

Dead List Revival Swipe Emails



Basic 5-Day 'Wake Up Dead List Sequence'

DAY 1 - Soft Re-Entry (NO offer, NO pitch, NO P.S.)

Subject: Still here. Still thinking about you.

Hey there,

It's been a while.

No drama, no long explanation — I just want to make sure you still get something useful every time I show up.

So here's a tiny shift that's helped me (and maybe it'll help you too):

It's basically a five-minute 'power moment' where you accomplish one micro-goal to get your day moving.

Because ALL you need to do is to make today a TINY bit more productive than yesterday...and do that EVERY day...and you'll see huge changes in your life and business.

Even a tiny move today — a message, a sketch, a five-minute brainstorm — can flip the day from "wasted" to "in motion."

More soon,
—Me

DAY 2 - Deliver a Quick Win (STILL no pitch yet)

Subject: Try this today (it's quicker than you think)

Hi again,

Here's something simple you can use straight away:

****Set a timer for 10 minutes. Pick the thing you've been avoiding.
When the timer ends, stop.****

That's it.

It kills procrastination because you trick your brain into starting without the pressure of finishing.

Most days, 10 minutes turns into 30 once you're moving.

Give it a shot today. You'll be surprised.

Back tomorrow,

—Me

DAY 3 - Soft Offer (Subtle intro of a product/tool)- Deliver a Quick Win (STILL no pitch yet)

Subject: If yesterday's tip helped, this might too

Hey,

If you tried the 10-minute trick yesterday, you already know:

****Getting started feels harder than staying stuck.****

That's exactly why I use [Product/Tool/Resource Name] — it's built to take that first hard step off your plate.

If you want a shortcut to momentum, you might want to check it out here:
{LINK}

Either way, thanks for reading — appreciate you being here.

More soon,
—Me

DAY 4 - Story / Social Proof (Reinforce soft offer)

Subject: How I almost talked myself out of momentum

Hey,

Quick story:

The first time I invested in a tool to help me move faster, I nearly bailed. I thought: "Maybe I should just push through on my own."

But the truth is, buying back your time (and sanity) isn't cheating. It's smart.

The right shortcut doesn't just save time — it rebuilds your confidence too.

If you're curious about the tool I mentioned, it's still available here: {LINK}

Catch you tomorrow,
—Me

DAY 5 - Wrap-Up + Future Direction

Subject: What's next (and a quick thanks)

Hello friend,

Thanks for letting me pop back into your inbox this week.

If you took even one action — even a tiny one — you're already ahead of where you were five days ago.

I'll be sending out more small wins, shortcuts, and real talk soon.
Nothing spammy, nothing overwhelming — just helpful stuff, when it matters.

And if you missed it, that shortcut tool I mentioned is still here: {LINK}

Here's to momentum,
—Me

14-Day Cut & Paste ‘Story Emails’

(Just put your offer in the P.S.)

Each tells a real, documented anecdote that works in any market, ends with a take-away your readers can apply immediately, and leaves the sales space wide-open for you in the P.S.

Subject: The two-minute camera that started with a child’s question

Hey there,

In 1943 Edwin Land took a walk with his little daughter. She asked why she had to wait to see the photo he’d just snapped. Land couldn’t shake the question. Four years later he unveiled the first instant-print camera. It sold out in a single day and turned Polaroid into a household name.

One honest “why can’t we...?” can change an industry. Maybe ask it of the task that’s been stuck on your desk.

Talk soon,
—Me

P.S. When you’re ready for a faster route, my shortcut’s here → {LINK}

Subject: A side-project that became Gmail

Hi again,

Google once let engineers spend 20 percent of their week on anything they liked. Paul Buchheit used his slice to hack together a faster, searchable web-mail tool for the team. It worked so well they rolled it out publicly on April 1st 2004. Everyone thought it was an April Fools' joke until invites started landing.

Sometimes the thing you build “for fun” beats the one you build on the clock. Might be worth an hour of tinkering this week.

Catch you tomorrow,
—Me

P.S. If you'd rather skip the tinkering and grab a ready-made tool, it's here →
{LINK}

Subject: Ben & Jerry's first business course cost five bucks

Morning!

Back in '78 two friends wanted to open a bagel shop but the gear was too pricey. They spotted a \$5 correspondence course on making ice cream instead. They renovated a run-down gas station in Vermont, set up a single freezer, and handed out samples all summer. Today Ben & Jerry's pints sit in almost every supermarket freezer.

A tiny investment in know-how can redraw your map. Maybe set aside five dollars' worth of learning today.

