



+



Crown StrategyTM

Getting Prime Clients To Buy Long Before They Pay

THE ULTIMATE COLD EMAIL SUBJECT HEADLINE

SWIPE FILE

FOR VIP SEO FULL STACK CLIENT ACQUISITION

Your Personal Cold Email Swipe File For Getting
Prime Clients to Buy Long Before They Pay





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Your Personal Cold Email Swipe File For Getting Prime
Clients to Buy Long Before They Pay

Presented by
CyberJunkieClub™ + Crown Strategy™



Crown Strategy™

Getting Prime Clients To Buy Long Before They Pay

CyberJunkieClub™
in partnership with CrownStrategy™
Honolulu, HI.
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THE NEW CROWN STRATEGY™ SALES FORMULA

HOW TO LEVERAGE GLOBAL
BRANDS & A-LIST CELEBRITIES
TO ATTRACT BIG-TICKET REMOTE
CLIENTS TO YOUR SEO or LOCAL
MARKETING AGENCY BY CREATING
BEST OF & TOP LIST CAMPAIGNS



Crown Strategy™

Getting Prime Clients To Buy Long Before They Pay

[Learn more](#)



ABOUT CyberJunkieClub + CROWN STRATEGY™

CyberJunkieClub.com is a private micro learning community operated by a global network of veteran branded ad agency sales directors, editors and top level ad tech media outlets.

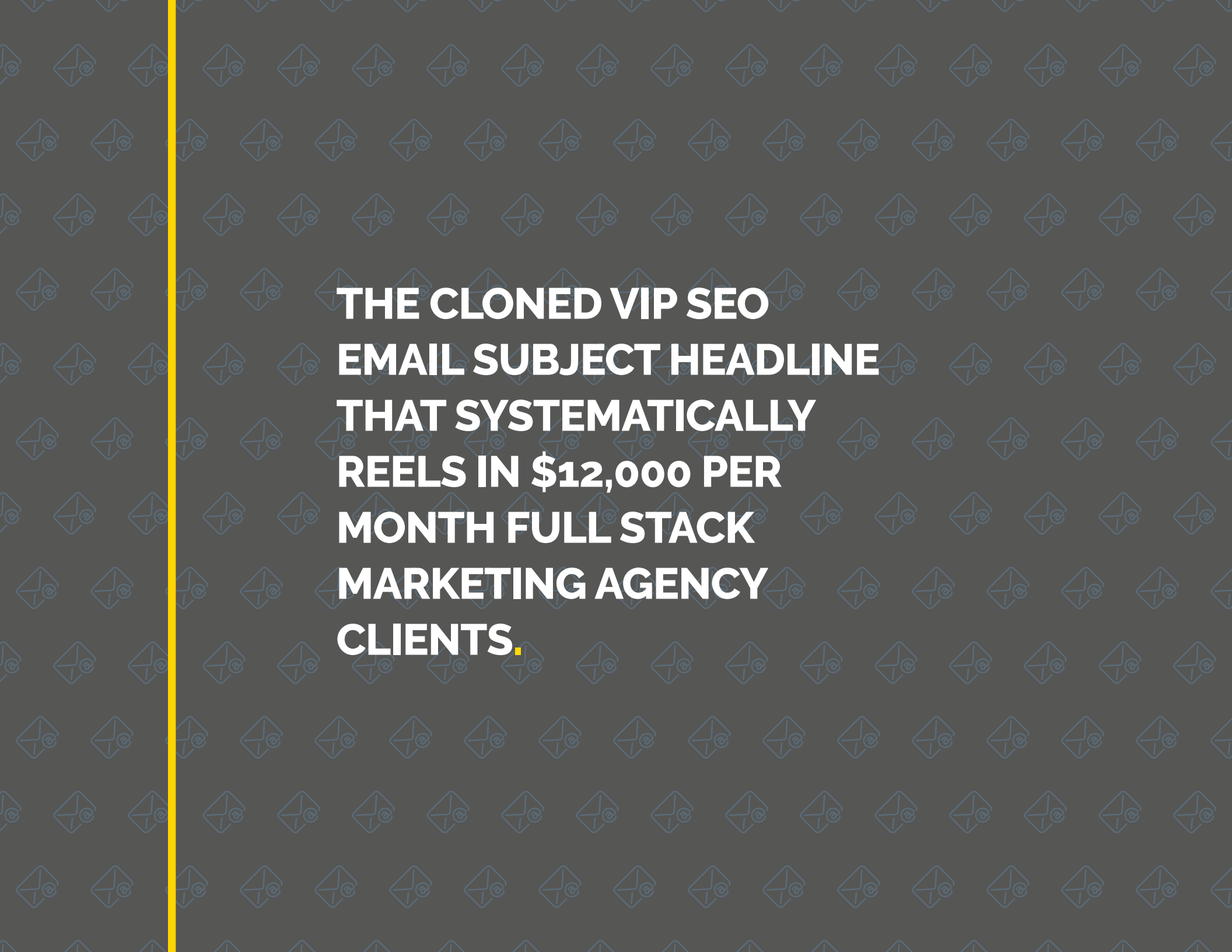
We specialize in proven, remote big ticket sales strategies for VIP SEO sales professionals, freelance agency founders, and full stack marketing agency leaders.

