

# Topping your copy off with an amazing subject line

I want to tell you about one of the greatest secrets that I know of for cranking out amazing subject lines in record time.

And the way it works is simple. You write 25 subject lines for every email that you create.

Now, it's going to seem crazy, it's gonna seem like a lot of work. And in the beginning it might be but I promise you if you stick with it for a little while, it actually gets really easy and it's a pretty magical process.

Because what happens is this you're going to write your first five subject lines and there might be a good one in there but most likely there is not gonna be anything amazing in there. You write your second five, so now you have 10, then you write another five.

Now, I'm not saying you need to concentrate on writing 25 great subject lines just write anything. Some of lines will be really similar. And I'll show you some examples in this module and you'll see some of them are just very very similar, with just small tweaks but I'll just keep going and going.

And by the time you hit about the 20th one you really start to run out of ideas and that is where the magic happens.

Because when you start to run out of ideas, that's kind of like

when all the bad ideas are already gone and then after you write 20, 21, 22 etc. that's where the great stuff is gonna be. Because your brain is gonna have to, like, reach really deep down into the well to come up with those last few and that's where some amazing stuff happens.

Now, does the best subject line always come out of the last five?

No, sometimes you'll surprise yourself, sometimes it'll be the third one you write, sometimes the first, sometimes the 15th.

But if you write 25 subject lines two great things are gonna happen.

Number one, you're gonna have an enormous pool of subject lines to choose from, so it's kind of a bit of a numbers game and it will be more likely that there is an amazing one in there somewhere.

And more importantly, you're really going to work your brain out. It's kind of like when you go to the gym and you're doing pull-ups and it's really those last two or three pull-ups that build that muscle, so that's what's gonna happen here too.

And the combination of those two things is just amazing. And in the beginning, it might take you, you know, 10 or 15 minutes to do that.

But I promise you if you practice this a few times I can bang out 25 subject lines in less than five minutes and I end up with something really amazing, you can too.