

Email Sales *Cheat Codes*

Five cheat sheets to keep next to you while you write, plus a swipe file of 118 subject lines. Print them and stop wondering if your email is any good.

5 CHEAT SHEETS + 118 SUBJECT LINES



START HERE

The stuff I wish someone *had taped to my wall.*

Templates are great when you're writing a whole sequence. But most days you're writing one email, and you need a quick answer. Is this subject line any good? What should the button even say?

That's what cheat sheets are for. Five pages, one job each.

Cheat sheet	Use it when
01 • Subject Lines	You've written the email and need people to actually open it
02 • Buttons + Links	You're not sure what your button should say or where links go
03 • Sales Email Anatomy	You're writing an email that asks for the sale
04 • Story to Sale	You've got a story and want it to lead to your offer
05 • Doubts + Answers	People are interested but not buying
Swipe file • 118 subject lines	You need a subject line and your brain is empty

Print them and stick them somewhere you'll see them.

CHEAT SHEET 01

Subject lines that *get opened*

Eight formulas that work for almost any email. Pick one, fill it in and check it against the rules on the next page.

The curiosity gap

The [thing] nobody tells you about [topic]

MAYA The grocery trick nobody tells you about

The confession

I [did something embarrassing]

MAYA I paid \$640 for a couch discount

The odd number

[Specific number] + [what it is]

MAYA \$412 for one week of groceries

The question

Are you [doing the common mistake]?

MAYA Are you budgeting for a month you don't have?

The how-to

How to [result] without [the pain]

MAYA How to budget without a spreadsheet

The text from a friend

short, lowercase, casual

MAYA ok this is a little weird

The weird detail

[One odd, specific object from your story]

MAYA The lady with 14 yogurts

The clock

[Time] left / closing [when]

MAYA 3 hours left

CHEAT SHEET 01 · CONTINUED

The subject line *rules*

Run every subject line through these before you send.

Do

- **Keep it short.** Around 40 characters or less shows up in full on most phones.
- **Use the preview text.** It's the second half of your subject line. Make it add something new, not repeat it.
- **Be specific.** \$412 beats "a lot." 14 yogurts beats "some groceries."
- **Match the email.** If the subject promises a story, the email had better tell one.
- **Sound like a person.** Read it out loud. Would a friend text you this?

Don't

- **Shout.** ALL CAPS and three exclamation points look like spam (to people and to Gmail).
- **Trick them.** "Re:" or "Your order" on a sales email gets you one open and a lot of unsubscribes.
- **Pile on emojis.** One is fun. Four is a ransom note.
- **Lead with "Newsletter #47."** Nobody has ever been excited by an issue number.
- **Save the good bit.** If the best part of the email is the yogurt lady, put her in the subject line.

The two-second test

Picture your subject line in a stranger's inbox, between an Amazon shipping update and a message from their kid's school. Would they open yours? If you're not sure, make it more specific or more personal.

Preview text pairs

Subject: **I paid \$640 for a couch discount** · Preview: *Please learn from my bad decision.*

Subject: **3 hours left** · Preview: *Then the price goes back up.*

CHEAT SHEET 02

Buttons + links that *get clicked*

The button is where the sale actually happens, so it shouldn't say "Submit."

The rules

- **Give each email one job.** One main place to go, one thing to ask for.
- **Say what they get.** "Get the Calm Money Planner" beats "Buy now."
- **Use their voice.** "Send me the kit" feels like their decision. "Download" feels like a chore.
- **Sales emails:** link to the same page two or three times. Near the top and again at the end (the P.S. counts).
- **Nurture emails:** one soft link, or none at all.

Instead of	Try
~~Click here~~	Show me the planner
~~Buy now~~	Get the Calm Money Planner
~~Submit~~	Send it to me
~~Learn more~~	Take a peek inside
~~Sign up~~	Save my seat
~~Download~~	Grab your free kit
~~Register~~	Count me in

THE BUTTON BANK

FREEBIES

Send me the kit

Grab your free
[thing]

Yes, I want this

Get the free guide

SALES

Get [offer name]

Show me what's
inside

I'm in

Get yours for [price]

SOFT LINKS

Take a look

Read the story

Peek inside

Listen here

LAST CALL

Grab it before [time]

Get it for [price]

Last chance, I'm in

Lock in the deal

CHEAT SHEET 03

The anatomy of a *sales email*

Ten parts, top to bottom. Maya's offer email on the left, what each part does on the right.