We only work with people who are driven to perform beyond average income levels. We believe that commuting is unpaid work!



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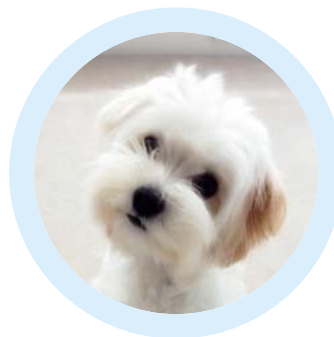
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**THE CLONED VIP SEO
EMAIL SUBJECT HEADLINE
THAT SYSTEMATICALLY
REELS IN \$12,000 PER
MONTH FULL STACK
MARKETING AGENCY
CLIENTS.**

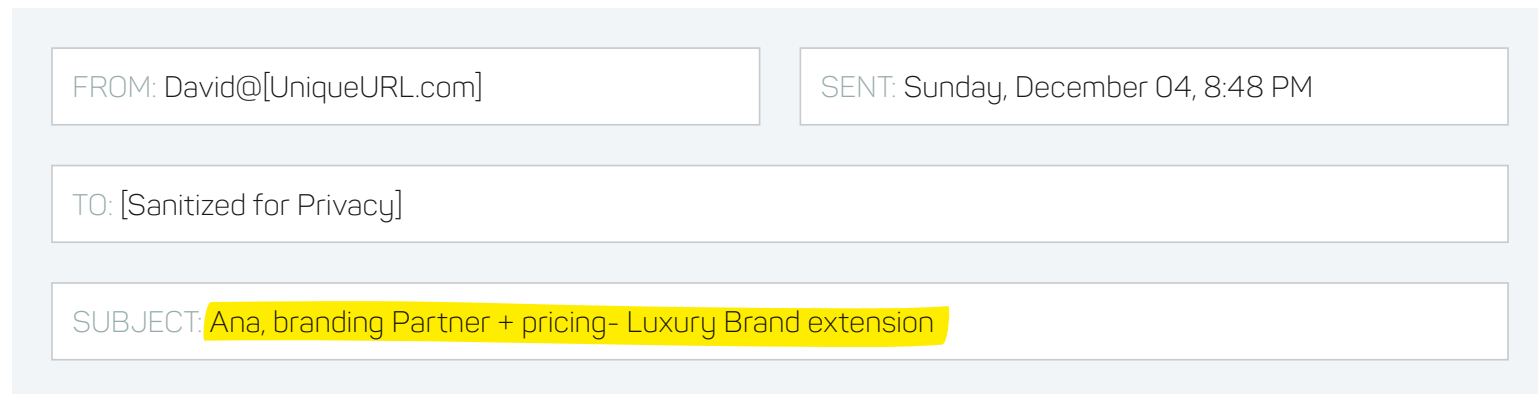


The key to earning more money by doing less work in remote email selling is quite simple really, as it correlates with your cold email open rate. Despite what you are selling remotely and to strangers, if you can't create a short Maltese head-tilting (my childhood house pet) subject headline which seizes the attention of your targeted prospect, then you're not going to succeed with any remote selling strategy. Why? Because reliable studies prove that over [60% of people say they open emails based on the subject line alone.](#)



For your convenience and as promised here's the exact cloned email subject headline which is responsible for reeling in a new \$12,000 per month local marketing agency client using the complete new Crown Strategy™ formula. This cold email subject header triggered a 1 hour sales conversion process, the client committed to a 2 year agreement at \$144,000 per year, and this subject headline continues to perform in making cold prime-ticket sales.

Here it is.... [\[prospect first Name\]](#) branding partner + pricing + Luxury Brand extension



Cold email subject headlines are as varied as you can imagine. With a Google search you can find lots of studies focused on **email subject headlines** which can be very useful for location independent sales professionals who rely on email to earn a living.

I've personally experienced success in a big way because I'm pretty good at understanding my target market, especially ice cold prospects that I'm trying to reach via

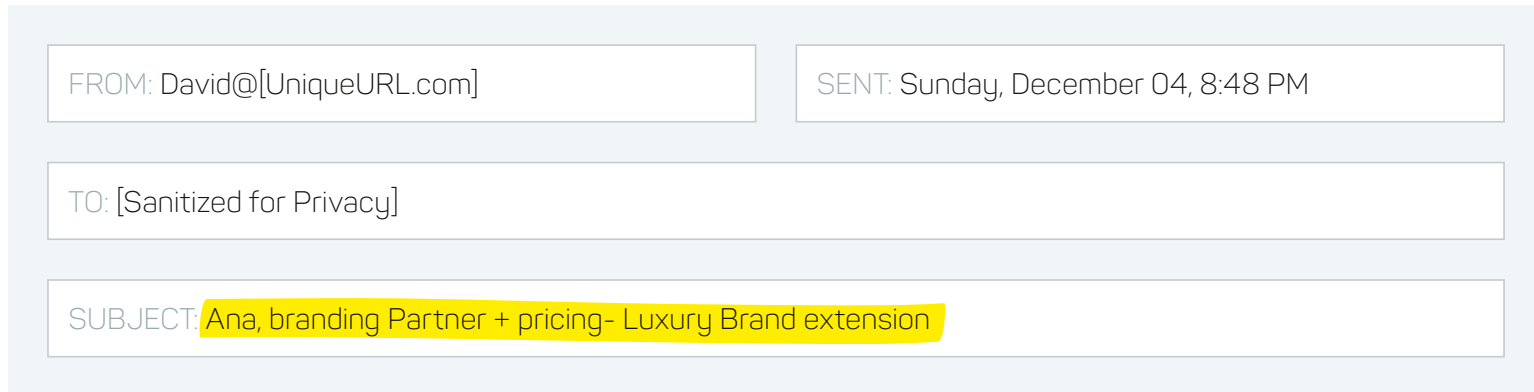
email. It doesn't really matter if I'm trying to sell lower ticket items which to me are products less than \$300.00, or higher-ticket products or services which are \$5,000 + in continuity compensation.

