

# INBOX renegade

## -RESOURCES-

Never Run Out of Ideas  
For Emails Again



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So, in this here guide I'll list a couple of resources you can always head over to when looking for **ideas** and **inspiration** for your emails. I've covered some (maybe all) of these inside the videos, but to have the links here laid out in front of you for ease of access, will no doubt help make it so much easier.

Do not pass over these fob them off as *“not that important”* because nothing could be further from the truth. Having resources to delve into for email ideas will not only help you write much more engaging, entertaining and interesting emails, when used *consistently* you'll find that this type of stuff becomes second nature to you.

Not all resources have to be used all the time. That's not the point. But I recommend that every email (or almost every email) has **at least one** of these ideas in them. Whether that's a joke, a clever phrase, metaphor, a bizarre and nutzo element for your subject lines... whatever, the idea is to insert one or two different elements into your emails to bring them to life.

That's the point.

### **Anyway...**

Once you get used to tapping into these resources, you can, and should, start looking around the web for your own. Not many people writing emails do this, and it can seem quite trivial and unimportant to the layman, but I assure you, when you take a little time out to insert new and unusual things into your emails, it makes them stand far apart from the other emails inside your subscriber's inbox.

Let's get started:

## Subject Line Resources

Our first stop is **The National Enquirer**. Why? Well, why the hell not? **The N.E.** is a great resource for coming up with wacky ideas for subject lines – and also for full blown emails that engage and entertain.

The beauty about **The N.E.** is that it's celebrity based, which is always top of mind for most people, not to mention, nothing quite like *celebrity shock value* to get that all important attention.

Remember what you're doing here when sifting through publications like **The N.E.** – Your aim is to get the attention and then masterfully redirect that attention onto your product or service, or to whatever you like.

I don't expect you, and you shouldn't expect yourself, to race out the gates and immediately start creating blockbuster subject lines and email content. Play around with the headlines and stories and ponder how you can inject pieces of the content into your own. A *mix and match* if you will.

Use them sparingly though. Entertainment is a far bigger attention grabber and money maker than education, so you won't go far wrong when using this concept, however, entertainment can be perceived as being quite fickle, so in order to get it right, you have to still keep in mind that you're selling to people.

Don't make everything a bloody joke. All you're doing is taking your existing ideas and content – and using the powerful entertainment tool as another way to make your emails much more interesting and engaging, yes?

<http://radaronline.com/>

***Don't mind that the link doesn't say "nationalenquirer.com", it's the same thing just with a newer more updated url. The content is just the same although the name is different.***

### **Next stop is The Weekly World News...**

Pretty much the same as The National Enquirer and just as barmy. In fact, I prefer this resource over The N.E. even though they both are used for the same purposes. **The W.W.N.** is another fantastic resource for getting those imaginative and creative juices flowing.

Keep in mind that you don't have to take the headlines and stories – and copy them verbatim; no, no, and three times no. We're looking to get ideas.

If you take your time and really dig deep you will no doubt begin to *seamlessly* integrate these headlines and stories into your emails. See a shocking headline? Take it, mess with it and create your very own version of it.

**Again, these shocking headlines and stories are perfect fodder for emails and subject lines. When you take them**

and inject your own twist into them with your very own personality – and masterfully redirect the attention you get, onto your own purpose for the emails you write, you'll get people looking forward to reading every email you send.

<http://weeklyworldnews.com/>

Next...

## Magazines

Yep, some of the absolute **best headlines** are on the covers of magazines. No need to find a magazine related to your niche. That doesn't matter one iota.

Take the headlines (*best in the business*) and adapt them to what your email is going to be about. The great thing about magazine headlines is that they have already been proven to work.

**Top copywriters** are paid a great sum of money to come up with these headlines. To ignore them is foolish. However, as I said in a previous guide, the most important part of any email subject line, is not the subject line at all. It's WHO sent the email.

That's why I want you to use them *sparingly*. There's no need to overdo it at all. But magazine headlines are not only great for subject lines, they also give you ideas on what to write your emails about. **Again, use wisely, and use sparingly.**

<http://www.magazines.com/>

**Next...**

## **Forums**

Not rocket science I know. Forums are where your prospects go to find answers to questions. So, wouldn't it be an **obvious** place to go, to find what people are talking about – and then use the words they use, in your subject lines?

Quite simply, go to any popular forum and look at the threads that have the most views. These thread titles are ready made subject lines that just need a little tweaking here and there. I'm sorry this is so obvious, but are you using this simple, obvious method to find great subject lines yourself? If not, then it's not obvious at all, right?

Sort the threads by the ones that has the most views – and model those thread titles into your subject lines. Then go into the threads and look at what people are talking about. Can you swipe the thread title and a subject line, and also swipe the content inside for your email body copy?

Yes, you can.

**But don't just copy; adapt instead.** Your voice should be always at top of mind when writing emails and when people read your emails; not someone elses.



**Next...**

## **Google Images**

Yep, just go to Google images and type the following into the search bar...

**Bizarre Headlines  
Crazy Headlines  
and so on...**

You get the point, right?

Right.

That's really all you need to come up with great subject lines that demand attention. Now you can just use that noggin of yours and go find some more around the web.

