

WARNING:

Some of my best subject lines are misspelled or may have bad grammar but, who cares if they worked! - Matt Bacak

73 Of My Most Recent Split Tests on 359 Subject Lines

Plus...265 of my most winning subject lines.

But, first...

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Income Disclaimer

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Closing Down	
this offer is closing down!	37.50%
Closing down.	10.00%
These secrets were censored	0.97%
These secrets were buried away	1.14%
Do you thinks for yourself?	0.65%
Wanna pitch Lebron James?	
Wanna pitch Lebron James?	26.09%
Pitch Lebron James	20.00%
Wanna pitch Lebron James?	6.06%
Cleveland Hustles!!	5.00%
LeBron James & CNBC	2.94%
Hairy Donut	
I pulled out my brass balls	16.13%
my hairy doughnut	14.81%
I double dog dare you.	14.29%
I'm fat	9.52%
my hairy donut	2.49%
Everyday Heros #1	
wanna co-author a book with me?	47.06%
this book project will close	16.67%
a limit of only 10 authors	11.11%
wanna become a book author?	7.14%
wanna join my new book project?	2.06%
1999	
1999	37.04%
since 1999	44.44%
2 Winning Formula's	25.00%
way before that!	25.00%
Heck, before Gmail Launched	11.76%
Dublin here I come!	
DUBLIN.	17.07%
Dublin here I come!	12.50%
across the pond?	7.41%
I am so excited.	4.76%
amazing people!	1.73%

Free Webinar Thursday...	
Free Webinar Thursday...	19.05%
Free Webinar!	7.69%
Register Your Seat Now	8.33%
See you there...	7.14%
Go To Webinar :-)	3.70%
Free Webinar. Register Now!	
Don't miss this webinar	18.18%
Join me for an exclusive webinar	13.33%
I'm explaining everything	13.33%
Free Webinar. Register Now!	5.56%
Lead your field :-)	3.13%
Matt Bacak	
Build Your Personal Brand	28.57%
already registered?	16.67%
How to Build an Unforgettable Personal Brand	20.00%
Instant Expert System	1.06%
If you haven't, why not?	1.74%
Build Your Personal Brand	
mbacak	19.35%
Matt Bacak	25.00%
Brian Tracy	
Meet with Brian Tracy!	33.33%
Brian Tracy made it first.	25.00%
Brian Tracy beat me :-)	20.00%
Brian Tracy in Dublin.	0.29%
BRIAN TRACY.	0.48%
The plane engine went out.	
Want the truth?	22.22%
The plane engine went out.	8.33%
Engine went out in Dublin.	14.29%
My plane broke down in Dublin.	0.49%
Still in Dublin	0.87%
Are you mad at me?	
Did I ever piss you off?	35.29%
Are you mad at me?	23.53%
Pissed off?	28.57%

Have you been mad?	17.65%
I will read your email :-)	6.67%
Halloween	
400 kids	16.67%
Happy Halloween!	40.00%
Whoopie!	13.33%
400 fun toys	40.00%
Be safe tonight.	9.09%
Hair Cut #1	
i lost 30 pounds	44.44%
SHOCKING.	25.00%
I'm down 30lbs	30.77%
You'll be shocked...	33.33%
Prepare to Be Shocked.	11.11%
Every Day Heroes #2	
Holy Cow!	20.00%
\$5,222.89 in bonuses	25.00%
Tomorrow between 7am-8am EST	0.29%
Important About Tomorrow	0.69%
100% goes to Charity	0.29%
URGENT BLITZ UPDATE!!!!	
Urgent Update!	37.50%
URGENT BLITZ UPDATE!!!!	28.57%
I'm calling an audible	20.00%
AUDIBLE	11.11%
Next Friday - Not This Friday!	33.33%
Every Day Heroes #4	
It's getting bigger and bigger	33.33%
PUSHED BACK.	20.00%
Come join the party :-)	0.69%
MOMENTUM.	0.79%
In Divine Timing!	0.39%
Everyday Heroes #5	
Join the blitz	42.86%
Bestseller on Amazon	14.29%
Bonuses need to be in	50.00%
The world votes on Friday.	11.11%

