



# **The Ammo Box Instant Swipe File!**

**A Big Collection Of Over 240 Conversion Getting,  
Profit Producing Fill In The Blank Headlines,  
Bullet Points, & Subject Lines You Can Easily  
Tweak For Your Sales Pages, Opt-In Pages, And  
Autoresponder Email Sequences**

# Email Subject Lines

[The secret of / the age old question about] TOPIC finally revealed...

Is [topic] Worth Your Time?

What every [type of person] needs to know about [blank]

Why [topic] Doesn't Work

Here is a Method That is Helping [world class example] to [blank]

[blank] Hacking With [world class example]

3 Ways to [benefit]

3 Fast Ways to [benefit]

Savvy|Smart|Sexy People Do [benefit]

Why I [blank] (And Maybe You Should Too)

[Do something] like [world-class example]

Use [solution] to easily [get this result]

The [desired result] That [world class example] Is Talking About

Join [impressive number] of Your Peers that [take desired action]

[desired result] Like A [desired group or person]

How [impressive number] Got [desired result] in [time period]

3 warning signs your [blank] is [blank]

Like [world class example] You Can [desired result]

The 4 simple steps to [desired result]

[world class example] Reveals Ways To [desired result]

Why [impressive number] of People are [taking desired action]

A Simple Way To [desired result] That Works For [desired group/person]

How to [desired result] Like [world class example]

Do You Recognize the [number] Early Warning Signs of [blank]?

10 (weird) simple ways to [benefit]

The Closely Guarded Secret That [big benefit]

The Secret That [group of experts] NEVER Tell You About!

If You Don't [blank] Now, You'll Hate Yourself Later

How much do you really know about [topic]?

10 outrageous facts about [topic]

I've Lied to You for [time period] Now

Have you ever wished you could [benefit]?

The Biggest Lie In [your industry]

X Shocking Mistakes Killing Your [blank]

Don't Try [blank] Without [desired action] First

[blank] May Be Dangerous To [something precious]

[blank] May Be Causing You To Lose Out On [desired result]

At Last, The Secret To [desired result] Is Revealed

The [blank] Risk Hiding In Your [blank]

Why you shouldn't [do what I desire them to do]

Why [blank] Fails and [blank] Succeeds

Do Not Try Another [blank] Until You [take desired action]

The Ugly Truth About [blank]

What Your [blank] Won't Tell You And How It Can Save You [blank]

What Everybody Ought to Know About [blank]

Your [blank] Doesn't Want You To Read This [blank]

The Sooner You Know [blank] The Better

Where [desired result] Is And How To Get It  
Discover The [desired result] Secret  
[blank] Your Way To A [desired result] You  
To People That Want To [desired result] But Can't Get Started  
You, a [desired result]  
Stop [undesired result]  
You Too Can [desired result] in [time period] with [blank]  
How To Become [desired result] When You [something challenging]  
There's Big [desired result] In [blank]  
You Don't Have to Be [something challenging] to be [desired result]  
Little Known Ways to [blank]  
#1 Secret to [Benefit]  
How to turn [blank] into [desired result]  
How To Build a [blank] You Can Be Proud Of  
Get [desired result] Without [undesired result]  
Get Rid of [problem] Once and For All  
Improve/Increase Your [desired result] In [time period]  
Your [subject – weight loss, dating, traffic] Mistakes  
Imagine [desired result] And Loving Every Minute Of It  
Here's a Quick Way to [solve a problem]  
Get [desired result] Without Losing [blank]  
The Lazy [blank's] Way to [desired result]  
[Number]% Off Sale Ends Tomorrow  
Last Chance To Save [number]%

