

START YOUR SUCCESS TODAY

# ACTION CAUSING EMAILCOMPONENTS

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*Real-life componets used by top industry marketers*



**RIBELLE MARKETING**

## Attention Grabbing Subject Lines

1. Wow! I Did NOT See This Coming...
2. Would You Do THIS For a Million Bucks?
3. Where Were YOU When the Bomb Dropped?
4. [URGENT] It's All About to Disappear!
5. When Good Advice Goes Horribly Wrong...
6. Can You REALLY Turn It All Around?
7. What If You Didn't Have to Do ANYTHING?
8. It Hurts, Doesn't It?
9. Why You Can't Just Do THIS...
10. Who's Really Screwing Whom Here?
11. Guilt, Shame, and Cold Sweat...
12. [FINALLY!] Stop Spinning Out of Control...
13. I Bet YOU'VE Never Done This, Have You?
14. "I'm Gonna Throw It Out the Damn Window!"
15. Following THIS Advice Can Devastate Everyone...
16. Why Are You Punching Yourself?
17. Remember How You Felt When You First Heard THIS?
18. Can You Do Better? Some Would Say NO...
19. I Just Ate a Big Plate of Pride...
20. [Question] Who Would Win In a Fight?
21. Did You Drink the Poisoned Kool-Aid?
22. Can 20 Minutes a Day Set You Free?
23. The ONE Mistake You Can No Longer Afford to Make...

24. Going Bananas Here... This Just Blew Me Away!
25. Perhaps the WORST Idea I've Ever Had...
26. You're Already At THIS Point!
27. Nobody's Holding a Gun to Your Head, But...
28. Please IGNORE This Email!
29. [OPEN QUICK] The Rug Is Being Pulled Out... NOW!
30. You're Just Begging For It...
31. What Do "They" Expect From You?
32. This Is WELL-BEYOND the Norm...
33. Are You a FREAK? 3 Ways to Tell...
34. Wanna Get Schooled?
35. When the Dust Settles, Will You Be THIS Sad Sap?
36. You Made Me Laugh!
37. Don't You Just Love a Good Lie? Listen to THIS One...
38. I Know Who's Stopping You... And It May Surprise You!
39. [IMPORTANT] Clear Your Calendar... It's Hitting the Fan!
40. Something Just Came Up. Do You Care?
41. [SHOCKER] It's Finally Time to Face Facts.
42. Not Giving Up... Overrated?
43. Shame On You? Hahahaha!
44. Here's Why It Keeps Happening to You...
45. I Lost a Bet With Myself. What the...
46. ...And They Said It Was Dying!
47. Should ANYONE Have to Go Through This?
48. What Fork? What Road?

49. How I KNOW You're Going to Pull This Off...
50. Something THIS Volcanic Deserves Immediate Attention!
51. What happened?

## Email Greeting

1. Well, hello there!
2. Hi again!
3. Welcome back!
4. Ah, back for more huh/eh?
5. Hey, nice to see you again.
6. Ah, fancy seeing/meeting you here!
7. Howdy!
8. Hey, hey!
9. How YOU Doin'?
10. Well, how the heck are you today?
11. Hola!
12. Aloha!
13. Hi!
14. Well, well, well... look who it is!
15. Well look who decided to drop in. :)
16. Greetings!
17. Hey/Hello/Hi, my friend.
18. Hey, thanks for opening this email.
19. Hey, how are ya?
20. Yes! I was hoping you'd open this!
21. Let's face it.

22. Straight to business today.
23. I've got something serious/important to tell you.
24. I hope you're sitting down.
25. Okay, brace yourself.
26. Are you ready for a bombshell?
27. Remember my last email?
28. I don't know how to tell you this, but...
29. Good news!
30. Ready for some excellent news?
31. I've got some bad news.
32. Thank you for joining me today.
33. Your jaw is about to drop.
34. You're not going to believe this...
35. Okay, so here's the deal.
36. Wanna know/hear a secret?
37. Can you keep a secret?
38. Can I tell you something?
39. Just between you and me,
40. Alright, so big news...
41. I've just got to share this with you.
42. Hey, (your name) here/again.
43. Alright, so get this...
44. What's up?
45. Hey, how have you been amigo/my friend/compadre?
46. Yo!