**Next...**

## **The Things We All Do**

**You know what's more powerful than almost anything else when building relationships with your subscribers?** Well, we've discussed a lot of them throughout this training, but nothing draws people closer to others than our similarities.

There's a great little website that is going to be a bloody goldmine for you.

**It's called...**

<http://thingswealldo.tumblr.com/>

I'm positive there are many other similar website you can look up around the web. Go to that link and look through all things that people have written.

**A lot of the content on this website, was written by students, so it may come off as a little childish. However, you can twist them around and put your own spin on them.**

**In short:** people have shared some of the mundane things they do, that they don't share with others out loud. The reason this is so very powerful (*and it surely is if you can grasp it*) is that the things they share, are also very similar to the things you do as well, and therefore, what the people on your email list do too.

Remember in the **main guide** when I said that even small, little, *seemingly* mundane and boring stories are great to share with your list, because it makes you seem human – and not like a marketer – and a lot like them? Well, this is it in full flow.

It's a fact, and I've said it many times throughout this training, people are looking to follow others who are a lot like them. Just sharing these little things **WE ALL DO** from time to time in your emails, **WILL** show you to be a real person like them, and it will make it a whole lot easier for the people on your list to resonate with you.

Not all of these little blurbs are homeruns. But sifting through them you will find many, many that are perfect to use in an email. Remember, the goal is get your subscribers to nod their head in agreement with you, and say, *“hahah, I’ve done that myself more than once”*.

**Mark my words**, the more you can get people agreeing and resonating with you, the more likely they are to want to know more about you. You’ll seem far more personal and approachable than the vast majority of other marketers inside their inbox.

The goal is not to just spit out a phrase or blurb that they’ll resonate with. No, you have to weave it into the email as if it was just a passing thought that **wasn’t** carefully planned out or copied from somewhere else.

**They are not meant to be show stoppers my friend.**

But they are gold.

And it couldn’t be any easier to use them your emails. In fact, below I’ll create a short intro to an email where I’ll use one of the blurbs from the above website, just to show you how I would do it.

This is off the cuff.

**The blurb I'll use is, “when you stare at dead people in a movie or T.V show, to see if you can catch them moving”.**

Hi firtname,

In this grubby little industry of ours...

you have to be on the lookout for the chancers.

Like when you stare at dead people in a movie or T.V show, to see if you can catch them moving.

Ever do that?

See how that works? Doesn't seem like much, but if you have ever done that yourself, it will have you nodding your head in agreement. You then just slide into the purpose of your message.

Now, I just wrote that one on the fly. I could have delved a little deeper and found doozy that almost everyone would agree with.

**Let's do another one. For this one I'll take the blurb “I never know what I should do when people are singing Happy Birthday to me”.**

Hi firstname,

You NEED to be more *aggressive*.

Now that doesn't mean you start screaming at everyone to buy your product, but to just attack everything you do with a bit more **zest**.

A bit more... **OOMPH!**

Does that make sense?

Most people out here are *timid little timothy's*.

And it comes across as weak, unconfident, and awkward.

Like that moment when all your friends and family gather around to sing *happy birthday* – and you have no fucking idea where you should be looking.

Now that's awkward.

Especially when it's not even your birthday.

Anyway...

Pretty straight forward, right?

Just type the search string, “*similar things we all do*” without the quotes, and other variations into good ‘ol Google when you want to find more.

Seriously, these little things make a huge difference and give your emails a little more personality, which is always a good thing. And it helps that your competition are not clued into such things.

**Here's another similar website...**

<http://thingsyouthinkonlyyoudo.com/>

**Next...**

## Why So Serious?

It's always a good thing to make people laugh. And even more important to make people on your list laugh when reading your emails.

This doesn't need much explaining, does it? And yet, look at all the emails you get into your inbox every day. Do any of them make you laugh?

**Isn't it crazy that emails are supposed to be personal; supposed to be written like you're writing to a friend, and yet none of them (or very few) have humour in them?**

Why is this?

I think it's because it's difficult for people to grasp the whole "*personal*" thing, as well as not knowing how to pull it off in an email. But it ain't difficult at all. Pretty sure you're funny around your friends, right? So why not in an email to your list?

**Emails, as I've been saying all along, are meant to be personal. Sure, people don't want you to be cracking jokes at checkout, but inside an email, it's a MUST. It is, after all, the one media where you have to NOT come off as a marketer.**

So I urge you to inject humour into your emails. If you make me laugh, I'll remember you more and it just makes you seem

much more human. Why so serious.

Below are links to some of the sites I wander onto now and then to find inspiration for emails that I want to lighten the mood. Not just funny sites, but anything and everything pop culture like to get your creative writing juices flowing.

The point here is to be on the lookout for similar websites where you can pick up ideas for your emails. Just one idea can spark off a whole email. It happens to me all the time.

<http://anti-joke.com/>

<http://www.thatsofunnyshit.com/funny-sht-sites>

<http://distractify.com/>

<http://www.cracked.com/>

<http://www.ebaumsworld.com/>

<http://www.funnyordie.com/>

You get the idea.

**This is one of my favourites. It's a small website dedicated to some of the best Jeremy Clarkson quotes. Funny, witty, and absolutely brilliant fodder for emails...**

<http://clarksonisms.com/>

***To Your Success,***



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