How To Make People Line Up And Beg To [blank]  
[Do Something] Like A Superhero  
My First [Big Win]  
The Death of [subject] (Controversial)  
How To Get [desired result] Out Of [blank]  
How To [desired result] When You're Not [blank]  
Private – For Your Eyes Only  
[Attention Grabbing Subject] Apocalypse  
No [undesired result] Just [desired result] Everyday  
Never Suffer From [undesired result] Again  
The Quickest & Easiest Way To [desired result]  
If You Can [blank] You Can [desired result]  
How You Can [desired result] Almost Instantly  
How To Become [desired result] When You [something challenging]  
How To Use [blank] To [desired result]  
How To Turn Your [blank] Into [desired result]  
See How Easily You Can [desirable result]  
Now You Can Have [something desirable] Without [something challenging]  
How To Take The Headache Out Of [blank]  
X Questions Answered About [blank]  
Give Me [short time period] and I'll Give You [desired result]  
Answered: Your Most Burning Questions About [blank]  
Take X minutes to get started with [blank]... you'll be happy you did!  
Who Else Wants [desired result]?

How to fast-track your [desirable result]

How [impressive number] Got [desired result] Without [undesired result]

## **Opt-In And Sales Page Headlines (Examples Are In Blue)**

Turn Your Inbox Into An Overflowing Cashbox

Turn Your \_\_\_\_\_ Into A \_\_\_\_\_

Tired Of Working For Your Boss?

Tired Of \_\_\_\_\_?

Sick And Tired Of Not Making Sales Online?

Sick And Tired Of Not \_\_\_\_\_?

Own Your Own Online Ecommerce Store

Own Your Own \_\_\_\_\_

Never Ever Suffer From Warts Again!

Never Ever Suffer From \_\_\_\_\_ Again!

Need More Clients?

Need More \_\_\_\_\_?

Improve Your Copy In As Little As 5 Minutes A Day

Improve Your \_\_\_\_\_ In As Little As \_\_\_\_\_

If You Can Write Your Name You Can Make Thousands Of Dollars Per Month Online

If You Can \_\_\_\_\_ You Can \_\_\_\_\_

I Discovered How To Whiten My Teeth With Stuff I Had Laying Around The House... Now I'm Revealing My Secret

I Discovered How To \_\_\_\_\_ ... Now I'm Revealing My Secret

How To Write Copy That Will Make You Rich

How To \_\_\_\_\_ That Will \_\_\_\_\_

[How To Use Kettlebells to Boost Your Shoulder Strength](#)

How To Use \_\_\_\_\_ To Boost Your \_\_\_\_\_

[How To Turn \\$5 Into \\$4,567](#)

How To Turn \_\_\_\_\_ Into \_\_\_\_\_

[How To Take The Headache Out Of Writing Blog Posts](#)

How To Take The Headache Out Of \_\_\_\_\_

[How To Start With Nothing And Create A Niche Site Empire](#)

How To Start With Nothing And Create A \_\_\_\_\_

[This Affiliate System In A Box Can Earn Your Thousands Of Dollars While it Runs On 100% Auto-Pilot!](#)

This New \_\_\_\_\_ Can \_\_\_\_\_ While It \_\_\_\_\_!

[This Is The Information The "Gurus" Don't Want You To Know About!](#)

This Is The \_\_\_\_\_ Your \_\_\_\_\_ Doesn't Want You To Know About!

[They Laughed When I Sad Down At The Piano - But When I Started To Play...](#)

They Laughed When I \_\_\_\_\_ - But When I \_\_\_\_\_ ...

[These Must Be Some Of The Best Kept Money Making Secrets In The World](#)

These Must Be Some Of The Best Kept \_\_\_\_\_ In The World

[The Ugly Truth About Supplements](#)

The Ugly Truth About \_\_\_\_\_

[Your Lawyer Doesn't Want You To Read This Ad](#)

Your \_\_\_\_\_ Doesn't Want You To Read This Ad

[You, A Millionaire Writer?](#)

You, A \_\_\_\_\_?

You Too Can Look and Feel Great In Just 12 Minutes Day With The Power Gym!

You Too Can \_\_\_\_\_ In Just \_\_\_\_\_ With The \_\_\_\_\_

Would You Like To Have A Photographic Memory?

Would You Like To Have A \_\_\_\_\_?

Why Lazy Dude's Succeed In Business And Hard-Working Guys Fail

Why Lazy \_\_\_\_\_ Succeed In \_\_\_\_\_ And Nice Guys Fail

Who Else Wants To Make Money With Their Computer?