You can spend your time reading all of the studies with all of the variables online or you can piggy-back off of what's already been proven to work within the context of what you're trying to sell.

I've seen courses on email marketing which are in excess of \$1,000 which have entire list of good quality email subject headers yet NONE of those courses have the same email subject headers that I've used for big-ticket sales openers and big-ticket email follow up sequences.

That doesn't mean that those email courses were rubbish, the point is everything related to email subject header authorship is hypersensitive and nuanced and is dependent on what you are trying to sell and how you organize your prospecting. Having a solid awareness of your prospects persona can be an enormous benefit. For clear example this cold email subject headline:

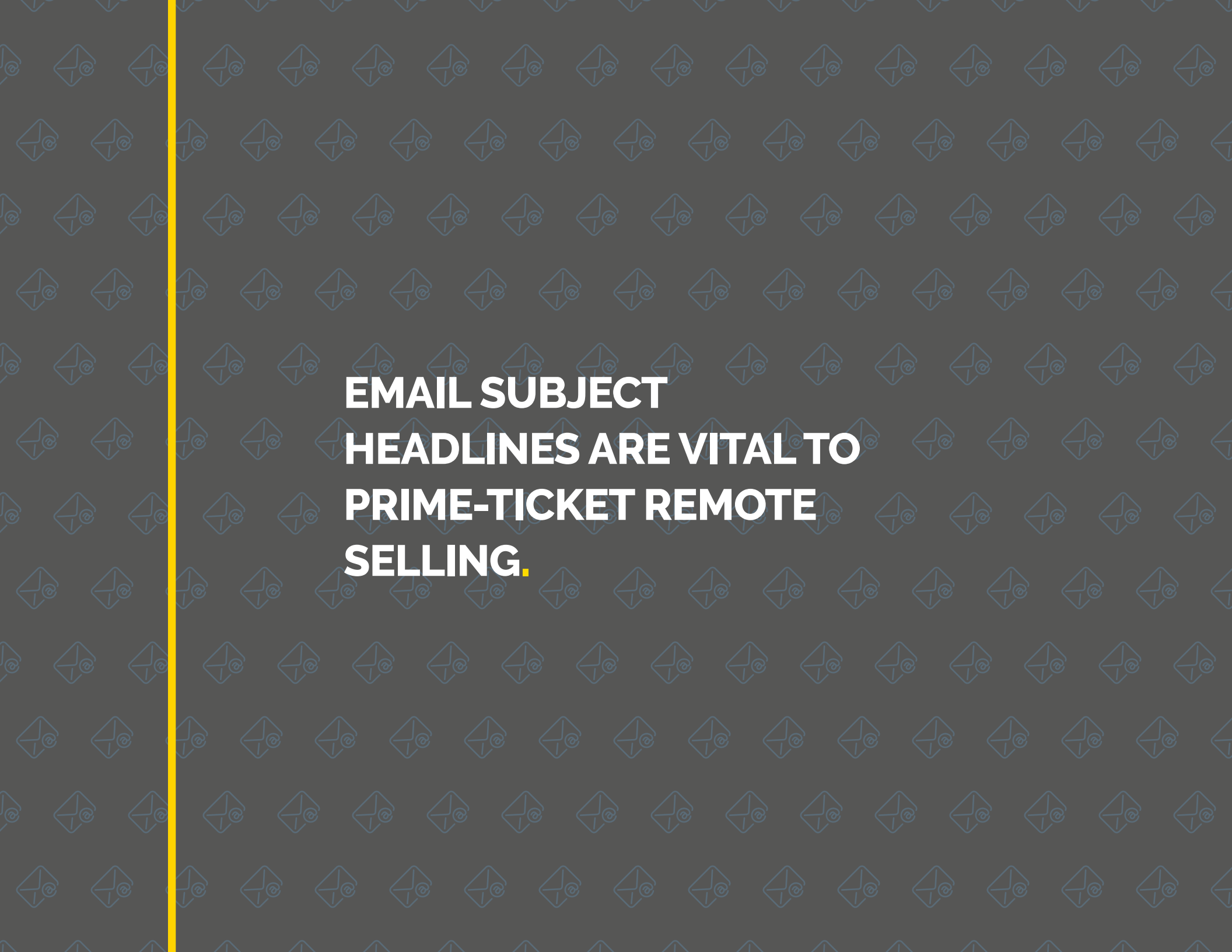
[prospect first Name] branding partner + pricing + Luxury Brand extension



For the purpose of this cold email above which produced a prime-ticket continuity sale, the subject headline remained congruent with the email opener text and also included an offer that incorporated pricing plus a nationally recognized luxury brand affiliation.