Friday at 7am EST	0.49%
Everyday Heroes #6	
join us Friday!	50.00%
Charity	33.33%
Come join the party :-)	0.99%
The Election is over	0.59%
Blitzing Amazon	0.59%
Everyday Heroes #7	
don't buy Everyday Heroes without getting the best deal possible!	10.00%
DON'T BUY IT, Yet!	10.00%
Do NOT buy this book...	0.99%
7am EST	0.30%
Don't buy my new Book!	0.49%
Everyday Heroes #8	
my last message	37.50%
Blitz Buying	10.00%
NY time	28.57%
Spread the word.	14.29%
This is my last message	0.69%
Everyday Heroes #13	
But, seriously.	37.50%
My Amazon.com order has shipped!	28.57%
It's On The Way!	33.33%
Your Amazon.com order has shipped!	4.76%
Wooo hooo...	0.50%
Everyday Heroes #14	
Thank You.	20.00%
Thank You From The Bottom Of My Heart!	16.67%
I am grateful	20.00%
I am grateful for your help!	7.14%
From The Bottom Of My Heart!	0.89%
EH2 -	
1	
like to be part of the best seller Everyday Heroes series?	25.00%
my next book. You want in it?	16.67%
wanna become a book author?	1.00%
would you like to be part of a best seller series?	1.19%

	wanna get in my next book?	0.20%
EH2 - 2		
	REPLAY!	25.00%
	only 35	15.38%
	You want in it?	0.40%
	replay	1.10%
	replay available - my next book. You want in it?	0.90%
London - 1		
	jumping on a plane to London	5.88%
	I'm so thankful for you!!!!	5.26%
	say "Hook me up".	2.78%
	Meet us all the bar :-)	1.50%
	get hooked up with tickets	2.59%
London - 2		
	I just got up from my nap	16.67%
	Hello from London!	20.00%
	I'm in London right now.	20.00%
	Let me know so I can look for you.	0.30%
	I flew all night to get here	0.50%
CC VSL		
	VSL's are DEAD?	N/A
	CC VSL's?	N/A
	VSL Killer	N/A
	The Case Against VSL's	N/A
	VSL Beater.	N/A
CC VSL2		
	I got called out.	N/A
	updated CC VSL post	N/A
	my most viewed blog post in 4 years	N/A
	new word: CC VSL	N/A
	The code is on the page.	N/A
Matt Bacak 2		
	hear it first before they do...	33.33%
	a friend hit me up.	31.25%

#1 Best Seller Secrets	11.76%
The 6 Step Formula	8.33%
Best Selling Book 2017?	6.67%
Book Webinar - 2 - Test	
I'm a believer again.	17.86%
BREAKDOWN: Best Selling Book On Amazon In 9 Hours	17.24%
I used to hate the idea	7.69%
Amazon, but...	10.00%
Best Selling Book Breakdown	5.88%
Book Webinar - 3 - Test	
Best Selling Book Breakdown [email a]	75.00%
Best Selling Book Breakdown [email b]	16.67%
Book Webinar - 4 - Test	
Are you registered yet?	20.00%
Registered?	11.76%
This is 100% Free, That will cost.	10.53%
I probably won't do this again	5.88%
hours left until it starts	2.32%
1st1000 Webinar - 1 - Test	
First 1000 Subs	18.18%
Build Your List Now	18.75%
list in weeks NOT months!	9.52%
Your First 1000 Subscribers	5.00%
Build A list In Weeks	1.51%
1st1000 Webinar - 2 - Test	
Are you list building?	37.50%
People are building their lists in weeks NOT months!	12.50%
Got Subscribers?	17.65%
List building Now.	15.38%
I love list building.	5.88%
1st1000 Webinar - 3 - Test	
Show Up Early Bonus	23.08%
special webinar...	16.67%
Get on early and get a bonus	16.67%
New Year upon us	11.11%
Early Show up Bonus	5.56%