Who Else Wants To \_\_\_\_\_ With \_\_\_\_\_?

Who Else Wants To Make A Cake In Half The Time?

Who Else Wants to \_\_\_\_\_ In \_\_\_\_\_?

Who Else Wants A "To Die For" Figure?

Who Else Wants A \_\_\_\_\_?

Which One Of These Health Problems Do You Want To Beat?

Which Of These \_\_\_\_\_ Problems Do You Want To Beat?

Where The Money Is And How To Get It

Where \_\_\_\_\_ Is And How To Get It

What Would You Rather Do: Watch TV Or Make Some Real Money?

What Would You Rather Do: \_\_\_\_\_ or \_\_\_\_\_?

What Everybody Ought To Know About The Stock And Bond Business

What Everybody Ought To Know About The \_\_\_\_\_ Business

We're Looking For People Who Want To Make Money With Their Own Business

We're Looking For People Who Want To \_\_\_\_\_ With \_\_\_\_\_

Instant Relaxation!

Instant \_\_\_\_\_!



How to Build A Memory In 4 Short Weeks -- So Powerful It Is Beyond Your Wildest Dreams Today!

How To \_\_\_\_\_ In \_\_\_\_\_ -- So Powerful It Is Beyond Your Wildest Dreams Today!

Change Your Life Next Week

Change Your Life \_\_\_\_\_

Turns Up Your "Digestive Furnace" And Burns Flab Right Out Of Your Body!

\_\_\_\_\_ your \_\_\_\_\_ and \_\_\_\_\_

"FAT DESTROYER FOODS!"

"\_\_\_\_\_ DESTROYER \_\_\_\_\_!"

Pain Causing Poisons Literally Pour Out Of Your Body!

\_\_\_\_\_ Literally \_\_\_\_\_!

Pick Yourself a Fortune from the Money Trees

Pick Yourself A \_\_\_\_\_ From The \_\_\_\_\_ Trees

DO YOU HAVE THE COURAGE TO EARN HALF A MILLION DOLLARS A YEAR?

DO YOU HAVE THE COURAGE TO \_\_\_\_\_

Is This the World's Easiest Yoga?

Is This The World's \_\_\_\_\_?

Are The Foods You Are Eating Today STARVING YOUR BRAIN?

Are The \_\_\_\_\_ Today \_\_\_\_\_?

Why Haven't People In Debt Been Told These Facts?

Why Haven't \_\_\_\_\_ Been Told These Facts?

Is It Immoral To Make Money This Easily?

Is It Immoral To \_\_\_\_\_ This Easily?

How To Eat Your Way To A Happy Stomach Again!

How To \_\_\_\_\_ To A Happy \_\_\_\_\_!

Want To Be A Millionaire?

Want To Be A \_\_\_\_\_?

Dance Your Way To A Thinner You

\_\_\_\_\_ Your Way To A \_\_\_\_\_ You

Get Rid Of Acne Once And For All

Get \_\_\_\_\_ Once And For All

The Secret Of Easy Affiliate Sales Finally Revealed...

The Secret Of \_\_\_\_\_ Finally Revealed...

Use This Guide To Easily Shed 50 Pounds In 4 Weeks!

Use \_\_\_\_\_ To Easily \_\_\_\_\_ In \_\_\_\_\_!

How To End Headaches Forever, And Get A Slim Figure In The Process

How To End \_\_\_\_\_ And Get \_\_\_\_\_ In The Process

You Don't Need To Be An Internet Marketing Veteran To Make Easy Money

You Don't Need to Be \_\_\_\_\_ To \_\_\_\_\_

Bank Like The Gurus!

\_\_\_\_\_ Like \_\_\_\_\_!