The most effective email subject headlines are smart, congruent and appear at the right time and with the right tone. Naturally fundamentals like scarcity and urgency remain proven ways to maintain high conversion actions.

If you have a rubbish offer or product, then any variation of a clever email subject headlines won't do you any good because prospects may open but won't buy. And if you have a great product or service you can have a rubbish subject headline and you'll still earn money from the law of open rate averages.



**EMAIL SUBJECT
HEADLINES ARE VITAL TO
PRIME-TICKET REMOTE
SELLING.**

Writing better email subject headlines will increase your open rates from all of your campaigns, but that's just the start.

Mastery of writing compelling email subject headlines is a fundamental to modern marketing and will upgrade your results throughout the entire radius of your marketing extending to:

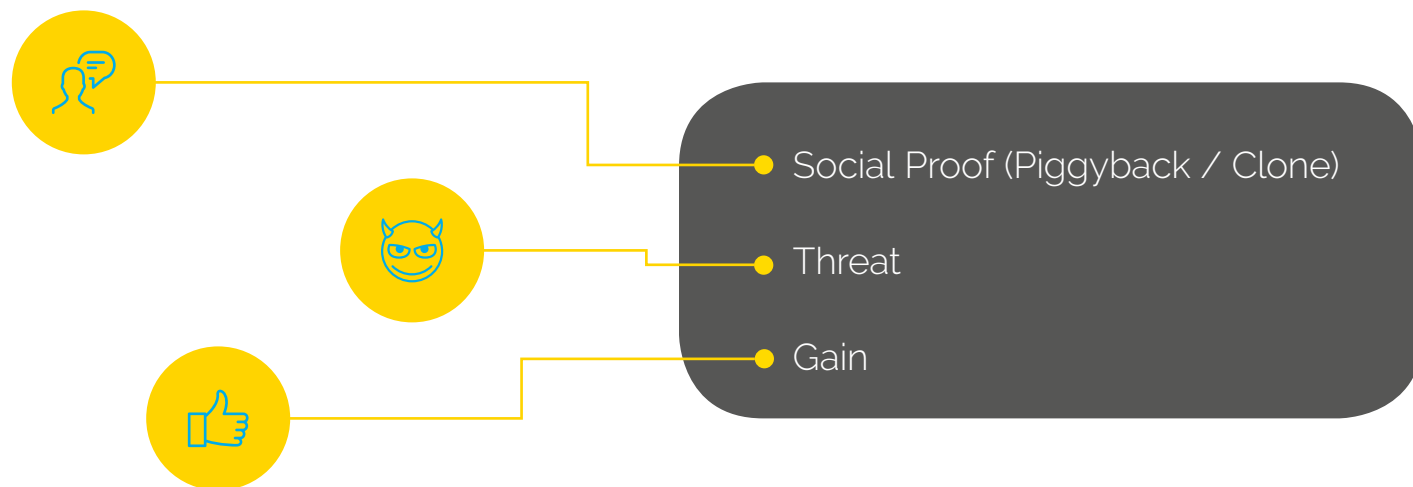


- Ice cold email subject headlines
- Cold email subject headlines
- Lead Page headlines
- Trip wire headlines
- Sales Page headlines
- Cross Sell headlines
- Blog Post titles
- Webinar headlines

When creating email subject headlines make your life easy by simply asking yourself one basic question, if you were a busy professional and on the receiving end of your cold email, based on the the subject headline alone would you view opening the email as a waste of time?

Mastering cold email subject headlines for big-ticket remote sales can clearly serve you well in all of your email communications because Mastering cold email subject headlines is about having clear awareness of why prospects take action. Why they say 'yes'.

Successful email subject headlines for big-ticket sales usually fall within one of the 3 following frameworks:





I'll walk you through each of the 3 email subject headline frameworks one by one. And then I'll provide you with our swipe file which is loaded with proven formulas that will surge your open rates and open the doors for more sales actions for all components of your modern marketing goals.



**SOCIALIZED VIP SEO
FULL STACK COLD EMAIL
SUBJECT HEADLINES.**

Successful income producing marketing usually involves some degree of Socialized Proof and that's because it's been proven that people do in fact make buying decisions based on the buying decisions of other people.

Naturally, the more influential the people are, the more socialized proof you have.

Take these for example:

- Why hundreds of the most influential people in New York Will Gather at the Museum of Modern Art on January 1.
- What Barack Obama Reads during his downtime
- The new Crown Strategy™ sales formula that Everyone in the know is talking about

Email subject headline 1 and 3 above are socialized proof types of email subject headlines while number 2 is a Piggyback type of subject headline.

