

[\(00:03\)](#):

Well, hello folks. Hope you enjoyed watching me drink some water there. I'll do it again. Watch here we go. Beautiful Dasani water. My dad would just be so upset. Okay. That I was buying water in the bottle instead of just drinking it out of the tap. Yep. Yep. Yep. All right. So welcome aboard. Glad you guys are here. Um, today we're gonna do something different. Okay. Um, we're still gonna create some content, but it's, it's just gonna have a little unique twist to it. And it's gonna be part one of three parts. Isn't that exciting part? One of three parts now. Um, I did not want it to do that. Um, okay. So, um, over here, you see what we got. Uh, lemme make it bigger for you. There we go. A three part email genius template. Um, oops. I forgot to put those words in there from line and subject line genius.

[\(01:30\)](#):

Oh, it's doing it again. Have got calls in and questions in to stop this from line and subject line genius template. Yes. Hi there. Um, today is gonna be part one. We're gonna look at the, from line and the subject line. What the heck is a from line Jeff? Well, you're about to look at this. Oh morning. You don't know how hard I'm holding my tongue right now. See, and then it highlights it. And if you put something else and it all goes away. Okay. I'm gonna try to remain calm. Although you might see a live breakdown. See, look at that, did it all by itself. All right. Today in part one, we're gonna do from line and subject line. Okay. And then next time we're gonna do the email itself. And then after that, we'll do, um, call to action and, and, uh, PS. Okay. So, um, get your, your, um, content creation, utensils ready. And speaking of being ready, I'm gonna get Facebook group up over here. I seem to forget that, but I want the Facebook group up and, uh, my third monitor so I can see the names of all these people that are stuck on Facebook user. Um, bump, bump. I know you can get there because I just typed it in. Very good. All right.

[\(03:44\)](#):

Trying to the live part here, folks that we're doing right now. There we go. I can see names now. I know you're here. All right. If you're wondering what a front line is. Okay. You know what a subject line is? The front line is typically to the left of the, a subject line. When you're looking at an email and it'll say your name in it. Okay. Or something close to that. You want to know who it's from. I see very little, if any training on this out there, cuz everybody focuses on the subject line, which is good to do. And we'll do that too. Um, actually a little bit to day and then more next time. Um, at the same time, the front line can be much more powerful than most people make it. Okay. So the template is first name, last name. And let me show you what I'm talking about and change in this and I'll show you how, how it works over here in convert kit. Okay. So this is how you figure it out in convert kit. I don't know how you do it in others. Um, you can Google it or YouTube it or, um, usually it's in settings. Okay. So I go up here and it's Skype all the way down at the bottom accounts. So I click on account and then I go to settings and then I go to E and then I go to email, scroll down. It's opened up.

[\(05:28\)](#):

Uh, no it hasn't. I go to email, scroll down. There we go. Email addresses. And you'll notice I have a variety of from messages, right? Okay. The first one and the default one is Jeff Haring dash smart content income. People will know who that is. Now, these others, I like to play with, like, if I was gonna suggest something, Jeff Haring suggests if I've got an offer, Jeff Haring offers Jeff Haring recommends Jeff Haring says Jeff Haring ran. He should have heard one this morning. Um, and so it just, it, it does two things. It help, it helps people know who it's from. And it also, uh, encourages the click to open the

email. It encourages the opening of the email, which is a very important thing. So let's do a, let's do a from. Okay. Um, um, so now the first part of this from is going to be tough for you.

[\(06:43\)](#):

Okay. Cuz it involves first name and last name and I'm counting on all of you to know those things, not mine, yours. Okay. So first name, last name, and then the action that you're doing of the email inviting. I forgot to put that one in, in, in that list invites, um, inviting ranting, suggesting, recommending offering. You mean I have to know who I am. Well, you know, Wendy, by this age we're supposed to, but you know, the heck was supposed to, right? We're still in, we're still inventing that the who you are part that's different than your name related to your name, but it's different than the who we are part. Okay. So boom, let's start here. Give me your, um, from line. First name, last name and action. <laugh> I always thought I'd be a counseling psychologist forever and ever. Um, then I traded my couch for a mouse and now I'm adding that back in, uh, doing some, some help me change coaching on the side. Uh, then I'll talk about it another time more cuz you guys can get involved in it. If you want. Come on now. First name, last name action. Should put a name in there. So it doesn't confuse the folks. First name, last name action.

[\(08:52\)](#):

Okay. It could be, it could be open me. So it would be, um, let me show you my list over here of partial ones. Sarah suggest offers recommends, says, um, I could add one and said, say, say Jeff Haring asks and then here it, it it's pending with the email address. I gotta go. Okay. It later, which I will. So yeah, it can be asks. You could have Sarah Davidson CU to Zac. I hope I got that. Right. Um, asks and then in me <laugh> ask for you to open this email. Yeah. You, I mean, we can play with this too.

[\(09:48\)](#):

Whoops. Over here area. Sarah CU secrets. There you go. I hadn't thought of that one. Sarah. I like it. We can come up with a whole list here. <affirmative> for those of us that are on the inside secrets. Very good. How about the rest of ye thanks for leading out here. Sarah, come on. You got two thirds of this done automatically kids. First name, last name action. Doesn't have to be one of the ones I showed you or one of the ones we've made up so far, it can be your own. We, we want to have a, a list to choose from that should probably be included in the template somewhere. Wendy Weber. What crazy thing now <laugh> that's a good one, Wendy, but it probably won't show up on most email platforms and it it'll be truncated, fancy word for cutoff. I think it would make it to about the, the Z and crazy. Okay. Um, so save that for a subject line. It could be windy. Weber asks what crazy thing. Now. There you go. All right, ADA, what you got for us? I'm gonna call you out in the middle of class here.

