

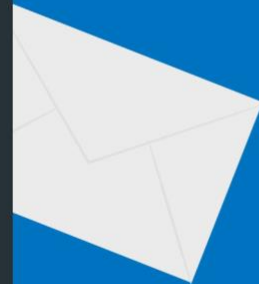
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THE EMAIL MARKETING *Masterfiles*

Powerful
Opening Hooks



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NICK JAMES

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Introduction

You know why some people don't read emails?

Because those emails are so boring.

They may get hooked with a good subject line which compels them to open the email, but they won't read the whole thing if they're bored.

You know why marketers don't send emails as often as they should?

Because sometimes it's hard to write a good email.

You just stare at a blank screen, struggling to figure out what to write. It takes a lot of time.

Here's the good news...

You now have in your hands the solution to both of these problems!

These 75 email starters make it quick and easy for you to create your emails – just copy and paste the starter, then fill in the rest of the email with your offer or other content.

Over the next several dozen pages you'll find starters based on quotes, movies, books, famous people, news, weird facts and much more. Best of all, these starters will hook your reader and keep their eyes on your email.

Take a look...

A. Quotes

1. It's not all or nothing...

Sometimes we look at situations in our life as an "all or nothing" type affair. If we don't go all in on something and do it 100%, then we're tempted to not do anything at all.

But consider this...

Confucius said, "It does not matter how slowly you go, as long as you do not stop."

Every day is a chance for you to take another step. Every moment is an opportunity for you to inch closer to your goals. Even if you're taking small steps, that's better than doing nothing at all.

[Transition to what sort of small steps your readers can take...]

2. The world is full of possibility...

United States Senator Robert Kennedy once said, "Some men see what it is and ask 'Why?' I see what might be and ask, 'why not?'"

Tell me, do your goals sometimes feel out of reach? Now is the time to take a good look at your situation and ask, "Why not?"

There is nothing stopping you. Every day, people just like you are achieving their goals. And these same people may have felt like their goals were out of reach when they first started too.

[Transition to resource or content that can help readers achieves their niche-specific goals.]

3. When the world says "no," just realize success is closer...

Sometimes people think that they have to be "perfect" in order to achieve their goals. What's more, a lot of folks think that if they make a mistake, then they have failed. And for some reason that mistake is a signal that they should just give up on their dreams.

I tell you what, nothing could be further from the truth. Consider what Babe Ruth said:

"Every strike brings me closer to the next homerun."

Babe Ruth is considered one of the best baseball players of all time. He didn't hit a homerun every time he was at the plate. What's more, he didn't even consider a strikeout a failure. That's because he used it as a lesson on how to do better next time – which put him one step closer to a homerun.

Now consider how this applies to you...

[Transition to niche-specific problem.]

4. Are you waiting for the perfect moment?

Anne Frank said, "How wonderful it is that nobody need wait a single moment before starting to improve the world."

That's incredibly insightful for a child. And you know what? She was absolutely right. We don't need to wait a single moment to improve the world... or to improve ourselves.

If we wait for the "perfect moment," you can bet it will never come. Life gets in the way. We create more excuses. Our goals keep getting shoved to the back burner.

So forget about waiting for the perfect moment to begin, because that moment is NOW...

[Transition to how readers can begin some niche specific task or activity...]

5. Do you have a plan... or are you planning?

Consider these wise words from former US president Dwight D. Eisenhower:

"Plans are nothing. Planning is everything."

You can see the difference. A "plan" is a noun, a passive thing. It's something you can read or even hold in your hand.

Meanwhile, the word "planning" is a verb. It's about taking action. It's about doing something. It's about moving toward your goals, rather than merely thinking about them.

So tell me – do you have a plan, or are you planning to [achieve some niche-specific goal]?

[Transition to your content or offer.]

6. You already have what you're seeking...

Do you remember the story of the inspiring blind and deaf woman, Helen Keller? You'd think if anyone would be down about her situation, it would be her. But she didn't feel that way. She's even quoted as saying, "What I am looking for is not out there – it is in me."

