



Just for you

Email subject swipe file

Urgency & Scarcity

01

**Final hours.
Don't miss this.**

02

**Your 24-hour
head start
starts now**

03

**Last call: Your
deal expires
tonight**

04

**Clock's ticking.
Still want in?**

05

**Going, going...
almost gone**

06

**Just 2 left in
stock 🤖**

07

**We're closing
the doors at
midnight**

08

**Ends
tomorrow:
[Offer Name]**

09

**You've got 1
hour to open this**

10

**Not opening
this might cost
you**

Curiosity & Intrigue

01

What most people don't know about [topic]

02

You've never seen [X] like this before

03

This one email could change everything

04

The thing I wish I knew 3 years ago

05

Are you making this mistake?

06

I shouldn't be telling you this

07

You'll either love this or hate it

08

This felt illegal to share

09

The secret behind [result or benefit]

10

Don't open this (unless you want results)

Value-Driven / Educational

01

3 ways to
[solve a
problem] today

02

The shortcut to
[desirable
result]

03

A smarter way to
[do X]

04

What top
performers do
differently

05

How to
[improve
something] in
5 minutes

06

The ultimate
checklist for
[goal]

07

Stop wasting
time on [X]

08

Boost your
[metric] without
burnout

09

[#] simple
strategies to try
this week

10

Master [skill]
with this one
shift

Personalization & Relationship Building

01

Just for you,
[First Name]

02

Thought you'd
love this, [First
Name]

03

A quick favor?

04

You're not
alone in this

05

[First Name],
you'll love what
we made for
you

06

This reminded
me of our last
convo

07

Thank you for
being here

08

Something
special, from me
to you

09

Here's what I've
learned working
with people like
you

10

[First Name],
let's fix this
together

Promotions & Offers

01

**50% off—
today only** 🎉

02

**Your exclusive
deal is inside**

03

**You've unlocked
early access**

04

**[Product] is
back (with a
twist)**

05

**This offer
won't be
repeated**

06

**Want the deal
everyone's
talking about?**

07

**You asked. We
delivered.**

08

**Buy one, get
one—ends soon**

09

**VIP access just
for you**

10

**Say hello to our
best deal yet**

Before you go

**If you need help developing content,
we've got a workshop that will help**

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Content Machine

We'll show you how to:

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- Find clarity
- Find your stage presence
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