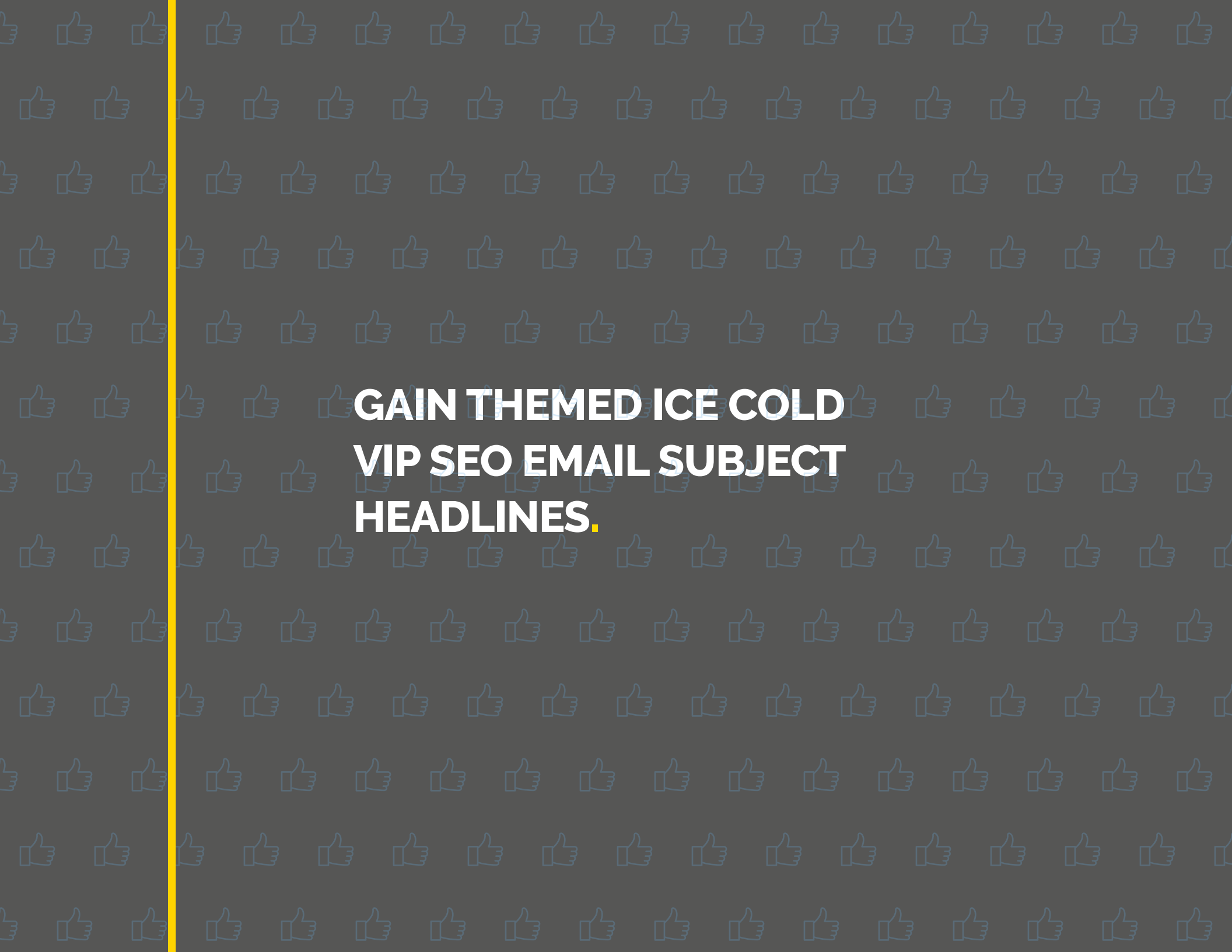


**THREAT THEMED VIP SEO
FULL STACK COLD EMAIL
SUBJECT HEADLINES.**

There's a general acknowledgment among savvy marketers paired with psychological proof that more often than not, people take action in order to avoid pain instead of being motivated to action to gain a clear benefit. It sounds a bit counter-intuitive yet reliable studies and conversion results demonstrate this to be true.

Three promises below demonstrate that you'll be able to avoid a threatening experience if you take action.


- The 2 Big Tragic Lies Hiding in your BMW Lease Agreement
- Warning: Don't Buy Another Digital Marketing Course Until you Read This
- Beware: Is Your Latest Smart Phone Harmful to Your Health?



**GAIN THE MED ICE COLD
VIP SEO EMAIL SUBJECT
HEADLINES.**

Immediately state the benefit and make the promise that when your prospect takes action, they instantly gain your benefit. This is the easy formula for mastering Gain themed email subject headlines.

- Who wants a quiet, under-the-radar strategy for adding an extra \$200,000 to their annual income?
- Give me 23 minutes and our video will show you how to consistently secure \$10K - \$12K per month clients
- If you can send ultra targeted cold emails you can profit with the new Crown Strategy™



**3 SIMPLE WAYS TO
IMPROVE YOUR VIP SEO
COLD EMAIL SUBJECT
HEADLINES.**

You now have an understanding of the cold email subject headline categories and the email open rates for whatever you are selling will increase considerably if you apply these guidelines.

