

A Powerful Resource For Email Marketers

GRIPPING EMAIL OPENERS



The Ultimate "First Sentence"
Swipe File

Compiled & Categorized by Todd Brown



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CONGRATULATIONS!

The simple resource you're now viewing is a powerful tool for opening your email marketing messages with a BANG!

As you likely already realize, the opening sentence is one of the most critical parts of every email marketing message. Yet, often an afterthought for many marketers.

Once your email is opened, your first sentence is certain to be read. Whether it serves to create a "slippery slope" and drive engagement... or not... will make or break how well your email marketing performs.

What you'll find below is a **categorized swipe file** — compiled by Todd Brown — of actual opening sentences, used in real email marketing messages, crafted by some of the smartest copywriters and marketers on the planet.

You'll want to **model** (not steal) from this swipe file.

"I highly encourage you to invest as much time crafting your first sentence as I hope you invest in your subject line. They're both equally critical to your email marketing success." says Todd.

Without further ado...

Lead with a character/setting...

- When I first met Jason Bodner, I was surprised...
- For this grandmother, Disney didn't turn out to be the "Most Magical Place on Earth."
- "Former" socialist Alexandria Ocasio-Cortez believes in some crazy ideas...
- The late Martin Zweig was a pioneer in the newsletter industry...
- Most folks don't know Charlie Gasko.
- As a former partner at a multi-billion-dollar Wall Street firm, his life reads like a movie scene:
- Paul Joseph Goebbels was a bad man... a very bad man.
- When Harvard educated economist Harry Dent makes a prediction, people listen.
- One world-renowned doctor says THIS is the single most important 'indicator' of a healthy heart.
- Bryan Bottarelli, quite possibly the world's best trader, just hit his biggest milestone yet.

- Dan Houghton is our kind of man.
- Last year, my colleagues and I attended the investor conference of Kajaria Ceramics.
- I learned this really cool strategy from James Altucher that you can use any time you want...
- I got an odd call from a good friend over the weekend.
- We recently heard from a nervous subscriber to my Income Intelligence newsletter...
- One of NASA's top engineers realized something was terribly wrong.
- Bill Gates sent shockwaves through the crowd when he made that grisly confession days ago...
- A family friend called me last evening after the Lok Sabha election schedule was revealed.
- A legendary Wall Street trader just introduced an ingenious ploy to follow in the footsteps of Big Money.
- Our small cap guru, Richa Agarwal, calls it a potential multibagger in the making.

- Unless you've been living under a rock, you've heard of Alexandria Ocasio-Cortez (AOC).
- 106 years ago, Henry Ford did something that reverberates through the world to this day.
- See this man?
- They called him crazy...
- My neighbor Charlie has it all figured out.
- I once had an odd friend.
- Denalee Chapman, a reader much like yourself, has perfected the art of the side-hustle...
- My colleague Jennifer has been spreading the word about an incredible opportunity.
- They call him the "Grave Dancer"...
- A friend gave me some advice recently.
- Reno's wife thought he was out of his mind...
- Our old pal Jimmy would love the words ahead.
- Have you heard about Dillon?

- A few years ago, my colleague Steve Sjuggerud had a radical proposal...
- Best-selling author, XXXXX, is suggesting some outrageous stuff.
- Alexander Green, one of the top stock pickers in the world, recently shared something really special with us.

Jump into the action of a story...

- We woke up this morning in a dank hotel room in Dallas.
- I was only 19 years old when I made my first options trade.
- I still remember that day almost two years ago.
- I still remember the doctor walking into the room and giving me the alarming news.

Use superlatives...

- Business Insider calls it a "HUGE opportunity."
- This story could become the biggest headline of 2019.
- It's the next revolution in fitness...
- A whole new \$7 trillion sub-niche is emerging right here in America.
- Today I have a crazy white wine blowout deal for you.
- Two big things happened this week
- In February, I visited the most important place on Earth for the gold industry right now.
- It's one of our most controversial calls...
- Last week the weight loss industry changed forever.
- The BIG reveal is finally here.
- I just uncovered the biggest income story of 2019...
- We just got wind of the latest development in America's opioid crisis.