47. Short email today.
48. Grab a cup of coffee or a glass of wine.
49. Today, we're jumping right in.
50. You again? That's awesome!

You can “stack” these on top of each other. Start with the softer, more personal greeting and follow it up with the “brace yourself” type of greeting, if you'd like. For example: “Hey, how are ya? Just between you and me, blah blah blah.”

Or you can just use one of these. “Hey, how are ya? Blah blah blah.” or “Just between you and me, blah blah blah.” Get it?

Also, as mentioned before, please don't get stuck in the trap of merely copying and pasting. Use your brain. Do you have your own way of wording things? For example, for item #48, you could easily say “You may wanna grab yourself a beer,” or similar.

“You again? That's awesome!” could just as easily become “You're back? Excellent!”

## Mix and Match Sentences

1. There's no question that you've been fed a line of garbage.
2. I'm here to make sure you're not being led down a fruitless path.
3. Life's too short to keep spinning your wheels.
4. You need a solid plan of action to save yourself tons of time and heartache.
5. So many people get this dead wrong.
6. All you need is focus and determination.
7. If you've failed to \_\_\_\_\_ up to this point, it's definitely not your fault.
8. People all over the world are succeeding with this.
9. You don't need to have a degree in \_\_\_\_\_ to know this is true.
10. I used to think that I was the only one struggling with this.
11. Maybe everyone needs to go through this at least once in their lifetime.
12. You don't need to reinvent the wheel.
13. Just model people who have already succeeded.
14. I know what you're going through, and it sucks.
15. When I first heard about this, I was floored.
16. Nobody wants to be cheated out of their hard-earned money.
17. As with anything else in life, this will take hard work and dedication.
18. Just know that the results will be well-worth the sacrifice.

19. Remember, this doesn't have to be difficult/time-consuming/hard/expensive.
20. Everyone struggles with this at first.
21. Please don't get in your own way.
22. Maybe all you need to do to in order to (specific result) is (specific action).
23. There's something to be said for staying focused.
24. When shopping for (specific item), remember to check customer reviews.
25. Never spend money on (specific item) without first conducting quality research.
26. Before you go (specific action), remember to (specific action).
27. I can't tell you how many people ask me how to (specific action).
28. Failure is easily the best teacher on the planet.
29. You need to take risks in life.
30. Please don't make the same mistake(s) I did.
31. If you think that (specific action) is the only way to (spec. result), think again.
32. People ask me all the time, “(name), how do you (spec. result or action)?”
33. If I could go back and do it all over again, I would (specific action).
34. I hope you agree.
35. You don't have to (specific action) to (specific result).
36. I find it incredibly difficult to (specific action) when the directions are unclear.
37. If you're not passionate about (specific subject), then it may not be right for you.
38. If you can have fun while still getting results, then you're all the better for it.
39. There's something to be said for someone who knows what he or she wants.
40. I can't believe how easy (specific subject) becomes when you (specific action).
41. (Specific person) was actually able to (specific result) by just (specific action).
42. There's no way to know \_\_\_\_\_ until you actually get your hands dirty and do it.
43. Action is everything.
44. Learning how to do something and actually doing it are two completely different things.



45. The more you (specific action), the easier it will become.
46. If you want to celebrate a major win today, all you have to do is (spec. action).
47. My favorite thing about \_\_\_\_\_ is \_\_\_\_\_.
48. Conflicting information is the leading cause of inaction.
49. With so much conflicting advice out there, it's no wonder \_\_\_\_\_.
50. At this point, you probably think nothing works.

## Questions

1. Aren't you sick of the lies?
2. Are you sick of all the conflicting information out there?
3. Do you find it difficult to get started?
4. What's your biggest fear?
5. What are you (so) afraid/scared of?
6. Do you think it's even possible?
7. If others can do it, why not you?
8. What's holding you back?
9. What do you really want?
10. What makes you totally happy and fulfilled?
11. What interests you?
12. What are you good/best at?
13. Who are you doing it all for?
14. Who's the most important person in your life?
15. What's your motivation?
16. What do you really need to improve?

