

# 11 BEST MONEY-MAKING EMAIL TEMPLATES EVER

# Getting Started

Using the best email subject lines and templates is KEY to your success online.

It's all about getting ATTENTION. Money flows where attention goes.

In this report you'll find some of Michael Cheney's best-performing emails, and an explanation from him, of why they are so powerful and how you can use them to get lots of sales in your business.

To your success!

# 1. The Great \_\_\_\_\_ Lie

This one is all about appealing to people's curiosity.

You want to tap into a big fear people have in your niche.

e.g.

**The Great Weight Loss Lie**

**The Great Golfing Lie**

**The Great Dog Training Lie**

People cannot help but open emails like this to get the answer.

The key is;

You need to make sure, of course, that you can actually talk about a big lie or myth in your niche.

You then need to switch gears from the untruth or painful thing – over to the solution and call to action.

## 2. Fair Warning

This one can get over-used, so be careful.

But it works really well when an offer is coming to an end.

You are basically being totally upfront here and telling people that they need to act quickly.

It works great to get fence-sitters to take action.

It also is immensely powerful because people don't know what the warning is about, until they open up the email.

This is a key point in marketing;

You want to evoke people's curiosity and get them desperate to know more.

You do, of course, need to make sure you "pay it off" and giving a warning inside.

Tell them how long is left, what happens when the deadline expires and the amazing benefits they will get if they act now.

And also what they will LOSE if they miss out.

3. This \_\_\_\_\_ About \_\_\_\_\_ Is The  
Most \_\_\_\_\_ Thing You'll See Today

I use this one a lot and it works great every  
time. Here are some examples for you;

**This Email About Dog Training Is The Most  
Valuable Thing You'll See Today**

**This Video About How To Play Better Golf  
Is The Most Cringe-Worth Thing You'll See  
Today**

**This Facebook Post About Weight Loss Is  
The Most Heart-Warming Thing You'll See  
Today**

What you're doing here is evoking curiosity  
AND an emotional reaction.

You want people to start painting a picture in  
their minds of what they might see on the  
inside.

You do, of course, need to start with the  
content itself when using this kind of subject  
line.

And it needs to live up to the claim you make.

And – like all these email templates – don't  
OVER-use them as they will lose their magical  
powers 😊

## 4. Public Apology on behalf of [Your Name]

This is hands-down one of the most-profitable email subject lines in the universe!

But timing of its use is critical.

I use this directly after a big launch or event.

It's written in a very impersonal way that suggests a legal announcement and that there is something major happening.

You need to pay it off quickly.

I will use it to apologize about the fact not everyone got to attend my event, or some

people missed the deadline, or I ran out of bonuses.

You then talk about the good news;

**"Sorry about XYZ, but the good news is – you can still benefit from ABC because..."**

## 5. If You Hate \_\_\_\_\_, Let This Do \_\_\_\_\_ For You

This works great to tap into the fears, dislikes and barriers people have in your niche.

You are basically hitting their hot buttons and then emphasizing their desired outcomes too.

All in one handy subject line 😊

e.g.

**If You Hate Training Your Dog, Let This  
Video Do It For You**

**If You Hate Working Out, Let This New  
Equipment Do It For You**

**If You Hate Trying To Find A Compatible  
Date Online, Let This Artificially  
Intelligent Robot Do It For You**

## 6. Still Struggling To \_\_\_\_\_? Quit Doing That

This is where you tap into whatever the #1 core desire of your market is.

They will be struggling with it, because otherwise they would not be seeking out information on the topic.

This subject line suggests there is a simple solution inside.

e.g.

**Still Struggling To Get Your Dog To Stop Barking? Quit Doing That**

Still Struggling To Keep The Weight Off?  
Quit Doing That

Still Struggling To Approach Women? Quit  
Doing That

7. The \_\_\_\_\_ Who Became

\_\_\_\_\_

This is where you focus on the customer avatar  
for your niche.

What do people start out as in your niche?

And what do they want to end up as?

What is their ultimate goal and desired outcome?

e.g.

**The Disgraced Dog Owner Who Became A Competition Winner**

**The Desperate Singleton Who Became An In-Demand Bachelor**

**The Horrible-Garden Owner Who Became A Green-Fingered Goddess**

8. So, You Want To \_\_\_\_\_ ?

This is where you amplify and repeat back to the prospect what their #1 desire is.

You should already know this, if you've done the research and spent enough time in your niche.

You are being very direct here and appealing to their desires.

e.g.

**So, You Want To Have The Perfect Dog?**

**So, You Want To Find The Perfect Partner?**

**So, You Want To Retire Early And Live A Life Of Luxury?**

As with all these templates;

It's very important that you can actually justify using these phrases with the content you share inside your emails. 😊

## 9. Your last chance to \_\_\_\_\_

This is the perfect subject line to go with as you are on the last day or deadline period of a launch or promotion.

By using “your last chance” it makes it very personal.

By including the product name or the desired outcome or result of what the product does, you show them very clearly that they need to take action or they will miss out on this.

This should be the very last email you send in a campaign, before the deadline expires.

## 10. Here's What Happens When You \_\_\_\_\_.

You can use this one in a number of ways and it always gets results.

You can use it to talk about the bad things that happen when people make mistakes or do things they should not.

You can also talk about what happens if they do something positive or something you want them to do.

You can also use it in relation to a product or service you are promoting to emphasize the benefits and results it will get people.

## 11. Who Else Wants To \_\_\_\_\_?

This is a great subject line that has stood the test of time.

The reason it works so well is because it suggests many people, before the reader, have achieved this thing.

You want to use this one to drill down into the desired outcomes of the prospect and get them to act.

e.g.

**Who Else Wants To Hit Their Dream Weight  
By Summer?**

**Who Else Wants To Teach Their Dog Tricks  
In Record Time?**

**Who Else Wants To Become A Millionaire  
After Being Coached By Michael Cheney?\***

\*(True story) 😊

Okay, so now you have my best money-making  
email templates in your little mitts.

It's over to you!

I wish you the greatest of success!



*Michael Cheney*