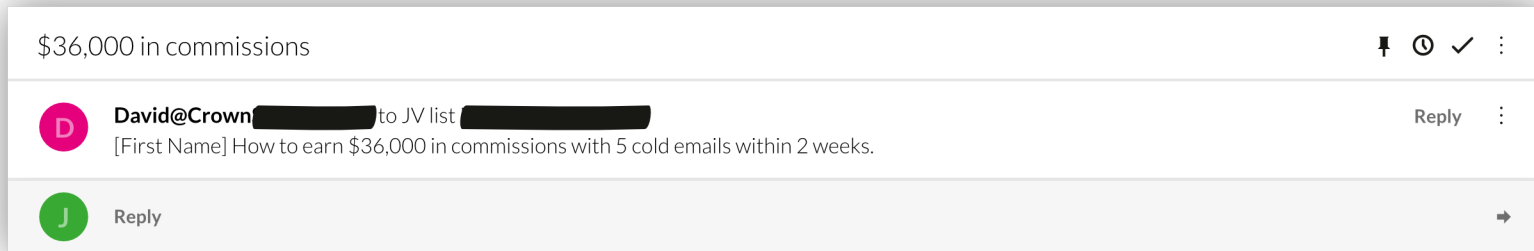
I'm now giving you 3 added ways to improve your ability to author winning cold email subject headlines.

1- Adding the 2 powerful words 'How to'

If you look inside your inbox or even your spam folder you will probably notice email subject headlines which are statements. Understand that a winning cold email subject headline contains a promise that, if you click to read the cold email, the promise can be fulfilled.

Often simply adding the 2 words **HOW TO** to your cold email subject headlines triggers a big improvement which can of course transition a statement into a promise.

Case in Point, an email subject headline for our upcoming 2017 Crown Strategy™ product launch.



Delete the "HOW TO" from the email subject headline and it communicates,

Earn \$36,000 in commissions with 5 cold emails within 2 weeks

This email subject headline fails to make a promise, instead it makes a statement. With the words 'HOW TO' a promise is injected which creates an email headline with a far higher chance of being opened, that's the optimal goal.

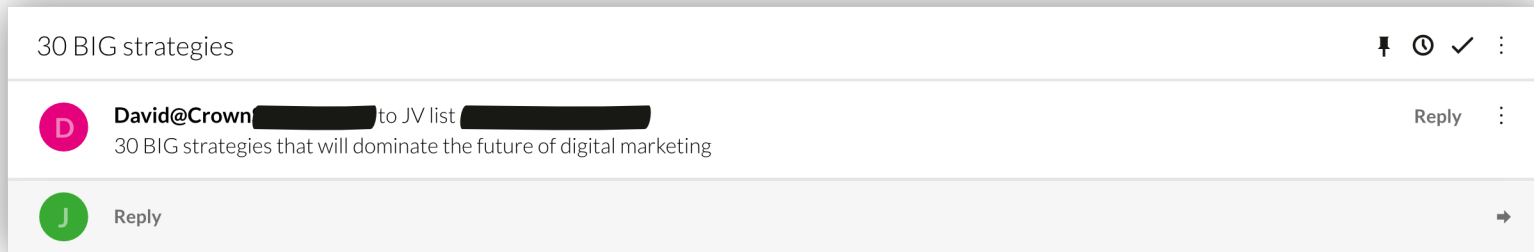


2- Convey Time

Instinctively people will want to know how long will it take to achieve the promise within the headline?

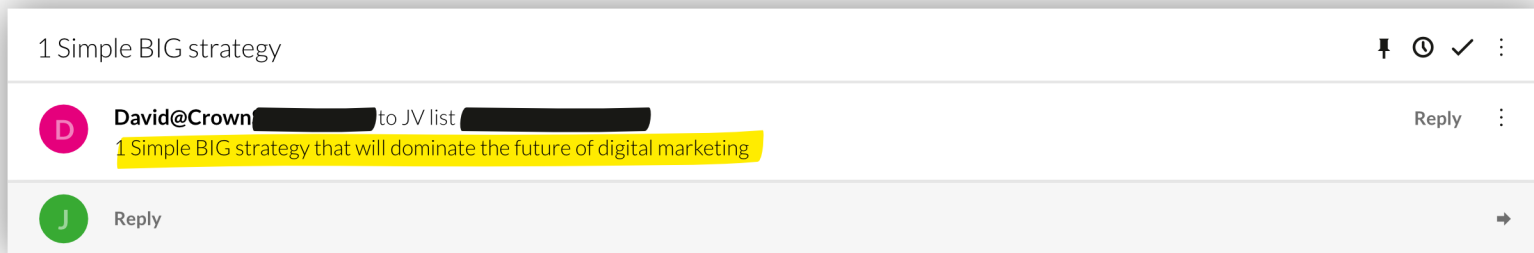
An easy way to surge your cold email open rate is to Convey some component of time in your email subject headlines.

