



The Coach School

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**Bonus:**

*25 Powerful Email  
Subject Lines*

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**ALLI WORTHINGTON**



**BONUS:**

*25 Powerful Subject Lines*

▶ *Create FOMO*

You've only got one day to join...  
Get this now before it's gone!  
[Name], I have a quick question for you.  
Call me crazy, but...  
You've been on my mind.

▶ *Boost Curiosity*

A surprise gift for you...  
Shhhh...don't tell anyone!  
You left something at my place.  
OOPS...I forgot to tell you!  
Do this before it's too late...

▶ *Have Fun*

Great, another email!  
Would you allow me to bribe you?  
Do not open this email.  
You'll never guess what my [husband,  
friend, sister, etc] said to me...  
That one time I [fill in the blank]

▶ *Connect Personally*

So, I'll pick you up at 7:00?  
Seriously...who does THIS?  
Let me tell you a story.  
This was the most embarrassing  
moment of my life...  
That one time I [fill in the blank]

▶ *Hit a Pain Point*

Since we can't all win the lottery...  
5 ways to free up space in your week.  
Is this what you struggle with?  
The biggest mistake you might be  
making...  
Let solve [a giant problem]

▶ *Add Your Favorites Here!*

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