As you should know by now, I’m a simple man. Overcomplicating things just makes it harder to get shit done. And getting shit done is how you grow.

So I’m not going to write a bunch of shit here to make this a long ebook. It’s not even an ebook. It’s just a set of templates. And every second you keep reading is a second you could spend filling out these templates so you can make some green. (Or a lot of green.)

That being said, let me quickly explain how to use these:

The subject lines are labeled. You don’t *have* to use them but they’re there for a reason. These emails are all “battle-tested.” They’re proven to work. And the subject lines for these templates are the results of winning a split test so use something else at your own peril.

However, you’re a grown up…if you know of a better subject line for you list and market then use it. (Or refer to the 71 Subject Line and Email Formula if you’ve bought the 8020 EC3 course.)

The sections you’re meant to change are in bold and parentheses.

You can keep the rest of the email the same. You have my permission. That’s kinda the whole point of these templates.

You can also change anything to fit your market better or match your own “voice.” It’s up to you.

You could fill in a template in 5 minutes and send it out to your list…or you can spend an hour fussing over the details. There’s no “right” answer. It just depends on what you think will make you the most money. (Hint: Money is attracted to speed.)

That’s it. If you have any questions, comments, hateful words, or amazing testimonials you can email me at ian@feedthewolf.com. I’d love any feedback you have.

Alright now go forth and get shit done.

**Template #1: FEAR**

Subject line: What if you DON’T do something?

Subject line: WORST case scenario…

Hey,

I want you to take a quick second to take a little journey with me…

Let’s imagine for a second your life is going to stay the same.

You’ll make the same amount of money.

You’ll have the same relationships.

Most of all, you’ll have the same **(\_\_\_\_ problems).**

And they won’t EVER go away.

You’ll always struggle **(with/to problem they have).**

I want you to vividly picture what that would look like.

How would you feel?

What would see when you look in the mirror?

What would your friends and family think of you?

I know it may be painful to think about…but it’s important to understand there is a cost of doing NOTHING.

I’m not trying to be harsh or make you feel bad. I just know that sometimes the best way to improve your life is to realize you want more.

If you don’t decide to take action and make a change then how can you expect things to improve?

The scary thing is that scenario is more realistic than you may realize.

Just think, how long have you **(suffered from/wanted problem/solution)**?

“If you keep doing what you’ve been doing for the past year, 2 years, or 5 years and nothing has changed…then how can you expect the next few years to be any different.”

So do something about it. Take control. Make a change.

Here’s how to do it:

LINK

Don’t get stuck in your current patterns. Take action.

Most people view paying for a solution as a cost, yet they rarely realize there is also a cost to doing nothing.

But you’re not most people. You’re different and willing to grow and improve. Act on it.

Talk soon,

YOUR NAME

**Template #2 Fear. Freedom. Power**

Subject line: Fear. Freedom. Power.

Subject line: How to get what you want

Fear. Freedom. Power.

These are the three most powerful motivators behind all the actions people take. Think about it.

Most of the things you want in this life have to do with one of the above.

**Fear**. You are afraid that you will **(result if they do nothing)**. You are afraid you won’t\_\_\_\_\_\_\_. You are afraid of not becoming \_\_\_\_\_\_.

You are afraid of failure. You are afraid of success.

**Freedom.** You want to be free of worries. You want to be free of the anxiety **(the problem creates)**. You want the freedom to **(achieve whatever they want)**.

You want freedom from the mental shackles you have put on yourself that limit your beliefs about who you are and what you can achieve. You want freedom from **(problem)**. You want freedom from doubt.

**Power**. You want the power to control your life. You want the power to rely on no one but yourself. You want the power to **(achieve your desires)**. You want the power to \_\_\_\_\_\_\_\_\_\_.

You want the power to choose your own destiny.

You see?

Almost all human motivation comes from Fear, Freedom, or Power.

So empower yourself.

Free yourself.

And eliminate fear forever.

Go here to find out how:

LINK

Talk soon,

YOUR NAME

P.S. Don't let fear hold you back from achieving what you want.

Don't be enslaved to your current beliefs.

Don't let someone else control how you live your life.

Be Free. Be Fearless. Be Powerful.

LINK

**Template #3: NEED**

Subject line: Treat it like a bullet wound

Subject line: You’ve just been shot…now what?

If you got shot what would you do?

You would go to the ER.

No questions asked. No other ideas would come to mind. You got shot. You NEED to get medical attention.

What's this got to do with **(their problem)**?

Well it's unlikely that you treat your (problem) like a gunshot wound.