Cheers,
—Me

P.S. There's an even easier scoop waiting here → {LINK}

Subject: Glasses company started with cardboard and tape

Hey,

The Warby Parker founders couldn't afford real prototypes, so they printed photos of frames, glued them to cardboard, and asked classmates which they'd wear. The "paper glasses" test told them exactly which designs to manufacture. When the site finally launched it crashed from demand and sold the first year's target in three weeks.

You don't need fancy gear to find out what people want—just a rough draft and honest feedback.

Speak soon,
—Me

P.S. Want a shortcut to your own low-risk test? Check here → {LINK}

Subject: The surf trip that birthed GoPro

Hi,

Nick Woodman strapped a 35 mm camera to his wrist with rubber bands to film himself surfing in Australia. Waves ruined the rig, but the idea of a tough little action camera stuck. Five years and many prototypes later, GoPro hit stores and turned weekend adventures into shareable clips worldwide.

Next time an annoyance shows up on holiday, note it down. Could be a business.

More tomorrow,
—Me

P.S. Ready-made strap, minus the rubber bands, lives here → {LINK}

Subject: Starbucks began with a trip to Italy

Hello again,

Howard Schultz worked at a Seattle coffee-bean store. Visiting Milan, he saw espresso bars where strangers chatted over tiny cups. Back home he begged the owners to try the idea. They refused, so he left, opened his own café, later bought Starbucks, and turned it into the chain on almost every corner.

A different street—let alone a different country—can show a gap you never knew existed.

Talk later,
—Me

P.S. My favourite “gap finder” resource is here → {LINK}

Subject: Slack was born from a failed video-game studio

Hey there,

A small team spent years building an online game called Glitch. Players never came. While shutting it down they realised the internal chat tool they'd coded to collaborate was better than anything on the market. They polished it, named it Slack, and it became the backbone of office conversation everywhere.

If something you're working on feels like a dead end, look sideways. The real win might be hiding in the leftovers.

See you tomorrow,
—Me

P.S. A ready-made pivot plan sits here → {LINK}

Subject: Canva heard “no” from 100 investors

Hi,

Melanie Perkins pitched a simple online design tool. One hundred investors passed. She kept refining the demo until finally one said yes. Today Canva is valued at more than most public software companies and helps anyone drag-and-drop their way to good-looking graphics.

Rejection isn't a full stop; it's a redraft request.

Back soon,
—Me

P.S. My own drag-and-drop helper is here → {LINK}

Subject: Mailchimp began as a side gig for frustrated clients

Hello,

Freddie and Ben ran a web-design agency. Small businesses kept asking for a simple way to send newsletters, so the duo assembled a bare-bones email tool on evenings and weekends. It out-earned their agency, they shut the agency down, and Mailchimp grew to 14 million users before Intuit bought it for \$12 billion—still 100 percent bootstrapped.

Side gigs have a habit of outgrowing their parents.

Till tomorrow,
—Me

P.S. If email feels hard, my favorite shortcut's here → {LINK}

Subject: Shopify started as a snowboard shop

Hey,

Tobi Lütke wanted to sell snowboards online but hated every e-commerce platform he tried, so he coded his own storefront. Friends asked to license it, he pivoted from boards to software, and Shopify now powers millions of shops.

Scratching your own itch can open a market.

More soon,
—Me

P.S. Quick-start store kit lives here → {LINK}

Subject: Smoothie stand with two bins decided a brand's fate

Hi again,

Three uni friends blended fruit drinks at a London music festival. They put up a sign: "Should we quit our jobs to make these full-time?" Next to it sat two empty bins labelled YES and NO. By sundown the YES bin overflowed with used cups. Innocent Drinks was born and later sold for hundreds of millions.

Let your audience vote with something as simple as a bin—or a click.

Cheers,
—Me

P.S. Easiest digital "yes bin" you can drop in minutes is here → {LINK}

Subject: Marvel clawed back from bankruptcy with one bold bet

Hello,

In 1996 Marvel filed for bankruptcy. To survive, new leadership mortgaged every comic character they owned to finance one self-made film: Iron Man. The gamble worked, kicked off the MCU, and hauled Marvel to the top of pop culture.

Sometimes you have to stake the crown jewels on the project you believe in most.

Talk tomorrow,
—Me

P.S. A smaller, safer version of that bet is here → {LINK}

Subject: Bumble's founder started over after a bad exit

Hey friend,

Whitney Wolfe Herd co-founded Tinder but left after a messy breakup and lawsuit. Instead of quitting the dating space, she launched Bumble, flipping the script so only women can make the first move. The app listed on Nasdaq at a \$7 billion valuation with her as the youngest female CEO to take a company public.

A setback in one chapter can be the opening line of the next.