Focus your eyes on this email subject headline,



I can't imagine based on the headline that this will be a fast read and unless I have a lot of time, I probably won't open this email. But if I'm really interested in this subject matter I'll relax and prepare for a long bit of reading since the promise of "30 BIG strategies" obviously is not a Twitter sized amount of content.

See how the difference between the email subject headline above and this email subject headline below,



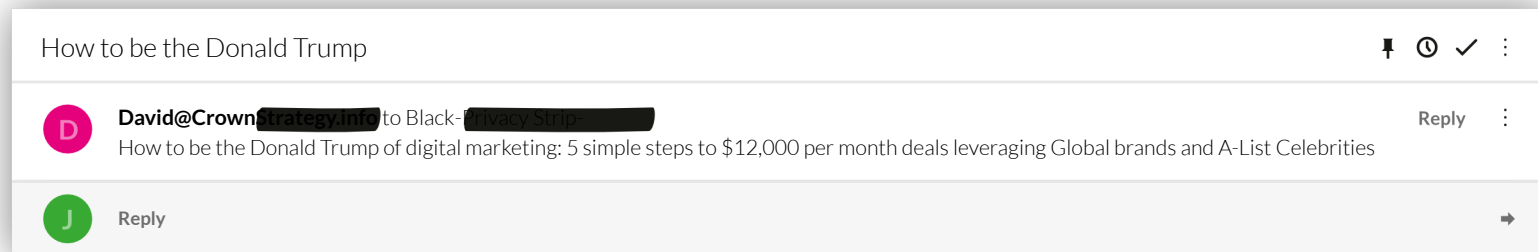
This email subject headline provides the reader with the instant impression that it will be a short, concise chunk of content which is quickly digestible. This is what most people want

3- Add artistry and allure

Adding a layer of artistry to your cold email subject headlines and other marketing collateral headlines can ignite huge engagement.

The key component is to tie a thread, or a gain to something which is apparently unrelated. These types of headlines offer a promise while simultaneously spikes prospect's curiosity.

For example:



In that cold email subject headline an important promise was made: 5 Steps to \$12,000 per month deals by leveraging Global brands and A-List Celebrities. By adding Donald Trump to the headline, this adds a layer of artistry and allure since Donald Trump has globalized

brand awareness as a business Celebrity. That subtle strategy with a relevant offer can surge your cold email open rates along with your income.

Our scheduled 2018 Press Releases applies the same artistry / allure formula, however this same headline can be used as an effective cold email subject headline for JV partners or cold yet targeted local marketing agencies.

The reality is when you learn how to author effective cold email subject headlines you also gain the ability to migrate this expertise into other critical copy dominated actions like blog post titles, press release titles, video headlines, direct mail pieces, brochures, tweets, sales letter headlines, social media updates etc.

Local Marketing Agencies:

Discover New Prime Ticket Sales Conversion Hacks Inspired by Hollywood

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SEO & LOCAL MARKETING AGENCIES:

Discover New Prime-Ticket Conversion Hacks Inspired by Hollywood

By KRISTINA B

Uber disrupted the transportation industry, WhatsApp disrupted the device messaging industry, Warby Parker disrupted the overpriced eyeglasses industry, now Crown Strategy is scheduled to disrupt the SEO & local marketing agency prime-ticket sales industry in 2017.



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**HOW TO APPLY THIS VIP
SEO COLD EMAIL
HEADLINE SWIPE FILE.**

One way to apply this cold email headline swipe file is to simply copy and paste it word-for-word while filling in the fields to match your relevant circumstances.

For beginners that's fine. However a superior way is to print them and study them. Read each cold email subject headline and think about exactly why the subject headline works.

By doing this you will clearly begin to master the nuts-and-bolts of writing successful cold email subject headlines. When you do this, you'll find yourself becoming a natural at it and you'll find yourself relying less and less on the swipe file for guidance, which is a good thing.

It's also a good idea to copy and paste **good headlines** when you notice them inside of your swipe file, this will add to your mental inventory of quality headlines for future inspiration when you need it, which can be applied across the spectrum of your digital marketing actions.

A smart way to build your own added swipe file database is to catalog the cold emails or headlines that you actually take action on, because if it was a good enough headline or title for you to take action on or read, then it's fair to say that you are not alone since you are now a successful open rate metric for a digital marketer.

Become a dedicated student of great headline formulas and every dimension of your modern marketing operations will benefit.



**SOCIAL PROOF
PRIME-TICKET COLD
EMAIL SUBJECT
HEADLINES.**

- How to [Desired result-Like [first class example]
- An Easy Way To [Desired outcome] That works for [desired individual / group]
- [world class example] Exposes Strategies To [desired outcome]
- How [inspirational number] Achieved [desired outcome] in [impressive amount of time]
- [desired outcome] Like A [desired person or group]
- Enroll [impressive number] of Your Associates that have already [taken desired action]

- The [desired outcome] That [world class example] Is Chatting About
- [do something] Like [world-class example]
- Why I [blank] (and why you should too)
- Smart-Sexy-Savvy People Do [xyz]
- Short cuts With [first class example]
- [blank] Conversion Hacking With [world class example]
- The Under-The-Radar Strategy That is Helping [world class example] to [blank]