- This is incredible... a dream come true.
- It WAS the “marijuana millionaire’s” best-kept secret...
- It's the most dangerous word in the English language.
- A tremendous shift is coming in the alternative health industry...
- It's one of the most important skills a person in today's society must have... yet it's not taught in schools.
- Today, we’re diving into one of the most divisive topics in the investing world...
- A MASSIVE underground opportunity is expected to hit the mainstream as soon as next Thursday...
- Today I’m spilling the beans on something BIG.
- This crazy technology is going to change everything.
- Small things can make a big difference. Ignore them, and they could be your biggest undoing.
- This may be the biggest trade of the decade.

Ask a compelling question...

- What is the greatest secret in all of investing?
- Have you seen the latest on this story?
- Think you can handle yourself in an emergency?
- What do you do when everything falls apart?
- Have you heard the famous quote from Warren Buffett?
- Is Facebook pulling shenanigans on us?
- Why do some people always seem to get ahead, while others barely scrape by?
- Do you want to know a secret about us?
- Ever heard of the company Terra Nitrogen?
- Can you "catch" Alzheimer's as easily as the common cold?

Be shocking...

- SEO is for suckers.
- I'll warn you now. The words that follow are controversial.
- China is in big trouble... and it has a lot of investors quite scared.
- This is nuts.
- This is why I'm usually quite skeptical of government-run companies.
- It's a stern reminder to never let our guard down.
- It's no wonder we despise America's education system.
- Put away your wallet and watch this startling 3-minute video.
- Our Liberty took a shot to the jaw this week.
- Last week was a brutal one for Facebook advertisers.
- Here's something few folks know. It's something that could save your life.
- This might be controversial, but it needs to be said.

- While hardworking taxpayers like you are in the dark...
- I'm not trying to scare you with the image in today's email.
- I heard a story yesterday that broke my heart.
- There's a dangerous trend sweeping America.
- There's a lot to dislike about airlines.
- Investors got a harsh lesson last week.
- You'll never hear this from the mainstream press...
- This photo has chemotherapy makers TERRIFIED...
- No one wants to admit it...
- Marketers are getting nervous.
- "Real men don't drink soy"...
- Here's a just-released stat that should get your blood boiling.
- Investors are stunned.

Tease a Promise Payoff or Benefit...

- There's a huge money-making opportunity in a niche sector of the commodities market... and we're positioned to profit.
- Here's a question that has the power to quickly change your life.
- Even in the worst market conditions there's ways to make a profit.
- As you file your taxes this year, there's a simple way to stick it to the taxman...
- Thanks to a recent technological breakthrough...
- I kept this money-making strategy to myself for many years, but today...
- A bit of Know-How could save your life.
- The "health hack" I'm about to share with you isn't expensive. And it isn't fancy.
- A solid brand name, excellent management, strong cash flow...this stock seems to have it all!
- There's a simple trick to getting more done in a day. It involves some rather quirky human psychology.

- There's a \$1 investment we've been tracking... that's getting some serious love from analysts.
- After sliding 6% in 2018... they're up 2.7% so far in 2019.
- People often ask me who my favorite stock pickers are. (One of my top answers is below...)
- It's critical Know-How that will change the way you look at the food you eat.
- Smart investors are always looking for an edge... Here's one.
- Today, we're finally airing "The Crash of 2019."
- Thousands of cancer patients are defying the law to overcome cancer.
- I have a prediction for you. And I'm very sure this is exactly how small caps are going to perform in 2019:
- Of all the investments in America under \$1, this one is the very best.
- Forget about regular dividends. Tomorrow afternoon at 4 p.m., our colleague—a Harvard Business School graduate—will introduce you to a unique income strategy you've likely never considered.

- The most common mistake that membership businesses make is
- If you were to buy a single stock this year... let this be it.
- Today I want to let you in on an exciting new kind of muscle-building strategy.
- Get ready to make some money.
- Here are a few questions I think can change your life for the good.
- What's ahead can make you rich.
- There's an urgent new system to generate income that you have to see...
- It's one of the simplest, easiest and most therapeutic things we can do each day.
- There's new hope for cancer sufferers.

Stimulate urgency...

- I'm afraid you've either missed or ignored this important message...
- Please stop what you're doing and read this immediately.
- Things are moving fast.
- I hope you get this in time...
- We're down to the wire.
- It looks like you've made your final decision...
- I've got something HUGE that could impact your retirement and wealth as soon as later today...
- Tonight marks the end of something.

Address the recipient directly...