10 Solutions To Hairloss You've Never Heard Of

\_\_\_\_ Solutions To \_\_\_\_\_ You've Never Heard Of

10 Solutions To Warts You've Never Thought Of

\_\_\_\_ Solutions To \_\_\_\_\_ You've Never Thought Of

25 New Ways To Get Ripped --- In This Fascinating New Guide

\_\_\_\_\_ New Ways To \_\_\_\_\_ -- In This Fascinating New \_\_\_\_\_

Give Me 5 Days And I'll Give You A New Outlook On Life

Give Me \_\_\_\_\_ And I'll Give You \_\_\_\_\_

7 Actions That Make It Harder For You To Make Money Online

7 \_\_\_\_\_ That Make It Harder For You To \_\_\_\_\_

If You Can Read, Then You Can Make Huge Profits!

If You Can \_\_\_\_\_, Then You Can \_\_\_\_\_!

The Closely Guarded Secret That Gurus Use To Build HUGE Lists!

The Closely Guarded Secret That \_\_\_\_\_ Use To \_\_\_\_\_!

Why You Get Heartburn And What To Do About It!

Why You Get \_\_\_\_\_ And What To Do About It!

The Secret Of Being Wealthy

The Secret of \_\_\_\_\_

The Quickest Way I Know to Build A Huge List

The Quickest Way I Know To \_\_\_\_\_

Free Guide Shows You The Lazy Man's Way To Affiliate Riches

Free \_\_\_\_\_ Shows You The Lazy Man's Way To \_\_\_\_\_

The Art Of Conversation

The Art Of \_\_\_\_\_

The Amazing New Nail Fungus Remedy Discovered By A Swiss Scientist

The Amazing New \_\_\_\_\_ Discoverd By \_\_\_\_\_

The 10 Quickest Ways To Get Ripped

The \_\_\_\_\_ Quickest Ways To Get \_\_\_\_\_

Make Bank Like A Guru With This 7 Step Product Launch System

\_\_\_\_\_ Like A \_\_\_\_\_ With This \_\_\_\_\_

Stop Bad Breath

Stop \_\_\_\_\_

Stop Dreaming And Start Making Serious Cash

Stop \_\_\_\_\_ And Start \_\_\_\_\_

How To Master The Art And Science Of CPA Marketing

How To Master The Art And Science \_\_\_\_\_

How To Make People Line Up And Beg To Give You Their Money

How To Make People Line Up And Beg To \_\_\_\_\_

How To Have A Photographic Memory

How To Have A \_\_\_\_\_

How To Eat More And Weight Less

How To \_\_\_\_\_ More And \_\_\_\_\_ Less

How A New Discovery Made Me 6 Million Dollars In Less Than 2 Years

How A New Discovery \_\_\_\_\_

45 Easy Ways To Make Money On Twitter

\_\_\_\_ Easy Ways To \_\_\_\_\_

Huge Profits With No Selling!

\_\_\_\_\_ With No \_\_\_\_\_!

Hidden Profits In Your List

Hidden \_\_\_\_\_ In Your \_\_\_\_\_

Here's the secret of .... How To Avoid The Pain And Discomfort Of Hives

Here's the secret of... How To \_\_\_\_\_

Here's The Quickest And Easiest Way For You To Succeed Online

Here's The Quickest And Easiest Way For You To \_\_\_\_\_

Here's A Way To Lose Weight That Has Never Failed Yet!

Here's A Way To \_\_\_\_\_ That Has Never Failed Yet!

Get A Date Without Leaving The House!

Get \_\_\_\_\_ Without \_\_\_\_\_!

Full Time Dish Washer Finds Part Time Cash Cow

Full Time \_\_\_\_\_ Finds Part Time \_\_\_\_\_

Free Video Shows You How To Take Better Photos

Free \_\_\_\_\_ Shows You How To \_\_\_\_\_

Free Ebook Tells You 10 Money Making Secrets Of Super-Affiliates

Free \_\_\_\_\_ Tells You 10 \_\_\_\_\_ Secrets Of \_\_\_\_\_

Internet Marketer Makes Unique Money Making Discovery

\_\_\_\_\_ Makes Unique \_\_\_\_\_ Discovery

Fact-Filled Book Reveals How To Train Your Dog In Only 3 Days

Fact-Filled Book Reveals How To \_\_\_\_\_

Do You Make These Mistakes When Writing Emails?