1st1000 Webinar - 4 - Test	
get on a few minutes early...	22.22%
Fair warning.	15.38%
I encourage you to get on this early	6.67%
I'm bribing you!	2.83%
I must warn you.	1.01%
1st1000 Webinar - 5 - Test	
crowded webinar	6.90%
I can not promise that there will be a replay	9.52%
jammed packed!	5.88%
a packed webinar	3.23%
jam-packed	1.62%
1st1000Replay - 1- test	
now open for 24 hours	15.00%
a list of 1,087 in just 4 weeks	18.18%
a list of 3,132 in just 4 weeks.	5.56%
Tony's special "1,000 Subs" webinar offer	5.88%
the timer ends and the new year begins.	6.25%
Furey #1 - Test	
The Ugliest Truth About Emails	39.13%
an email copywriter whom I admire	25.00%
Tomorrow will most likely be too late.	19.05%
Truth About Email Marketers	28.57%
He put this back on the table for you	10.53%
Thumbdrive Tease	
Secret Thumb drive is back!	1.73%
Loaded Thumb Drive!	2.44%
Over 600 instant products	0.41%
slap your name on these.	3.26%
Need a product to sell or give away for leads?	1.63%
SES - Test #1	
Short emails work?	25.00%
write emails FASTER	25.00%
write emails fast	18.75%
get huge results...	0.82%
There are a few people	1.33%

SES - Test #2

Long Email Copy Sucks!	12.77%
make good money from short email copy...	21.05%
Short Email Secrets	30.77%
short email secrets	25.00%
write emails a lot FASTER!	12.50%

SES - Test #3

Long Email Copy Sucks!	13.16%
when you don't have swipes to adapt, adjust or model	25.00%
Took me years to figure this out.	11.11%
No swipes - No Problem!	9.52%
when you don't have swipes... do this!	16.67%

SES - Test #5

my opens and clicks flat out EXPLODED!	18.75%
I cannot recommend it enough for email marketers.	14.29%
Unsolicited Facebook Post	4.76%
It's pure GOLD!	10.00%
If you have a list you MUST pick this up.	1.13%

VSL Secret #1 - Test

My Secret VSL Flow	32.00%
Video sales letters (VSLs) Secret	34.78%
sell products like crazy	25.00%
this will only be up until the timer ends.	35.29%
getting people to impulse buy	14.29%

VSL Secret #2 - Test

Unsolicited Facebook message	26.32%
I got this Unsolicited Facebook message	15.38%
you might not be able to keep up	11.76%
It's going away tomorrow	12.50%
Make sure you use the flow	5.26%

VSL Secret #3 - Test

Better hurry.	13.51%
Time is ticking.	7.41%
it goes away forever...	6.45%
this offer is closing down!	2.94%
this offer is closing down tonight at midnight EST.	3.57%

Greig Wells Webby #2	
rich or famous? why not both...	25.00%
Target people who on average, earn \$106,000/year.	33.33%
get FAMOUS very, very rapidly	20.00%
soaks up money from "rich folks" ... like a giant sponge.	10.00%
Much different.	8.33%
Greig Wells Webby #3 - Test	
He is going to share	12.50%
How To Cash In On LinkedIn	8.33%
a special live online event	4.00%
claim you spot	3.03%
a 7 figure income from LinkedIn	2.47%
Greig Wells Webby #4 - Test	
an incredibly hot, impossible to saturate opportunity	17.39%
Tomorrow at 1pm EST...	15.79%
incredibly hot	4.17%
leverage the power of LinkedIn	3.85%
impossible to saturate	1.96%
Greig Wells Replay #2	
secret SOFTWARE that AUTOMATES lead generation on LinkedIn	25.00%
Absolutely! :) getting this	13.33%
a similar live training for Tony Robbins	11.11%
Greig delivered a similar live training for Tony Robbins	6.67%
AUTOMATES lead generation on LinkedIn	1.55%
Greig Wells Replay #3	
This Replay Will Be Removed On Sunday	17.95%
Make sure you watch the replay	7.69%
lead generation on LinkedIn	6.67%
I'm removing this tomorrow night.	1.86%
This Replay Will Be Removed	2.58%
Greig Wells Replay #4 - Tes	
page will automatically be REMOVED	8.82%
only 11 1/2 hours left!	7.69%
Tonight at midnight	2.07%
Only hours left on the count down	0.72%
the page is removed Tonight!	1.76%