17. What's your biggest regret?
18. What's your biggest victory to date?
19. If you could go back and do it over again, what would you change?
20. What really pisses you off?
21. What saddens you?
22. How do you want your life to look 5/10 years from now?
23. If you could meet anyone on Earth, who would it be?
24. Who's your role model?
25. What are you going to do to turn it all around... starting right now?
26. Don't you think you deserve this?
27. When you succeed, whose face will you rub it in first?
28. How will you celebrate when you've reached your goal?
29. What's your biggest challenge right now?
30. Doesn't this drive you crazy?
31. Could you see yourself doing this?
32. How old were you the first time you \_\_\_\_\_?
33. Do you have a favorite \_\_\_\_\_?
34. Who was your biggest influence growing up?
35. Where do you see yourself this time next year?
36. Who do/can you really trust?
37. Are you willing to \_\_\_\_\_?
38. Would you \_\_\_\_\_ for (specific reward or dollar amount)?
39. If you could \_\_\_\_\_ anyone, who would it be?
40. Do you understand?
41. Does this make sense?
42. Can I help you with anything?

43. Right?
44. Are you ready?
45. Would this be useful to you?
46. Do you really care about \_\_\_\_\_?
47. Who says it has to be this way?
48. If anyone can do it, why not you?
49. Have you ever thought about \_\_\_\_\_?
50. Don't you agree?

## Transitions

1. That having been said,
2. That being the case,
3. Even still,
4. Let me ask you a question.
5. I'm sure I don't need to tell you, but
6. I need to tell you something...
7. Listen,
8. Look,
9. The truth is,
10. Let's face the facts.
11. I don't want to scare you, but
12. Wanna hear a secret?
13. Here's the reality.
14. Don't look now, but

15. On the other hand,
16. Conversely,
17. As such,
18. For this reason,
19. Because of this,
20. Now here's another thought...
21. I'm here to tell you,
22. Bottom line,
23. Make no mistake about it,
24. (But) here's what you need to keep in mind...
25. (But) consider this...
26. And then there's the fact that
27. Here's an idea...
28. I've got an idea for you.
29. If/When you really think about it,
30. I'm gonna level with you.
31. (But) here's the thing...
32. Case in point...
33. For example,
34. Let me give you an example.
35. What do I mean?
36. Why?
37. Here's what I mean...
38. In any case/event,
39. Anyway,
40. But I digress...

41. Let me get to the point.
42. Here's my point...
43. Operating from this assumption,
44. Let's say, for the sake of argument...
45. At the end of the day,
46. When it's all said and done,
47. When you get right down to it,
48. What it comes down to is this...
49. Here's what you need to realize...
50. Now clearly,

## Presell Transitions

Adapt these as needed

1. In (reading/watching/going through) (product creator)'s (product name), I discovered...
2. Speaking of \_\_\_\_\_, I found a hell of a resource that you might enjoy. It's \_\_\_\_.
3. In (product creator)'s (product name), it's very clearly stated that \_\_\_\_\_.
4. In (product name), (product creator) teaches that \_\_\_\_\_. (Product creator's last name) then goes on to state that \_\_\_\_\_.
5. As if that's not enough, (product creator), creator of the influential (product name) says that \_\_\_\_\_.
6. That brings me to a really cool product recommendation for you.
7. By the way, if you want to know \_\_\_\_\_, you may want to take a look at \_\_\_\_\_.
8. Now if this is something that's important to you, I'd encourage you to look into (product creator)'s (product name) when you get a chance.
9. There's actually a really good resource that covers this in detail. It's \_\_\_\_\_.
10. If you don't believe me, you may want to take a look at \_\_\_\_\_.
11. According to (product name) in his/her book/video/course (product name)...