Do You Make These Mistakes When \_\_\_\_\_?

Do You Honestly Want To Lose Weight Fast?

Do You Honestly Want To \_\_\_\_\_?

Discover The Oriental Stop Snoring Secret

Discover The \_\_\_\_\_ Secret

Discover The Amazing Winning Secret To Selling On Facebook

Discover The Amazing Winning Secret To \_\_\_\_\_

Ohio Man Reveals A Short-Cut To Internet Millions

\_\_\_\_\_ Man Reveals A Short-Cut To \_\_\_\_\_

Confessions Of A Million-Dollar Copywriter

Confessions Of A \_\_\_\_\_

SEO Secrets Google Doesn't Want You To Know About

\_\_\_\_\_ Secrets \_\_\_\_\_ Doesn't Want You to Know About

A Thin Waist Without Exercise!

A \_\_\_\_\_ Without \_\_\_\_\_!

7 Ways To Make Money On Facebook

\_\_ Ways To \_\_\_\_\_

## Opt-In Page And Sales Page Bullets

One simple trick no one talks about, let alone shares, that's proven to dramatically increase optins with little added effort.

One simple trick no one talks about, let alone shares, that's proven to \_\_\_\_\_ with little added effort.

Get instant access to powerful waist-slimming secrets that will triple your current diet's effectiveness.

Get instant access to powerful \_\_\_\_\_ secrets that will triple your \_\_\_\_\_ effectiveness.

Recent treatment discovery that eliminates toe fungus without medication!

Recent \_\_\_\_\_ discover that \_\_\_\_\_ without \_\_\_\_\_!

3 simple rules for picking a red-hot market full of eager, hungry buyers!

\_\_ simple rules for \_\_\_\_\_!

7 little know ways to attract highly-targeted prospects on autopilot

\_\_ little know ways to \_\_\_\_\_.

Secrets to naturally approaching women, starting conversations, and getting dates.

Secrets to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

Email marketing tips using Reddit and EzineArticles.

\_\_\_\_\_ tips using \_\_\_\_\_ and \_\_\_\_\_.

The single biggest mistake that most new affiliate marketers make and how you can avoid throwing your money down the drain.

The single biggest mistake that most \_\_\_\_\_ make and how you can avoid \_\_\_\_\_.

The fastest way to drive a torrent of targeted traffic to your site without spending a ton of money on ads.

The fastest way to \_\_\_\_\_ without \_\_\_\_\_.

Why you should never ignore these seemingly harmless symptoms - they could up your heart attack risk by 54%!

Why you should never ignore \_\_\_\_\_ they could up your \_\_\_\_\_ by \_\_\_\_\_%

How to maximize your profits with powerful PPV ad campaigns.

How to \_\_\_\_\_ with \_\_\_\_\_.

Why you NEED to stop eating sugar now, before it's too late!

Why you NEED to \_\_\_\_\_ now, before it's too late!

Are weight control drugs right for you? We've reviewed the pros and cons of recently approved medications.

Are \_\_\_\_\_ right for you? We've reviewed the pros and cons of \_\_\_\_\_.

Two critical yet often forgotten factors of effective list building. Get these two right and you can build much more profitable lists.

Two critical yet often forgotten factors of \_\_\_\_\_. Get these two right and you can \_\_\_\_\_.

What every expert list builder secretly does to make the most money from their list.

What every \_\_\_\_\_ secretly does to \_\_\_\_\_.

8 ways to lose weight without dieting.

\_\_ ways to \_\_\_\_\_ without \_\_\_\_\_.

Lose 10 pounds using just a jumprope.

\_\_\_\_\_ using just a \_\_\_\_\_.

Have you ever wished you could talk to beautiful women with ease?

Have you ever wished you could \_\_\_\_\_?

5 ways to take care of your back and reduce age related wear and tear.

\_ ways to \_\_\_\_\_ and \_\_\_\_\_.

Five ways to tell if you need vitamin supplements.

\_\_\_\_\_ ways to tell if you need \_\_\_\_\_.

An important vaccine that 93% of women need - but never get.