Nick James #1 - Test	
you can distribute AS IS!	26.83%
written by a professional million dollar marketer	28.00%
Here's your own internet marketing newsletter without writing a single word.	25.00%
your own internet marketing newsletter	13.04%
Don't confuse this with ordinary PLR – it's not.	18.75%
Nick James #2 - Test	
without research, without writing, without design...	21.21%
FAR more powerful than having an email list...	19.23%
without any heavy lifting.	21.74%
HIGHLY engaged fans and followers...	16.67%
something FAR more powerful than having an email list...	7.14%
Nick James #3 - Test	
Steal of a Deal = \$1	32.43%
Done-For-You IM Newsletter...	28.57%
\$1 = Steal of a Deal	16.67%
It's just \$1 to try.	8.00%
IM content done-for-you...	4.76%
Nick James #4 - Test	
This was sent to me personally	14.29%
I review a lot of products	20.00%
off the charts amazing...	15.38%
Deal of The Day feedback	7.41%
it is amazing	1.77%
Nick James #5- Test	
Here's undeniable proof	15.63%
Nick's going to put a timer on the page	20.00%
Screenshot Proof INSIDE!	14.29%
Members are staying in for 33 months and counting.	11.11%
The retention rate is amazing!	6.90%
Nick James #6 - Test	
Nick Proof	8.00%
Nick's going to put a timer on the page.	7.69%
I'd grab it now.	5.26%
I must warn you...	5.00%
3 Reasons it's a no brainer.	3.23%

Nick James #7 - Test	
I was thinking about it...	18.18%
recurring income stream	13.04%
practically handing this to you.	20.83%
month after month after month...	6.06%
it's bordering on insane.	4.17%
Nick James #8 - Test	
The timer has been added.	14.58%
The \$1 trial is being removed.	21.05%
The price goes up	8.70%
Big Warning!	3.23%
The price goes up when the counter reaches zero.	4.17%
Jeremy Webinar #1 - Test	
Facebook Bot Gets You Subscribers	30.00%
he's building insane lists	35.71%
70%+ opt-in rates (WITHOUT having a web page)	20.00%
Profit Coalition Member's New List Building Strategy	7.41%
They will be all over this.	1.57%
Jeremy Webinar #2 - Test	
brand new special type of Facebook Ad	10.81%
crazy cheap leads	8.00%
We're not kidding	16.67%
crushing it	12.50%
crazy cheap FB leads	8.33%
Jeremy Webinar #3 - Winner	
It almost seems like he has hacked Facebook	16.67%
Facebook & Messenger	8.00%
a demo Saturday	10.53%
They are reaching out to him from his ads using messenger.	12.50%
ads using FB messenger	1.89%
Jeremy Webinar Replay #1 - Test	
The entire replay page will automatically be REMOVED	25.00%
The EXTREMELY limited time offer is still available.	15.38%
Webinar replay is up	22.22%
Don't wait for the price to go up	4.55%
Talking about missing out...	2.56%

Jeremy Webinar Replay #2 - Test		
the replay is still up		16.33%
Messenger Bot Madness		21.62%
Get your copy today.		13.89%
offer is still available...		4.65%
not for much longer!		3.70%
Jeremy Webinar Replay #3 - Test		
Few quick things...		9.38%
The price doubles		6.06%
The replay will be removed tonight!		9.09%
Jeremy's offer is still available, however...		2.52%
Get Instant Access Now!		2.00%
Gift23 - Email #1		
I'm leaving Warrior Plus		38.18%
Gift 23		46.34%
Leaving my last product		28.00%
steal of a deal		27.50%
a real dime sale		30.30%
Gift23 - Email #2		
I love Mike Lantz		21.05%
"Gift 23"		18.75%
Farewell to Warrior Plus		10.71%
Saying goodbye to Warrior Plus		15.79%
I love Warrior Plus		15.38%
Gift23 - Email #3		
Goodwill Gesture		22.22%
The plane engine went out.		9.68%
I was in Dublin		20.00%
"Gift 23"		11.11%
Everyone's loving it!		9.52%
EDH2 - PreLaunch - Email 2		
Thanks for your support tomorrow at 9am EST!		5.88%
Holy Cow!		2.85%
\$1,722 in bonuses		2.11%
We need your help!		2.32%
Buying at this time is very important!		2.00%

265 of my most winning subject lines... *this is worth a small fortune to the smart marketer.*

More details below :-)

HEADS Up.