12. You won't find a finer example of this than in (product creator)'s (product).
13. If you were to ask (product creator), creator of (product name) what he/she thinks about it, you'd quickly discover that \_\_\_\_\_.
14. To back up my point (product creator)'s course (product name) clearly states \_\_\_.
15. You know how I always recommend a book? Well today I'm recommending \_\_\_.
16. You'd be wise to take a look at \_\_\_\_\_, which proves my point that \_\_\_\_\_.
17. Have you heard of (product creator)? Well he/she has a new \_\_\_ called \_\_\_\_\_.
18. You want a product recommendation to end all product recommendations?
19. This reminds me of something that (product creator) said in his/her \_\_\_\_\_.
20. (Ask a yes or no question)? According to \_\_\_\_\_, the answer is yes/no.
21. (Ask any question)? According to \_\_\_\_\_, the answer is (full, descriptive answer).
22. Need proof? (Product creator), renowned author of \_\_\_\_\_, clearly states \_\_\_\_\_.
23. I just read \_\_\_\_\_. This is \_\_\_\_\_'s new \_\_\_\_\_ about \_\_\_\_\_.
24. Some of the finest education you can get on the subject is \_\_\_\_\_.
25. An educational resource I can't recommend highly enough is \_\_\_\_\_.
26. Nobody knows more about this than \_\_\_\_\_.
27. If you think that \_\_\_\_\_, then clearly you haven't read \_\_\_\_\_.
28. It makes perfect sense if you consider \_\_\_\_\_'s point that \_\_\_\_\_.
29. Read \_\_\_\_\_. That will clear up so much for you.
30. If \_\_\_\_\_ is/was accurate in his/her \_\_\_\_\_ course/book, then \_\_\_\_\_.
31. It's really a shame that I didn't have a resource like \_\_\_\_\_'s guide \_\_\_\_\_ back when I first started.
32. Here's some recommended reading for you...
33. You can see evidence for this in \_\_\_\_\_'s book \_\_\_\_\_.
34. As much as I enjoyed reading \_\_\_\_\_'s book \_\_\_\_\_, I think he/she may have missed the mark when he/she said \_\_\_\_\_. Still, \_\_\_\_\_.
35. There is one course that could clear this up for you. It's \_\_\_\_\_'s \_\_\_\_\_.

36. If you haven't read \_\_\_\_\_ by \_\_\_\_\_, you really should.
37. There's no question that experts like (expert 1) and (expert 2) generally believe that \_\_\_\_\_. In fact, in his/her new book/course, (expert 3... whose product you're promoting), says \_\_\_\_\_.
38. Check out \_\_\_\_\_'s \_\_\_\_\_ for proof.
39. Come to think of it, I seem to remember hearing \_\_\_\_\_ say something about this in his/her new book/course, \_\_\_\_\_.
40. There's no question that \_\_\_\_\_ agrees. In his/her new book/course, \_\_\_\_\_, he/she suggests that \_\_\_\_\_.
41. While I don't always agree with everything he/she says, \_\_\_\_\_ makes some valid points in his/her new book/course, \_\_\_\_\_.
42. \_\_\_\_\_ makes a good point about this in his/her new \_\_\_\_\_ book/course.
43. You can pick up a copy of \_\_\_\_\_ by \_\_\_\_\_ if you'd like to learn more.
44. Here's a little nugget of wisdom I picked up from \_\_\_\_\_'s new \_\_\_\_\_ program...
45. My friend \_\_\_\_\_ just released a new program called \_\_\_\_\_ that explains \_\_\_\_\_.
46. So is it possible that \_\_\_\_\_ was actually right in his/her new book when he/she said that \_\_\_\_\_?
47. Perhaps nobody knows this better than \_\_\_\_\_, creator of the \_\_\_\_\_ program.
48. Simply reading \_\_\_\_\_ by \_\_\_\_\_ should answer this question.
49. Clearly, there must be something to this, and after reading \_\_\_\_\_'s new book \_\_\_\_\_, I think I may just know what it is.
50. \_\_\_\_\_, the new book/course by renowned \_\_\_\_\_ expert \_\_\_\_\_, explains this in incredible detail.