You probably treat it like fixing a squeaky door. You'll get to it “someday.”

You say things like:

-I’ll do when I’m not so busy.

-I can't afford it right now.

-I don't have time.

But would you ever say that about a bullet wound?

Hell no!

You would deal with it immediately.

-You would make the time.

-You wouldn't care how much it cost.

-You wouldn't go to the ER “someday.”

Now I know your \_\_\_\_\_ problem isn’t as serious as a gunshot wound.

But you need to treat it like it is. Just imagine how quickly you'd **(achieve desired result)** if you took it as seriously as being shot.

You to achieve your goals faster than you ever thought possible.

So you have 2 options:

1. Deal with it “someday.” Wait for the perfect moment when the universe makes everything happen for you to take action. (Hint: that ain’t gonna happen.)

OR

2. Treat your (**problem)** like a gunshot wound and do something about it NOW.

The choice is YOURS.

You can put a Band-Aid on or just ignore this issue altogether… We can do something about it today can take action.

The best way to do that? With my product of course.

In it I show you the fastest possible way to (achieve desired results). (Insert USP if helpful)

LINK

Every day you wait is a day you’re not moving toward your goals.

Talk soon,

YOUR NAME

**Template #4: The insane email**

Subject line: The “insane” way to (benefit)

Subject line: Albert Einstein’s secret to (benefit)

Most of us have our own idea of what insanity is.

Maybe it’s the homeless guy preaching to pigeons on the street.

Maybe it’s people who jump out of planes “for fun.”

Or maybe it’s just running a marathon.

Whatever your view of insanity is…it does have a definition.

Insanity has been defined as “doing the same thing over and over again expecting different results.”

A pretty smart guy said that: Albert Einstein.

By his definition insanity would be adding 2 + 2 again and again expecting to equal 5 at some point.

Or jumping up and down over and over expecting you’ll eventually jump high enough to hit the moon.

Or more realistically…doing exactly what you’ve been doing for the past year, 2 years, or 5 years and expecting things to change.

Like **(common mistake people make)**.

**(Another common mistake people make.)**

Or continuing to ignore your **(\_\_\_\_ problem)**.

That’s technically “insane.” You’re doing the *same thing* and expecting a *different result.*

Now this may come as harsh news but if you don’t actually DO something about your **(problem)** it’s not going to improve. Things are going to stay exactly the same. And you’re going to keep dealing with all the negative effects of **(your problem)**.

But the choice is ultimately YOURS. Do you want to do something about it? Do you want to improve your **(\_\_\_\_\_ situation)**? Live a life free of **(worry about problem)**?

If so, I can help.

Simple follow my plan for **(key benefit)**. Taking action doesn’t have to be difficult…but only YOU can make the change necessary.

Click the link below to take action now:

LINK

That’s all for today. I hope that message hit home for you. I know it did for me when I had **(\_\_\_\_ problem)**. I could just keep doing what I was doing…or I could make a change.

I made a change and I couldn’t be happier that I did it.

Talk soon,

YOUR NAME

**Template #5: Dumbest question**

Subject line: What is the world's DUMBEST question?

Subject line: World's DUMBEST question?

I've been asking a question to people lately.

That question is…"what is the world's dumbest question?"

Most people, whether they are intelligent or not, have no response. You can see their face go blank when you ask the question.

It's a tough one.

Not many people have ever thought about it before or been asked the question.

While some people had no answer at all, I did get some interesting ones.

One subscriber wrote in and said:

"The world's dumbest question is the one not asked due to fear of rejection, which if asked could have led to opportunity."

Brilliant.

It's definitely an amazing answer and I agree with him.

However, the answer I was actually looking for is different.

It's dumber. And seems stupid really.

It's "Where are you now?"

The reason that's the dumbest question is because there is only ever one true answer: you are Here. You are where you are. You can never be anywhere other than where you are.

This may seem like a silly question but let me explain.

Where are you NOW? Where are you right now with your **(problem)**?

Are you where you want to be?

Have you achieved all you want to achieve?

Have you arrived at your “destination?”

Or do you want more?

Do you want **(benefit)?**

Do you want **(another benefit)?**

And most of all…do you want **(BIG benefit)?**

If you’re not where you want to be…then the only way to get there is to take action. To find a path that will take you to your goals and then *follow* that path.

I’ve already been down the path and can show you how to do the same. I’ve already made all the mistakes so you don’t have to.

This is fastest possible way to achieve you **(Desired benefit/destination/goal).**

>>> Check it out here

Talk soon,

YOUR NAME