Meet Me In Sunny Florida

instantly inspire your prospects to buy
the NEW way

BIG Question?

a "Buy Now" button in the brain?

get compliant and protect yourself

Did You Missed It?

This is important....

My attorney is ready to talk.

The FTC Wants To Destroy You?

You might be in some BIG trouble with
the FTC.

the FTC is taking a serious look

My attorney buddy wants to talk to
you...

[Quiz technology] WARNING.

You've Got To Hurry.

Don't say I didn't warn you.

find out exactly what people want

segmenting your list can be hard work.

Simple Quiz Engine is Live!

Quiz technology!

Enter the power of the quiz

My Amazon.com order has shipped!
We hit #1 in Four Spots!!!
Everyday Heroes 2 is Live!
Holy Cow!
My New Book.
courtesy REMINDER.
Few quick things...
Messenger Bot Madness
the replay is still up
The entire replay page will automatically
be REMOVED
crowded webinar
10 to 1, you thank me for this..
It almost seems like he has hacked
Facebook
brand new special type of Facebook Ad
crazy cheap leads
he's building insane lists
Facebook Bot Gets You Subscribers
LAST CHANCE.
The timer has been added.
The \$1 trial is being removed.
practically handing this to you.
Nick's going to put a timer on the page.
Screenshot Proof INSIDE!
This was sent to me personally
\$1 = Steal of a Deal
without research, without writing,
without design...

written by a professional million dollar marketer

[replay] WARNING.

page will automatically be REMOVED

This Replay Will Be Removed On Sunday

a similar live training for Tony Robbins

Webinar replay is up

Your Webinar starts in 2 1/2 Hours,

jump on early...

Tomorrow at 1pm EST...

He is going to share

this is better... it just is...

rich or famous? why not both...

Less then 3 hours left

Better hurry.

Unsolicited Facebook message

My Secret VSL Flow

my opens and clicks flat out EXPLODED!

1 more day (probably your best investment this year)

Here's the link. Invite-only ticket sales are live...

Long Email Copy Sucks!

Took me years to figure this out.

Short Email Secrets

write emails FASTER

We totally sold out of Thumb Drives!

almost sold out!

Loaded Thumb Drive - RELOADED!

Loaded Thumb Drive - SOLD OUT!

Loaded Thumb Drive!

Need a product to sell or give away for leads?

Luv it.

Zero in on your perfect customer...

LAST CHANCE.

The Tao of Email Copywriting that Sells

The Ugliest Truth About Emails

Gone at Midnight

Tony's special "1,000 Subs" webinar offer

crowded webinar

Fair warning.

special webinar...

Are you list building?

First 1000 Subs

Merry Christmas!

[time-sensitive] Open this now!

Are you registered yet?

Best Selling Book Breakdown

I'm a believer again.

hear it first before they do...

The code is on the page.

CC VSL's?

I just got up from my nap

say "Hook me up".

REPLAY!

Do you want to be a best selling author?

my next book. You want in it?
Thank You From The Bottom Of My
Heart!
But, seriously.
#1 Best Seller!
We are at #33 and Trumps at #3!
Everyday Heroes Book is Live!
Blitz Buying
don't buy Everyday Heroes without
getting the best deal possible!
Come join the party :-)
The world votes on Friday.
MOMENTUM.
Urgent Update!
Holy Cow!
Book
I'm down 30lbs
Whoopie!
The plane engine went out.
Gift 23
steal of a deal
Did I ever piss you off?
Meet with Brian Tracy!
can I get your opinion?
already registered?
Lead your field :-)
Free Webinar Thursday...
DUBLIN.
1999

Today's Deal of the Day
dime sale!

you still up?

My daughter needs your help!

I'm sorry.

my Facebook Post

Ben Settle or a Matt Furey, Eben Pagan

I pulled out my brass balls

Wanna pitch Lebron James?