## Call To Action

1. >> Click Here to Learn More!
2. >> Click Here to Discover the Truth!
3. >> Discover the Truth Here!
4. >> Click Here to Check It Out!
5. >> Click Here to See What I Mean!
6. >> Click Here to Watch the Video Now!
7. >> Click Here to Get Started!
8. >> Get Started Here!
9. >> Click Here to Avoid Disappointment!



10. >> You Need to Click This Link!
11. >> Clicking Here Can Change It All!
12. >> Click Click Click!
13. >> Get Yours Here!
14. >> Get to Clicking!
15. >> Get All the Details Here!
16. >> Click It Like You Mean It!
17. >> If You Don't Want (Negative Thing), Click Here Now!
18. >> Click Me Hard!
19. >> Check It Out!
20. >> Watch the Free Video Here!
21. >> Grab Yours Here!
22. >> Claim Your Free Gift Here!
23. >> Go, Go, Go!
24. >> Claim Your (benefit, ie Freedom) Here!
25. >> Follow This Link to (Benefit)!
26. If this sounds like something that can benefit you, click here right away.
27. You'd be wise to click this link to get all the details.
28. I encourage you to get started by clicking this link right now.
29. Go check it out at (url).
30. Go to (url) for all the juicy details.
31. Do yourself a favor and click this link.
32. Clicking this link may be the best decision you've made all year.
33. If you're smart, you'll click this link and get started right away.
34. Click this link and take action now. You'll thank me later.

35. Failure to click this link now may very well lead to major disappointment.
36. The importance of you clicking this link and taking action now cannot be overstated.
37. It's obvious that you need to click this link and get started immediately.
38. If I were you, I'd click this link right now and get the information you need.
39. Let's face it, the only way to truly (enjoy benefit) is to click this link now.
40. At this time, I'd like to invite you to click this link and get started immediately.
41. Don't forget to watch your free video by clicking this link right now.
42. Go ahead and click this link to start (enjoying benefit) today.
43. If you click here right now, you're likely to be spared a lot of regret.
44. If you want to keep (getting the same results), then do NOT click this link!
45. (Benefit, ie Happiness or Success) is on the other side of this link, so click it!
46. I want you to click this link right now. Then I want you to \_\_\_\_\_.
47. You can set yourself apart from the herd right now by clicking this link now.
48. Do the right thing for yourself. Click this link and (get the benefit) you deserve right now.
49. Knowing what I know now, I can only urge you to click this link and get started right this instant. Please don't procrastinate this, okay?
50. Please click this link. Give yourself a fighting chance.

Remember, the words “click this link,” “click here,” and “go to (url)” can most often be interchanged with “call” or “email”. This gives you greater variety and flexibility.

You'll obviously want to hyperlink the aforementioned texts with your website links, affiliate links, download files... whatever it is you're trying to get your readers' eyeballs in front of. Feel free to bold these hyperlinked texts, as well.

## Signatures

1. Warm/Kind regards,
2. Best to you,
3. Here to help,
4. To your success,
5. Wishing you the best,

6. Warmly,
7. Your biggest fan,
8. (Always) in your corner,
9. My best,
10. Making things happen,
11. Let's go,
12. Expecting great things for you,
13. Thank you,
14. To you and yours,
15. Only the best,
16. On our way up,
17. To the moon,
18. To the sky,
19. To the top,
20. Talk soon,
21. Until next time,
22. Making moves,
23. Keep it going,
24. Never quit,
25. Sincerely,
26. Stay passionate,
27. Stay hungry,
28. Take what's yours,
29. Get yours,
30. Leaving marks,
31. Makin' our mark,

32. Your IM buddy,
33. Yours in online success,
34. Let's get paid,
35. Your fellow freedom seeker,
36. Take care,
37. Thanks a ton,
38. Until tomorrow,
39. Be good,
40. Keep it rockin',
41. Go go go,
42. Straight ahead,
43. Onward and upward,
44. Forward,
45. We won't stop,
46. All the best,
47. To a profitable tomorrow,
48. Friendship and profit,
49. Your friend,
50. Your partner in crime,

## Post Scripts

1. P.S. Remember, time is running out. To (enjoy benefit) and (enjoy another benefit), you need to click here right now.
2. P.S. Don't miss out on this. Click here before it's too late.
3. P.S. In case the link above isn't working, just go to (url).\*

