hurry! Custom Closets Event Ends Soon
5. [Hurry!] Only 6 Hours Left!
6. [Hurry] It's Our Big Annual Sale!
7. Hurry, Property Managers - Last Chance Savings!
8. Hurry, this lesson sale ends at midnight!
9. Hurry, This Sale Is Almost Sold Out
10. Hurry! Don't miss the W-2 & 1099 deadline. Order today and save 30% plus free shipping.
11. Hurry! Register for Our Most Popular Webinar of the Year
12. FPL: Hurry! Win a Weekend Getaway to Orlando & \$400!
13. Hurry, last chance to save 50% on WPML renewal
14. Hurry - this offer ends in a few hours.
15. Hurry! Save up to 65%, now through Monday
16. LAST CHANCE to get 65% off—only 24 hours left!
17. Last Day---10% off plus free shipping
18. The free account you forgot to claim is being deleted
19. You have until 11:59pm TONIGHT to sign up for X
20. \$14,591 in one day — here's how (Earnable closes tonight)
21. Seats are being filled up extremely fast ... only 21 spots left
22. Closing time ("Access All Of 2020" plan gone)

SALE:

1. Get 50% OFF when you upgrade your Doorloop website!
2. Here's 50% OFF! Upgrade your Doorloop website
3. Last chance! Save 50% when you upgrade your Doorloop website
4. 50% OFF Sale—Clock Is Ticking
5. 50% OFF ends today! Upgrade your Doorloop website now
6. July Holiday Savings Extended! Save 20% to 50% this week on ALL lab tests.
7. Get 50% off Uber Eats when you pay with Venmo
8. 50% this week only: lose your quarantine pounds and get your energy back!
9. LAST DAY to save more than 50%
10. Ride for 50% off through July 30
11. 50% off rides through June 18
12. Ends soon: 50% off rides until March 26
13. Just for you: 50% off rides until March 26
14. 50 die cut stickers for \$19
15. Because We Love You – Flash Sale Today!
16. Lock in this sale price to own the 5G Crisis Summit expert talks
17. Black Friday Sale Starting Today!
18. SALE - Ends Soon - Up to 20% Off

REFERRAL:

1. Send us three referrals. We'll give you \$50.
2. Share the LOVE ? Give \$150, Get \$50!
3. Exclusive: Get a \$35 Amazon Gift Card for every friend you refer
4. Refer your friends and get Apple AirPods Pro Free
5. Refer friends → \$5,000 to Airbnb (enter for chance to win)

FREE:

1. I got you a free VIP pass, Scott
2. Save up to \$80 on free food with Summer of DashPass!
3. Summer's heating up. Get a free slice of cheesecake this week.
4. Don't pass up these free Pro tools.
5. Winner Winner! Get Free Tix To See One Of Our Favorite Comics This Weekend
6. You Won Free Tickets To See Florida Favorite Bret Ernst This Weekend!
7. Your Free Face Mask is One Click Away
8. FREE TICKETS Are Still Left For This Weeeknd! Hurry, Grab Yours Before They're Gone!
9. David, turn daily purchases into future free nights.
10. New!! FREE Virtual In-Home Closet Design
11. Don't forget, Irving W sent you a free membership!

12. Included with your Amazon order: Free 90 days of music
13. [Free eBook] The Law Firm of Tomorrow: 2020 Edition

HOW TO:

1. How to get a top 10 Google rank in 24-36 hours
2. How to get your legal blog on the top 10 of Google in 30 days or less
3. How To Get More Deep Sleep
4. How to Write a Book in Seven Days
5. How to Write a Blog Post Every Day
6. How to Land More Clients As a Freelancer
7. How to quickly find a designer you will love
8. How to automate tedious tasks
9. How to “buy back your time”
10. DAVID, how to protect your children this school year
11. Fix your back pain with this simple solution
12. How to make 2–3x more money without any extra work
13. The antidote to procrastination
14. How to get more Facebook leads for FREE
15. How I Doubled My Traffic by Creating Less Content
16. How to master social-distance selling
17. How I Made My First Thousand Dollars with Local SEO
18. How to build a multi-camera live streaming setup 🎥
19. How to create a perfect blog post

FAILURE & LOSS AVERSION:

1. 93% of marketers FAIL at this ROI-driver
2. Why New Authors Fail, and What to Do about It
3. How I Turned a Product Hunt Failure Into a Success
4. How I Lost \$50,000 on Facebook Ads in a Week
5. What no one tells you about starting a biz
6. Email marketing’s fatal flaw
7. The Mistake that Caused Pier 1 to Go Bankrupt
8. Why I Regret Investing in Live Events

REASON WHY:

1. “9 Reasons why 63% of your emails are never opened”
2. 4 Reasons Why Breaking New Year’s Resolutions is a Good Thing
3. 5 Reasons Why You May Be Having Trouble With Your Business Cash Flow
4. 5 Reasons Why ...
5. 4 reasons why 97% of lawyers recommend PracticePanther

6. Why Your Blog Posts Get Ignored, And How to Fix That
7. 7 Reasons You Should Be Using Social Media In Your Marketing

THIS IS NOT:

1. This is not a perfect blog post (but it could've been)
2. Attn: This is Not a Drill
3. This is Not a Drill 🤖
4. this is not funny :(
5. Money Can't Buy You a Perfect AdWords Account

AUDIENCE:

1. For people on the verge of writing the perfect blog posts.
2. David, we're looking for people serious about productivity

NUMBERS OR STATISTICS:

1. Top 10 iPad Apps For Entrepreneurs
2. 10 ingredients in a perfect blog post. Number 9 is impossible!
3. Triple Your Productivity Instantly
4. Give Me 30 Minutes And I'll Give You More Blog Traffic
5. Try These 5 Tactics for a Week, And Be Twice As Productive
6. The six-part process to getting twice the traffic to your blog post.
7. 6 Steps to Getting 2x The Traffic To Your Blog.
8. The Top 5 Questions Investors Ask
9. The Top 10 Predictions for Digital Advertising in 2020
10. Top takeaways from our podcast 🍷
11. Top 10 ways to start your own legal blog
12. 10 tips to creating a perfect blog post.
13. Your Top 10 Reviews Questions and Answers
14. Top 5 Ways to Build Your Brand
15. Top 10 Trending Bathrooms
16. 9 Popular Outdoor Room Ideas
17. The 10 Most Popular New Bathrooms
18. 5 Ways to Break Down Data Silos
19. Our Top 4 Tips for Facebook Ads
20. Top 20 Legal IT Innovations of 2017
21. How I Increased Conversions By 60% / How You Can Increase Conversions By 60%
22. The 8-letter word that has made my business a LOT easier (and more profitable)
 - a. The X-letter word that has made my (day, work, campaign, etc.) a LOT easier (and more profitable)
23. This investment had an 11x ROI for me

24. How I save 20 hours every WEEK
25. How I get 30–50% conversion rates on my upsells
26. How I lost \$2 million on Facebook ads (real numbers)
27. These 5 tactics led to my \$150MM exit

SECRET:

1. The secret to getting paid \$50,000 to write a sales letter
 - a. The secret to getting paid \$50,000 to (prospect's job)
2. The email secret used by VShred and Agora that prints money
 - a. The (industry) secret used by (major brands) that prints money

CURIOSITY:

1. 8 months ago he didn't know what copywriting was ... now he's making \$12k a month (story inside)
2. We're deleting our email list
3. Why I don't create weekly content anymore ...

CONTROVERSY:

1. SEO Is Dead

FROM/TO:

1. From "unemployable" to 6-figure Dream Job

NEGATIVES OR NEVER AGAIN:

1. Never write a boring blog post again.
2. The Customer Is Not Always Right
3. Never run out of food – save 30% on AutoShip
4. Here's 9 things you never knew about LTK
5. We NEVER Do This
6. This Almost Never Happens...
7. These Almost Never Go on Sale
8. David: You've never filed taxes like this before
9. Never Overspend Again

10. Creating Web Pages has never been easier...

WITHOUT:

1. “ how to create a seven-figure funnel in less than 30 minutes without having to hire, or be held hostage, by a tech guy.”
2. “How to collect rent online automatically in less than 30 minutes without having to speak to anyone or watch any training videos”
3. “How to run custom reports and have perfecting accounting, if you’re not an accountant and don’t use QuickBooks”

MISTAKES:

1. Five mistakes people make with their first million dollars
2. Building your dream home: 10 things to get right before you build
3. Which Of These Five Mistakes Do You Make on Your Blog?

QUESTIONS:

1. scott, did you see this?
2. Hey Scott, is everything ok?
3. Did you get a chance to see this?
4. Need more help?
5. Can You Really Be Younger Next Year?
6. do you know how to create the perfect blog post?
7. DAVID, facing big life changes?
8. Does God Want You to Be Rich?
9. Why Don’t Doctors Get Sick?
10. Do You Wish More People Bought Your Book?

AUTHORITY & CREDIBILITY:

1. Ph.D. Psychologist Reveals Secret Of Self-Discipline
2. Harvard Study Shows 3 Common Traits Of Successful People
3. A brilliant Dan Kennedy lesson ...
4. Stefan Georgi’s copy was a failure ... then THIS happened
5. A Michael Jordan trait that you DON’T want
6. I followed Oprah’s morning routine for a week ...
7. How Neil Patel revived his dying Facebook traffic

IF/THEN:

1. If You Can Send and Receive E-mail, You Can Build a Platform
2. If You Can Follow a Recipe, You Can Write Better Headlines

PERSONALIZATION:

1. Great chatting at SXSW
2. Sam Smith referred me...
3. Judy recommended I get in touch ...
4. Megan, take a look at these email subject line case studies
5. Megan, meet Jeff

RANDOM:

1. Lunch?
2. seriously...
3. GOOAALLLLLLLLLLLLLLLLLL!!!!!!!!!!!!
4. complaints....
5. overtime!
6. we're going mad again..
7. Private (ACCOUNT DETAILS)
8. Confirmation required...
9. Payment not needed
10. You're confirmed...
11. A freebie for you
12. We need your feedback
13. Almost free...
14. The best email i've ever sent
15. Perfectionist?
16. BIG news
17. My investors think I'm crazy / (Professional relations) think I'm crazy
18. What millionaires know about money that most people don't / What (idols) know about (desire) that most people don't