**THREAT HEADLINES
FOR PRIME-TICKET
COLD EMAILS.**

- The Sooner You Understand [blank] The Better Off You'll be
- Your [blank] Does Not Want You To Read This [blank]
- What You Should Know About [blank]
- What Your [blank] Won't Reveal To You And How It Can Save You [blank]
- The Ugly Truth About [blank]
- Don't attempt another [blank] Until You [Take desired action]
- Why [blank] Fails And [blank] Succeeds.
- Why You Shouldn't [do what I desire them to do]
- The [blank] Risk Hidden In Your [Blank]
- Finally, The Secret To [desired result] Is Exposed

- [blank] May Be Causing Your Failure On [desired action]
- At Last, The Secret To [desired result] Is Revealed
- [blank] May be Causing You To Lose Out On [desired result]
- [blank] May Be A Danger To [something precious]
- Don't Try [blank] Without [desired action] First
- X Shocking Mistakes Destroying Your [blank]
- The Biggest Falsehood in [your industry]
- I've Lied to You for [time period] Now
- If You Don't [blank] Now, You'll Hate Yourself Later
- Do You See the [number] Early Warning Signs of [blank]?



**GAIN HEADLINES
FOR PRIME-TICKET
COLD EMAILS.**

- How To Construct a [blank] You Can Be Proud Of
- How To modify [blank] into [desired result]
- Obscure Ways To [blank]
- It's unnecessary To Be [something challenging] to be [desired result]
- Massive [desired result] In [blank]
- How To Become [desired result] When You [something challenging]
- You Too Can [desired result] When You [something challenging]
- Stop [undesired result]
- You, a [desired result]
- For Those Who Are Dedicated to [desired result] But Can't Get Momentum

- [blank] Your Way To [desired result]
- Learn The [desired result] Unspoken Success Secrets
- Where [desired result] Exist And You Can Get it
- How You Can [desired result] Almost Immediately
- If You Can [blank] You Can Also [desired result]
- The Fastest And Easiest Way To [desired result]
- Avoid Suffering From [undesirable result] Permanently
- Never [undesired result] only [desired result] With Consistency
- How To Achieve [desired result] From [blank]
- How To Get Customers To Line Up And Plead To [blank]
- The Lazy [blank] Path to [desired results]

- Achieve [desired result] Without Losing [Blank]
- Your Fast Strategy to [solve a big problem]
- The Shortcut to [solving a big problem]
- Visualize [desired result] While Loving Every Minute OF IT
- Increase your [desired result] In [insert time period]
- Improve your [desired result] In [insert time period]
- Rid Yourself Of [big problem] Permanently
- Gain [desired result] Without [undesired result]
- How To Create a [blank] You Can Always Be Proud Of
- How You Can Turn [blank] into [desired result]
- Under-The-Radar Ways To [blank]

- How [Impressive number] Gained [desired result] Without [undesired result]
- How You Can Fast Track Your [desired result]
- Who Else Wants [desired result]?
- Take X Minutes To Get Started With [Blank] And You'll Be Happy That You Did!
- Answered: Your Most Important Questions About [blank]
- Give Me [short window of time] And I'll Give You [desired result]
- X Key Questions Answered About [blank]
- How You Can Remove The Migrane Out Of [blank]
- Now You Can Have [something desirable] Without [something challenging]
- Discover Now How Easily It Is You Can [desired outcome]
- How You Can Turn Your [blank] Into [desired result]



CONCLUSION.

In today's busy world, seizing the attention span of a valued prospect primarily from cold yet targeted email remains ruthlessly competitive, analogous in some ways to war. That's because the outcome of a successful targeted cold email campaign can be very profitable and virtually recession and pandemic proof.

Well trained individuals with boss combination skills, and desired products to sell earn substantially. And they earn in varied industries around the world.

They thrive by initializing cold email campaigns effectively by tapping into what our capitalist economies value. **Email does not require a passport nor proof of vaccination.**

This exclusive Cold Email Swipe File for VIP SEO Adtech prospects is your advanced weapon in the war on remote prospect attention span.

With it, you have a proven elastic framework for cold emails, warm emails, plus headlines variation which covers digital and print media holistically.

Mastering this Swipe File as a skill enables campaigns and gains covering land, air and sea.

Mastering this skill also has wide transnational utility and effectiveness. **Plus, you have a solid framework for covering all disciplines of social media marketing including video.**



You will extract the most value out of this swipe file if you review it enough times where the principles become instinctive for use within a wide range of marketing applications. **Repetition as a strategy is effective.**

Mentally download these strategies for remote selling and you can't go wrong. It's great conditioning for high yield remote sales. Also imagine the possibilities and impact if you cross pollinate this **awareness intelligently into offline business outreach.**

Email marketers of high-ticket products often forget that mail delivery services always reach targeted recipients without ever encountering a spam filter. A true remote profit maximizer.

With this one offline strategy you can easily tweak and avoid inbox overload plus virtually guarantee more profitable outcomes. Most people selling agency services won't do that. This is your advantage!

Try these proven recommendations out, and you'll be amazed at the positive results that you obtain. Exciting times. The best is yet to come!

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