I moved out!

Matt Furey and I need your help!

Getting Crazy In Cleveland!

I'm sorry, you missed out...

this offer is closing down!

[ALERT] "Early Bird Access" is Live!

Early Release Tomorrow!

Winner...

1 Last Question

the undeniable title winners

I appreciate your help.

£100 off ticket ending tonight...

1 Day, 7 hours, 53 minutes and 41
seconds...

Meet me in London

I may re-release it

I'll remove the product

like I say on page 2.

the simple system Charles shares with
you

How To Get Leads Faster
The Whole Process Is On Video
Nothing Left Out.
1k Leads in 1 Day
It might just shock you.
Great to hear good news like this!
[ALERT] Only 1 hour left till...
Less then 11 hours left
I'd Hate for You to Miss This
Real Results
\$25 Free Credit
Warrior Plus message
Today's Deal of the Day
targeted guaranteed optins
100% guaranteed and 1000% better
then solo ads
Can't believe how much you'll love
these leads
[NEW WEBINAR] The Real Secret To
Generating As Many Leads As Yo
Want an edge in list building?
fw: a secret "underground" method
a secret "underground" method
re: Here's the new List Building scoop...
Here's the new List Building scoop...
Do you want to build a big list FAST?
Don't pay \$69 for this...
New Software Gets Buyer Lists
3 hours left...

Ends Tonight!

Fair WARNING

Normally \$997, Temporarily \$197

Digitized it baby!

a "Hidden Secret"

[vid] Do you have a launch coming up?

Increase Subscriber List At NO Cost

WHY?

[1,718+ copies sold]

[1,685+ copies sold]

H-O-T hot!

JVZoo Top Pick

Target Price \$97, Temporarily \$16.11

you saw this, right?

Wow! That was fast!

The Final Countdown

Second Chances

FINAL NOTICE

The end is near.

REMOVED.

The Case Against Email Tricks

an open letter to IMers

an open letter to Email Marketers

The Ultimate Listbuilding Collection!

Final Day

Traffic = Money

Did You See the Shocking Demo

Yesterday?

Urgent - 45 Minute Warning

Get Free Traffic Almost Instantly
Need Traffic?

Judi averages \$7K per week with this!

Outrageous New Software Grabs Free
Traffic And Leads On Autopilot

Brand New Software Demo Thursday!

New 4x Leads Coaching Program Opens
Today

No Squeeze Page Needed - Get 4x The
Leads

4x Your Leads WITHOUT A Squeeze Page
24 hours only coaching special
doors CLOSING.

Removing Page Soon

List Building Workshop Replay Is Up

We're starting in 2 minutes!

LIVE WORKSHOP TODAY: 6k Leads In 48
Hours From Scratch!

2016 Listbuilding Formula

6k Leads In 48 Hours From Scratch

[replay] Deleting This Replay Page in 6
Hours From NOW

[replay] Video Comes Down TONIGHT

[replay] watch it now while you still can

[replay] packed webinar yesterday :)

Relay Link?

Going LIVE in 1 Hour [Last Chance to
Register]

Registration Ends SOON!

no-cost Software Outsourcing workshop
break into the software business

I just bought this...

here's your link for tonight
about tomorrow night...

About tomorrow

can we get on the phone?

SOLD OUT!

WARNING: Only 19 Books Remain...

Woo hoo! Expedited Books are in!

Now only 98 Left - And Moving FAST!

Only 177 Left!

fyi: 1 Penny Book Offer

First Batch of Proof's SOLD OUT!

PAYPAL?

Just \$.01 Today (Limited Time Only)

You Can't Go Wrong For A Penny (but be
fast...)

Early Release.

A batch of books!

Love getting random emails like this...

Testing, Testing

1, 2, Brand New...

{!firstname_fix} FYI

I'm back from California :-)

you gonna go?

The ListBuilding Event

fw: Just \$3 (500 Copies Only)

Going, Going, almost gone...

exclusive invite for {!firstname_fix}

(OPEN asap)

DEAL of the Day

I believe in you

The Case Against Huge Email Lists

CLOSING.

doors CLOSING.