She was absolutely right.

We won't find our happiness outside of ourselves. Our goals won't be met because of some outside force. Instead, it's all inside us – our happiness, our motivation to move forward, our ability to meet our goals.

That's not to say you don't need a little help sometimes...

[Transition to offer or content.]

7. Here is the ultimate reward...

John Ruskin said, "The highest reward for man's toil is not what he gets for it, but what he becomes by it."

Think about that for a moment. When you work hard to achieve your goal, meeting the goal is only part of the reward. The ultimate reward is how it changes you.

Suddenly you find a strength in yourself that you didn't know you had. You start looking around your life, taking inventory, and wondering what else you can change. You believe in yourself. You get more confidence.

[Transition to niche-specific goals and rewards...]

8. What's holding you back, [name]?

Consider these wise words from Franklin D. Roosevelt: "Men are not prisoners of fate, but prisoners of their own minds."

He was absolutely right.

When you're looking to achieve some goal, there is no outside force that can hold you back. "Fate" isn't keeping you from meeting your goals.

Strange coincidences and circumstances aren't keeping your goals at bay. And as hard as it is to believe sometimes, not even other people are holding you back – unless you are giving them permission to do so.

The only thing that is standing between you and your goal is your mindset. Are you a prisoner of your mind... or have you broken free of its constraints?

[Transition to how mindset affects niche-specific goals.]

9. Have you ever failed, [name]?

Have you ever failed?

Silly question, right? We all have. We've all set out to do something with big plans and big goals in mind, but it didn't quite turn out the way we hoped. Something tripped us up – we made a mistake, we hit an obstacle we felt like we couldn't quite overcome.

So what happens? We get discouraged. We throw in the towel. Our black and white thinking tells us, "If you didn't do it perfectly today, then tomorrow won't be any better – give up!"

But you know what? It doesn't matter if you made mistakes today. It doesn't matter if you actually slid backwards with regards to your goals. As L.M. Montgomery said, "Tomorrow is fresh, with no mistakes in it."

[Transition to niche-specific info.]

10. We're all in this together...

I love proverbs, because they're so timeless and they make you really think. Consider this Hindu proverb for a moment:

"Help your brother's boat across and your own will reach the shore."

You've probably heard variations of this proverb, like when John F. Kennedy said a rising tide lifts all boats. Even though he was talking about economics, it certainly applies to a lot of other situations.

Zig Ziglar said something similar. He said if you help enough people get what they want, you'll get what you want too.

Why are you so many different people across the ages talking about this concept of helping others? Simple: because it truly does work. Not only does helping someone achieve their goals make you feel good, but it helps you achieve your goals too.

[Transition to niche-specific info.]

B. Books

11. Do it right – and sleep well at night...

Do you remember the story of the Tell-Tale Heart by Edgar Allen Poe? In the story, the narrator kills the “Old Man,” dismembers him and puts him under the floorboards of his home.

However, guilt gets the best of him. Soon he starts hearing the Old Man’s heart ticking louder and louder under the floorboards, which drives the narrator crazy.

Okay, so we’re not talking about anything as extreme as murder when it comes to *[some niche-specific topic]*, but still, a lot of people try to take shortcuts. And trust me, if you try to take a shortcut, you’re just going to end up with your own version of a tell-tale heart...

[Transition and talk about some of the niche-specific shortcuts – like black hat stuff in internet marketing, illegal weight loss drugs, etc.]

12. What Romeo and Juliet can teach you about *[niche specific topic]*...

Do you recall Shakespeare’s story of “Romeo and Juliet?” In the story, these two young people fall in love. But the problem is, their families are at war. But Romeo and Juliet doesn’t let that stop them.

Granted, the story ends tragically. However, one of the messages underlying this story is that you need to follow your heart. It doesn’t matter what your friends or family think about you and your goals. It doesn’t matter what negative nellys and naysayers say about you.