[\(11:34\)](#):

Excuse me.

[\(12:02\)](#):

All right. We'll move on to subject line. Okay. Now again, we're doing a light version of subject line today. Um, my, my tip is that it's seven words or less now. Occasionally I will deliberately break that rule and go for more. Um, I love it when I can do, um, uh, three, um, recently it was, well, no, it was four. Your lead magnet checklist if I can get, um, oh, okay. When, uh, eight. I got it. She's only able to listen today. Can do these in your mind or on a piece of paper. Um, what's that old Steve Martin line. It's okay. I can do this act alone. I often do. Um, guys a genius, so seven words or less, and here's one simple case

character that you can add to almost any subject line and get it open more often. I've done these split set tests between like this subject line. Let's say this was a subject line. Okay. This would be te this would be a, and that would be B. And that be the only difference. And the question mark always does better. Always does better than no question mark. And here's the psychological reason behind that? A question opens a loop in the mind of the person being asked.

[\(13:43\)](#):

And the only way to close that loop is to get the answer. Okay. From subject line, from line and subject line genius template or from subject line and genius subject line and sub from line and subject line genius template with a question mark. Okay. I didn't do the intonation there very well, but you get the idea. Okay. So let me see your subject line. You don't have to do seven words or less. You could, if you, if you got your subject line, you can do that. If not, just put the number seven in there, I'll know what you're doing. And then question mark. This is us light practice today to introduce the three part email series soon to become a three part email series set of genius templates. Let me just keep getting better and better. There you go. Wendy. What crazy thing now with the question, mark. Boom. Nice. There you go. Good.

[\(14:49\)](#):

So Wendy Weber asks what crazy thing now. Perfect. Sarah, are you sleeping well? Okay. These are three options. Are you sleeping well healthy habits or are you managing your energy? Are you managing your energy? Yeah, those are three great ones. Sarah use all three over time. Um, I really like the, are you sleeping? Well, one because you're gonna pull a lot of people that way because you know, the more people I talk to and I talk to a lot of people, um, during the week between all the things I do, um, and myself included, there's trouble sleeping out there cause there's just so much going on. I mean, um, I saw, I went to bed about 11. I saw midnight something, two something, four something, and then five something and got up. Um, so, you know, that's why I yonder earlier.

[\(15:57\)](#):

It's happening to most to everybody. So that's a good way to pull people in Sarah. Okay. So simple as that kids, the front line is first name, last name in action. Sarah says sleep is a big issue. I struggled last night too. As moon comes closer, I struggle. Yeah. As long as you don't, you know how and grow teeth, it'll be okay. Um, we have a WOL costume around the house that I have decided to wear to the, uh, college ministry, um, masquerade thing next week. Um, Sarah, that said that might be fun. Haling is fun. Yeah. Haling is fun. Growing teeth. I don't know. Completely side story. Um, I was like nine or 10 upper roof from my mouth on the side. Just started to hurt a lot, especially when I ate. So even into the dentist <laugh> I still remember this man's face.

[\(17:05\)](#):

Okay. I'm not making this up. They pulled the tooth outta me about that long. That was sideways upper part of my gum line. Okay. About this big. And the, I asked me, you know, the, I mean, have you been like a, a WOL or a vampire and, and they, they really do think it goes back to, it was a leftover from, you know, when we were less developed as human beings. Um, which I some would say that explains a lot about me, but anyway, um, so yeah, last name. I mean, first name, last name, the action.

[\(17:49\)](#):

We'll dive deeper into seven words or less. I'm saving that for the email part of the email. Um, because a lot of times you pull the subject line from what you've written. Sarah, my kid had two rows of bottom teeth. I called him a shark. Wow. That could be, that could be really good in a fight. I guess you had, 'em taken out when you said had, it could be really good in a fight, but it would double the cost of lower braces. Um, probably would look funny too. Um, I've never heard about that before Sarah. Wow. We've got some interesting dental phenomenon here. Okay. So again, this is part one from line of subject line next week. We'll do email body. Okay. And some subject line work, cuz you pull that off and from the email body and then in part three, we'll do calls to action and um, and uh, and uh, PSS when he says Le had an extra tooth.

[\(19:00\)](#):

Oh, when Sarah says just two teeth, not like all of them. That's what I always picture. And Sarah was like, holy crap. Just two teeth. Yeah. Okay. I've heard of that, but still it's not pleasant. Okay. So that's, what's coming, um, coming tomorrow in the, uh, the Tuesday training, um, we're gonna look at another genius template for the certainty blueprint and build that thing out so you can finish it and create it quick. Okay. So any questions, is it cooled off where you are? It was in the forties here last night. About 60 right now. Not a cloud in the sky. I want to be in the woods, but I'll do what I'm supposed to do today.

[\(19:54\)](#):

When he says great. Sarah says, yes, it's cooled off. Yay. Okay, good. This is, this is the time we put up with summer for follows my favorite time of year when he says it's lovely there a high of 83. Yeah. That's cool. That's cool. Planted. Two more rows of veggies. Go windy you a little self sufficient person. You all right guys. Let's a wrap. Um, go build a few of these and once we get to sending them, I want to see the emails. Okay. And you could also put these, the front lines and the subject lines in the, uh, in the Facebook group too. Okay. Go use this stuff. See you tomorrow.