An important \_\_\_\_\_ that \_\_\_\_\_ need - but never get.

A simple shortcut to big lists and huge profits.

A simple shortcut to \_\_\_\_\_ and \_\_\_\_\_.

Easily avoid writing burnout... guaranteed.

Easily avoid \_\_\_\_\_ ... guaranteed.

100 shocking facts about Facebook.

\_\_\_\_\_ shocking facts about Facebook.

The best exercises for women with osteoporosis.

The best \_\_\_\_\_ for \_\_\_\_\_.

How to lower your risk of heart disease as much as 35% in just 10 minutes per day.

How to \_\_\_\_\_ as much as \_\_\_\_\_% in just \_\_\_\_\_ per day.

What every dieter needs to know about the Paleo diet.

What every \_\_\_\_\_ needs to know about \_\_\_\_\_.

How to double your profits in 7 days without spending a dime ... guaranteed.

How to double your \_\_\_\_\_ in \_\_\_\_\_ without \_\_\_\_\_ ... guaranteed.

One thing you should never do when being attacked.



One thing you should never do when \_\_\_\_\_.

2 warning signs your wife is about to leave you.

\_\_\_ warning signs your \_\_\_\_\_ is \_\_\_\_\_.

7 weird and simple ways to get more money out of your list.

\_\_\_ weird and simple ways to \_\_\_\_\_.

5 "Gurus" reveal their secrets for making money on Youtube.

\_\_\_\_\_ reveal their secrets for \_\_\_\_\_.

What the "gurus" aren't telling you about Facebook and why it's preventing you from making money.

What \_\_\_\_\_ aren't telling you about \_\_\_\_\_ and why it's \_\_\_\_\_.

The one thing you can do with vinegar to get whiter teeth.

The one thing you can do with \_\_\_\_\_ to get \_\_\_\_\_.

Why you'll make more money if you use SEO instead of PPC.

Why you'll \_\_\_\_\_ if you \_\_\_\_\_ instead of \_\_\_\_\_.

Why newbie dieters always fail to keep the weight off. Just learning this secret will help you keep the weight off for good.

Why \_\_\_\_\_ always fail to \_\_\_\_\_. Just learning this secret will \_\_\_\_\_.

The number one rule you MUST observe in order to eliminate heartburn for good.

The number one rule you MUST observe in order to \_\_\_\_\_.

Arm yourself with the simple secrets to making money with yard sales and Ebay.

Arm yourself with the simple secrets to \_\_\_\_\_.

What to do before you start dieting in order to lose weight and keep it off.

What to do before \_\_\_\_\_ in order to \_\_\_\_\_.

3 proven strategies to dramatically increase your Facebook fans within just 48 hours.

3 proven strategies to \_\_\_\_\_ within just \_\_\_\_\_ hours.

You'll watch as I build a big list from scratch.

You'll watch as I \_\_\_\_\_.

What popular list building method will almost never work for building a list... and what to do instead.

What \_\_\_\_\_ will almost ever work for \_\_\_\_\_... and what to do instead.

The 3 simple steps to cash sucking tweets.

The \_\_\_ simple steps to \_\_\_\_\_.

Why your shampoo may be causing your dandruff and what you can do about it.

Why \_\_\_\_\_ may be causing \_\_\_\_\_ and what you can do about it.

How to use Google+ in a secret way that will explode your profits.

How to use \_\_\_\_\_ in a secret way that will \_\_\_\_\_.

The 3 biggest mistakes that "newbie" dieters make, and how to fix them using quick paleo menus.

The \_\_\_\_\_ biggest mistake that \_\_\_\_\_ make, and how to fix them using \_\_\_\_\_.

How to start making money tonight, using only Facebook ads.

How to start \_\_\_\_\_ tonight, using only \_\_\_\_\_.

Why you shouldn't use Facebook to sell your products.

Why you shouldn't use \_\_\_\_\_ to \_\_\_\_\_.

Why should you drink a big glass of water before you eat? Too many dieters don't know about this weight loss secret.

Why should you \_\_\_\_\_ ? Too many \_\_\_\_\_ don't know about this secret.