See you soon,
—Me

P.S. Your next-chapter helper lives here → {LINK}

Subject: The day Pixar almost sold to a printer company

Hi,

Before Toy Story, Pixar tried to survive by selling high-end graphics computers. One potential buyer low-balled them so hard it would have killed the company. Steve Jobs pulled the deal, funded one last animated short instead, and the storytelling path took off.

The tempting shortcut can be the trap. Sometimes turning it down opens the real door.

Thanks for reading these past two weeks. Ready to write your own story?

—Me

P.S. First step's right here when you want it → {LINK}

10-Day Email Sequence For Promoting High-Ticket Affiliate Products

(E.g. MAP, Legend or Whatever Your Choice Is)

Email 1: "What if it's not your fault?"

Subject: What if it's not your fault?

Hey,

If you've ever felt stuck spinning your wheels trying to build something online...
there's something you need to know.

It's not your fault.

Most of what's taught out there is outdated, watered-down, or designed to keep you stuck buying the next "secret."

What you need is a real system — something built to work now — not a recycled ebook from 2011.

When you're ready to plug into something that's actually designed to win, it's waiting for you here → {LINK}

More soon,
—Me

Email 2: "A strange little truth about success"

Subject: A strange little truth about success

Hey again,

Here's something nobody tells you when you start trying to make money online:

You don't have to be the smartest, fastest, or most talented.

You just have to plug into the right machine.

The people making 10k, 20k, 50k per month?
They're not "better" — they just found a smarter path.

Want to see what I mean? It's right here → {LINK}

Catch you tomorrow,
—Me

Email 3: "You don't need 100 things"

Subject: You don't need 100 things

Hi,

One mistake I made early on was thinking I needed everything:

Funnels

Chatbots

Crypto

Dropshipping

Course after course after course

I was busy... but broke.

Turns out, one good system beats 100 random tactics.

Here's one that's actually built to win → {LINK}

Talk soon,
—Me

Email 4: "How fast can it happen?"

Subject: How fast can it happen?

Hey,

Most people massively underestimate how fast things can change.

When you plug into something that actually works,
momentum hits harder than you expect.

Some days, the biggest leaps come right after you stop overthinking.

If you're ready to move, here's a shortcut → {LINK}

See you soon,
—Me

Email 5: "A bad decision that almost cost me years"

Subject: A bad decision that almost cost me years

Hi,

I almost spent another year chasing "shiny objects" because I thought:

"This \$27 ebook will fix it."

"Maybe I just need another app."

"Maybe I should build a YouTube channel first."

Truth?

I needed to stop duct-taping random ideas and start following ONE system.

The right one made everything else easier — or unnecessary.

If you're tired of guessing, the blueprint is here → {LINK}

More soon,

—Me

Email 6: "It's not magic (but it feels like it)"

Subject: It's not magic (but it feels like it)

Hey there,

I'm not here to sell magic fairy dust.

But I can tell you this:

When you follow a system that's been battle-tested by real people... it feels like magic compared to struggling alone.

If you want to stop guessing and start growing, the map's right here → {LINK}

More tomorrow,
—Me

Email 7: "If you can send an email, you can do this"

Subject: If you can send an email, you can do this

Hey,

A lot of people think they're "too tech-challenged" or "too late" to start.

Here's the truth:

If you can open your inbox and read this message,
you're already qualified.

The system handles the heavy lifting.

You bring the drive.
They show the way.

Ready? Step one's here → {LINK}

Catch you soon,
—Me

Email 8: "The 3 AM Decision"

Subject: The 3 AM Decision

Hey,

Have you ever stared at the ceiling at 3AM wondering:

How long can I keep doing this?

Is there a better way?

I have.

The answer didn't show up until I said, "enough," and backed myself to find a smarter path.

You can wait for permission — or you can move.

When you're ready, it starts here → {LINK}

More soon,
—Me

Email 9: "A little unfair advantage"

Subject: A little unfair advantage

Hi,

Success isn't fair.

Some people find the shortcut while others grind for years in the wrong lane.

The smart ones plug into proven systems.

The others try to invent the wheel over and over.

If you want an advantage you don't have to apologise for, it's waiting here →
{LINK}

Talk soon,

—Me

Email 10: "What happens if you don't?"

Subject: What happens if you don't?

Hey,

Maybe today's not the day you click.

Maybe it's not the day you move.

Totally fine — it's your life, your call.

But just remember:

Nothing changes by accident.

Every delay stacks into another day, another month, another year where everything stays the same.

If you're ready to bet on yourself, even a little bit, here's where it starts →
{LINK}

Thanks for reading,
—Me