4. P.S. I can't wait to hear about your success. Click here and make it happen!
5. P.S. I don't know how much longer this will be available. Click here now!
6. P.S. Remember to open tomorrow's email... a great free gift is coming your way!
7. P.S. Please understand how much I appreciate you taking the time to read my emails. It really means a lot to me.
8. P.S. If (the main message of your email) is important to you, then I encourage you to check out (product vendor)'s (hyperlinked product name).
9. P.S. If you can find the time, please reply to this email with your thoughts on \_\_\_\_\_. I'd really appreciate it, as it will help me to \_\_\_\_ for you in the future.
10. P.S. Congratulations! You've made it to the end of this email. Click here to claim a free prize from me personally.
11. Today's Product Recommendation: (Non-hyped up product description).
12. P.S. Just a reminder. This offer expires (date and time), so get over there now!
13. P.S. The first 10 people who reply to this email with their receipt get \_\_\_\_\_.
14. P.S. Don't forget to let me know about your success with this, okay?
15. P.S. You're going to absolutely love this! Click here to get started now.
16. P.S. Tomorrow, we're gonna take a little trip. Please join me, won't you?
17. P.S. You're about to get instant access to \_\_\_\_\_. No waiting. Start now!
18. P.S. Think about it. By this time tomorrow, you'll have already begun \_\_\_\_\_.
19. P.S. As a thank you for reading this entire email, I'm gonna give you \_\_\_\_\_.
20. P.S. Good luck with this... not that you're gonna need it.
21. P.S. Remember, this is powerful stuff. Please only use it for good! ;)
22. P.S. Going, going...
23. P.S. I'd sure hate for you to regret not clicking here and starting now.
24. P.S. Sometimes we kick ourselves over missed opportunities. Don't let that happen to you, okay?
25. P.S. There's no question this can help you. The question is, will you step up to the plate, click this link, and actually get the help you need?

26. P.S. Still reading? You should already be on the (hyperlinked name of product) website making history for yourself!
27. P.S. (Benefit), (benefit), and (benefit) await you. Click here to make it happen!
28. P.S. It's been a pleasure as always. But I really need for you to go here and make some magic happen. Don't worry, I'll be back tomorrow! ;)
29. P.S. If you're looking for some quality reading material, I suggest (hyperlinked product name) by (product vendor). Very good stuff.
30. P.S. Change begins here. (hyperlink the word "here")
31. P.S. Ready to make some magic happen? Click here to get started.
32. P.S. Do NOT put this off. Click here to avoid future regret.
33. P.S. Success doesn't care who you are. Failure doesn't either. All that matter are the actions you take. Click here to take action now.
34. P.S. Let's face it. Nothing's going to change if you don't change it. Click here to initiate the process of change right here and now.
35. P.S. Click this link to enjoy all the benefits we've just discussed.
36. P.S. Hit the ground running. Click this link and leave nothing to chance.
37. P.S. You may want to take a look at (product creator)'s (hyperlinked product name). I found it quite beneficial. I'm sure you will too.
38. P.S. I wish I could be a fly on the wall when you get your hands on \_\_\_\_\_.
39. P.S. Don't forget to check out my latest blog post here.
40. P.S. Nobody's gonna give this to you. You need to click here and take it.
41. P.S. I commend you on taking action. Click here to keep the ball rollin'!
42. P.S. A single decision can change all. Will clicking this link be such a decision?
43. P.S. Ignoring this can cost you big. Click here while there's still time.
44. P.S. You need to click here right away to see if this is still available.
45. P.S. I'm looking out for you. Click here and take advantage while you still can!
46. P.S. I know this isn't gonna last. I hope you can still get in. Click here to see.
47. P.S. It's a shame that not everyone knows about this. You're definitely one of the lucky few. Go ahead and click here now.

48. P.S. Nobody wants you to click here and find the success you deserve more than I do. I'm wishing you the very best.

49. P.S. When you click here, tell them I sent you.

50. P.S. If you have any questions, just click here. It will clear things up for you.