- If you're like most investors, you probably worry too much about short-term share-price movements.
- Right now, I am going to pitch you.
- Take a look for yourself...
- I have a favor to ask. It's a big one.
- I tried to reach you two days ago, but it looks like I missed you.
- Let's treat this like a secret message.
- I heard the news and I had to let you know ASAP so you didn't miss out on this...
- It's one of our mantras here at XXXX...
- Anytime I see unusual, unique opportunities for wealth-building, you can count on me to get them to you...
- I have an important announcement for you today...
- Let me show you a chart.
- I have something I need to talk to you about.

- I'm frequently asked about gold.; this is what I want you to know.
- Stop me if you've heard this before...
- I want to tell you about a very expensive survival tool.
- I'll be upfront with you: I have a favor to ask.
- I want to make your life a little bit easier...
- Hey, you should see this.
- I have a confession for you...
- Quick question before we get into some important myth-busting.
- You already know everything I'm about to tell you.

Create Intrigue & Curiosity...

- This is what we've long feared.
- It doesn't make sense...
- It takes a lot to surprise me these days.
- We've been in the energy business for 40 years, and we've never seen anything like this.
- This story always sends chills down my spine.
- You won't hear this story in the mainstream media...
- I wasn't sure if I should share this with you.
- I wasn't sure if this would work.
- I've only done it three times in my career.
- This is funny. And sad.
- Occasionally, I like to throw you a curveball...
- The numbers are out... and they don't look good.
- Check out this image.

- The results are in...
- I was in disbelief of a certain money-making strategy... until I saw this headline:
- This "voicemail" message below is not from Trump...
- Doing what I do, I get a lot of odd things handed to me.
- I found something quite weird while researching my new book.
- Take a look at this chart. It shows something quite odd.
- If it hadn't been for a text message that I almost deleted...
- Something weird is happening deep under the Earth's surface.
- This "warning sign" just hit another record...
- You or one of your closest two friends are likely in this group...
- Once the cameras started rolling....
- Take a look at this.
- We had an interesting meeting last week.

- I've had a revelation.
- Do you hear that sound?
- We recently obtained leaked video footage of Bill Clinton.
- I never thought I'd be saying this...
- Take a look at this.
- Let me tell you a Wall Street secret...
- What did that girl just say?
- Three years ago, Microsoft posted something quite odd on its website.
- I'm baffled more marketers don't know this about Google.
- When I share this simple \$5 trick, most people are stunned.
- Well, the secret is out.
- I've never heard of anything like this before.
- I got some interesting news this week.
- A government insider has just dropped a bombshell...

- This has flown under the radar for most entrepreneurs...
- I wish it wasn't true.
- Today, I just got this strange research report from our friends at Nutrition and Healing.
- Very few books hold the potential to rewrite a person's financial destiny and future completely.
- Somebody told me something the other day that made me scratch my head.
- Ohhh... This is good.
- It's finally here!
- Mark your calendar for this day: February 13, 2019.
- There's an odd thing about weight loss.
- As you might know...
- You won't believe some of the stuff I learned from an accountant Trump called "the best of the best."
- Another vice is stepping out of the shadows.
- You may've heard the news...

- I just made a startling discovery about XXXX.
- This is it.
- I don't know if you've heard the latest fake news...
- I just opened my email to quite a treat.
- The phrase "just because you can doesn't mean you should" applies to almost everything in your life...
- It's a comment we've heard throughout our career in the money game.
- Other than serving as U.S. president... you'd figure Trump, Obama and Bill Clinton likely have little in common.
- It's happening all over the country...
- There's a new video blowing up the internet.
- No one else at Stansberry Research has ever done this before.
- It's also one of the main themes we've been tracking here at XXXXX...
- As a physician, I see this kind of problem all the time.
- Everyone wants to be a contrarian...

- We got the news yesterday that so many folks have expected.
- What a ride.
- It might not seem like it...
- You may have seen this in the news this week...

Introduce new vocabulary...

- Advertisers call it the “Facebook Flip”.
- We call them “cash boxes.”
- It’s called a “Stealth Sequence” for a reason.

Call-out the type of prospect...

- If you bought pre-cut watermelon last month... pay attention.
- If you clean your dishes with soap, you need to hear this.
- Astute investors want two things from a company before they buy its shares:
- It happened. And many home schoolers aren't happy about it.
- If you have at least \$5,000 invested in financial markets, then this event needs your immediate attention...
- If you're an older guy, there are three things you need to know about your prostate:
- If you have a cell phone...
- There's bad news for the countless folks who visited the Grand Canyon over the last couple of decades.