- 1 **Subject:** It's here: The Calm Money Planner
Preview: Everything you need to see where it goes.
- 2 You grabbed the No-Spend Weekend Kit because you wanted a weekend where your bank account didn't take a beating.
- 3 But weekends aren't the real problem. It's the other five days, when bills pile up and you've got no idea where you stand.
- 4 That's why I made The Calm Money Planner.
- 5 It's a printable budget planner for busy families who want to know where their money goes without spending Sundays in a spreadsheet.
- 6 • A one-page budget so you can see every bill at a glance
• Weekly check-ins that take 15 minutes, tops
- 7 It's \$37, and it lands in your inbox the second you check out.
- 8 [Get the Calm Money Planner →](#)
- 9 This is for you if you want a simple system you'll stick with. It's probably not for you if you already love your spreadsheet.
- 10 P.S. Dana paid off \$3,180 with this planner in four months. → Get yours here

- 1 **Subject + preview.** Make them curious or name their problem. The preview adds a second hook.
- 2 **The hook.** First line. Their problem or a moment, in words they'd use.
- 3 **The real problem.** The bigger problem they still have, even after your freebie.
- 4 **The turn.** "That's why I made..." Your offer arrives as the answer.
- 5 **What it is.** One plain sentence on what it is and who it's for.
- 6 **What's inside.** Bullets that are outcomes, not features.
- 7 **Price + deadline.** Say the price. If there's a deadline, give the date and time.
- 8 **The button.** Says what they get. Shows up at least twice.
- 9 **For / not for.** Who it's perfect for, and kindly, who should skip it.
- 10 **The P.S..** The most-read line in any email. One reason to buy, plus the link again.

Short on time? The bare minimum sales email is parts 2, 4, 7 and 8: their problem, your offer, the price and a button. Everything else makes it sell better.

CHEAT SHEET 04

From *story* to sale

Every story email follows the same six steps. The trick is the bridge: it's where the story turns into a reason to buy, without a clunky "speaking of..." moment.

01

Moment

Drop them into a specific scene.

Behind a woman with 14 yogurts.

02

Mess

What went wrong, or what was weird.

Me, holding \$6 trail mix.

03

Turn

The thing that changed or clicked.

She had a plan.

04

Lesson

What it means, in one line.

Know what you eat, buy it cheap.

05

Bridge

Connect the lesson to your offer.

That's what the grocery page is for.

06

Offer

Name it and give the link.

Take a look →

Bridge lines that don't clunk

That's exactly why I made [offer name].

If you want [result] without the [story's struggle], [offer] does it for you.

I wish I'd had [offer] back then. So I made it.

Here's the shortcut I didn't have: [offer].

[Customer] figured this out with [offer].

Want the plan she had? It's in [offer].

Where stories hide

The grocery store, or any line you've waited in.

Something you bought and regretted.

A text from a friend or your mom.

Your first job, or your worst one.

A mistake you made in your business.

A customer email that made you smile.

The golden rule: the story has to be shorter than you think. Moment and mess in four lines or less. Nobody needs to know what you had for breakfast unless the breakfast is the point.

CHEAT SHEET 05

Doubts + *answers*

The six doubts that stop almost every sale, with what people actually mean and how to answer them in an email.

“It’s too expensive.”

WHAT THEY MEAN

I’m not sure it’s worth it.

HOW TO ANSWER

Do the math. Cost per use, money it saves or what staying stuck costs.

MAYA SAYS

If it helps you catch one \$15 subscription, it’s paid for itself in three months.

“I don’t have time.”

WHAT THEY MEAN

This will be one more thing I don’t finish.

HOW TO ANSWER

Show exactly how little time it takes, in real-life units.

MAYA SAYS

It takes 15 minutes a week. That’s less time than you spend looking for the TV remote.

“Will it work for me?”

WHAT THEY MEAN

I’m different, or I’ve failed before.

HOW TO ANSWER

Tell a story about someone just like them who did it.

MAYA SAYS

Dana works night shifts and her pay changes every week. She still paid off \$3,180.

“I can find this for free.”

WHAT THEY MEAN

I don’t see what’s different.

HOW TO ANSWER

Show what the free version leaves out, like the shortcut or the plan.

MAYA SAYS

A blank notebook doesn’t tell you what to track. The planner does.

“I’ll do it later.”

WHAT THEY MEAN

There’s no reason to do it now.

HOW TO ANSWER

Show the cost of waiting, or give a real deadline.

MAYA SAYS

Putting off our insurance call cost us about \$1,100.

“I need to ask my partner.”

WHAT THEY MEAN

I need a way to explain it.

HOW TO ANSWER

Hand them a one-line explanation they can repeat.

MAYA SAYS

It’s a \$37 planner that shows us where our money goes. That’s it.

Where to use these: Email 7 of the New Subscriber Sequence, Email 5 of the Sales Sequence, the Clicked-But-Didn’t-Buy follow-up and the FAQ on your sales page.

SWIPE FILE

118 subject lines *to steal*

Grouped by the kind of email you're sending. Pick one, fill in the pink bits and run it past the rules in Cheat Sheet 01. Each one gets better when you swap in a detail only you would know.

● Welcome + freebie delivery

1. Here's your [freebie] 🎁
2. Your [freebie] is here (as promised)
3. You're in! Open this first
4. Grab your [freebie] before you forget
5. Welcome to the [nickname for your list] club
6. The one page to start with
7. Your download + a tiny confession
8. Okay, it's official: we're friends now
9. Did you get it? (your [freebie])
10. Start here, [first name]
11. I made this for you
12. The [freebie] you asked for
13. Let's get you a quick win today
14. Your [freebie], plus what happens next
15. Well hello there 🙌
16. Thanks for joining! (read this first)

● Stories + personal

17. The \$ [odd number] [thing] that started all this
18. I wasn't always good at [topic]
19. Can I tell you something embarrassing?
20. Something weird happened at [place]
21. I wasn't going to tell you this
22. My most expensive mistake
23. I messed up
24. Don't do what I did
25. What my [grandma] taught me about [topic]
26. Please don't tell anyone about this
27. The worst job I ever had
28. Overheard at the [place]
29. Well, that broke
30. Dear [age]-year-old me
31. I was wrong about [thing]
32. Celebrate with me?
33. The lady with [odd number] [odd things]
34. Okay, this is a little weird

SWIPE FILE • CONTINUED

● Tips + teaching

35. Try this today (takes [X] minutes)
36. The [X]-minute fix for [problem]
37. Steal this
38. Screenshot this
39. The lazy way to [result]
40. How to [result] without [the annoying part]
41. Are you making this mistake?
42. Myth: [the myth]
43. That's not true (sorry)
44. You don't need [thing they think they need]
45. [A] or [B]? The honest answer
46. If I were starting over
47. The [topic] trick nobody tells you about
48. Unpopular opinion: [your take]
49. Stop [common advice]
50. The question nobody admits they have

● Community + questions

51. Quick poll (10 seconds)
52. Can I ask you something?
53. Help me decide?
54. You voted. Here's what won.
55. You asked: [question]
56. Great question from [name]
57. Meet [name]
58. How [name] went from [before] to [after]
59. This reply made my week
60. Will you help me?

● Sales + offers

61. It's here: [offer]
62. Doors are open (finally)
63. I made the thing I wished I had
64. The next step after [freebie]
65. Why I almost didn't make this
66. Take a peek inside
67. What page [X] looks like
68. She didn't think it would work
69. Don't take my word for it
70. Your questions, answered
71. Is it worth [price]?
72. Can't I just do this for free?
73. Is [offer] right for me?
74. Please don't buy this if...
75. Let's do the math
76. New thing alert 🚨
77. I made something (and it's [price])
78. Something just for you

SWIPE FILE • CONTINUED

● Deadlines + last calls

- 79. 48 hours left on [deal]
- 80. Heads up (this ends [day])
- 81. Last day tomorrow
- 82. Picture this for a second
- 83. Your 24-hour warning
- 84. Closing tonight
- 85. Today's the day
- 86. 3 hours left
- 87. Last call
- 88. 🕒 Closing at [time]
- 89. Price goes up tonight
- 90. Going, going...

● Follow-ups

- 91. Still thinking about it?
- 92. Can I help?
- 93. What putting it off cost me
- 94. Later usually means never
- 95. Last one about [offer], promise
- 96. Is it a no? (totally fine)

● Re-engagement

- 97. Are we still friends?
- 98. Did I lose you?
- 99. It's been a while, [first name]
- 100. I made you something (no catch)
- 101. Should I stop emailing you?
- 102. Honest question
- 103. Is this goodbye?
- 104. Last email (unless you click)

● After they buy

- 105. You're in! Here's your [offer]
- 106. Thank you (and your download)
- 107. Did you try it yet?
- 108. How's it going?
- 109. One week with [offer]
- 110. You did the hard part. Here's what's next.

● Collabs

- 111. [Partner] sent you my way 🙌
- 112. My friend made you something
- 113. You'll love [partner]
- 114. Come hang out with us? (free)
- 115. [Number] [products] for [price] (I'm in it!)
- 116. I was on [show]!
- 117. I don't recommend stuff often, but...
- 118. Any friend of [partner]'s...

THAT'S ALL FIVE

Check it, then *send it.*

Five cheat sheets that answer the questions you ask yourself every single time you write an email.

Keep the swipe file open whenever you write. Your subject line is the first thing anyone sees.

Better emails, less guessing.

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