All that matters is what YOU think. Are you following your heart? Or are you trying to appease someone else?

[Transition to niche-specific info.]

13. Sometimes you have to set aside your own wishes...

Have you ever read Tolkien's "Lord of the Rings" or seen the movies? There are a lot of themes hidden in these books. But one of the themes is overcoming greed and doing what is right for the overall good, rather than being tempted to do something selfish or even evil.

You see, nearly everyone who comes in possession of the ring is tempted and seduced by its power. Yet time and again, the "good guys" in the book have to overcome this temptation, because they know that what is good for them is good for everyone – and that's to get rid of the ring forever.

Now think about how this applies to your situation...

[Transition to some niche-specific issue where it's better to do something for the overall good rather than be selfish. For example, in internet marketing it's better to overcome the temptation to spam or take other "evil" shortcuts that harm people.]

14. Life is so short...

J.K. Rowling said that the main underlying theme of her Harry Potter series deals with death. Indeed, that's pretty easy to see. One of the first things we find out is that Harry Potter's parents have died. And then Harry's nemesis, Voldemort, is trying to conquer death to achieve immortality.

The reason Rowling wrote about this theme is because she was interested in how death affects the living. On the one hand, there are some people who are working every day to extend their lives by eating right, exercising and generally taking care of themselves. On the other hand, there are those who seem to think they are immortal. They don't treasure each moment, because they act like they have all the time in the world to turn their dreams into a reality.

Not to be morbid, but life is short. And that's why it's so important for you to do the things you want and take steps to achieve your dreams...

[Transition to niche specific info.]

15. Do you have an “us versus them” mentality?

It seems like we spend a lot of time creating divisions among people where there really do not need to be divisions. Instead of looking for ways to cooperate with others so that we all can win, we look for ways to compete so that there is only one “winner” and everyone else is a “loser.”

We see this everywhere we look – from the business world, to our friends, to movies, music and books.

Take the “Hunger Games” trilogy of books as an example. Katniss Everdeen and her family are in a very “us” versus “them” situation with regards to The Capitol. The Capitol sees those in the Districts as objects to use for their entertainment. And instead of everyone working together to create a great society, those in The Capitol oppress those in the Districts to the point where people like Katniss are just trying to survive.

Think about how this applies to your situation...

[Transition to “us” versus “them” niche-specific situation.]

16. Do you get by with a little help from your friends?

Did you ever read (or watch) “The Color Purple” by Alice Walker?

This is the story of Celie, who faces unimaginable abuse in her life, much of it at the hands of her husband. However, Celie develops a friendship with a woman named Shrug. And together, Shrug helps Celie rebel against her abusive husband as well as social and cultural norms.

There’s a good chance that Celie may have never gotten up the courage to do this on her own. But two are more powerful than one. And with Shrug’s help, she escaped her husband.

So you may not be facing such a grave situation in your life, but that doesn’t mean you can’t use a little help from your friends.

[Transition to niche-specific offer or content, like a motivational forum, for example.]

17. Here's the best way to reach someone...

Have you ever noticed that the world's greatest lessons are embedded in a story? Take the Bible, for example – the lessons are in parables that are easy to pass along from generation to generation.

Or take the example of Aesop's Fables, such as "The Tortoise and the Hare", "The Boy Who Cried Wolf" and other favorites. Again, these stories are easy to pass along to others, plus they teach great lessons.

It's no accident that these books share their lessons in stories. That's because:

1. Stories are easy to tell and share.
2. Stories engage readers and listeners, so they're more likely to pay attention.
3. Stories are more memorable, so readers and listeners will remember the lesson you're sharing.

For all these reasons and more, you can reach people using stories.

[Transition to how people use stories in your niche – for example, parent/child talks using stories, teaching someone something using stories, marketing using stories, etc.]

18. Are you standing on the shore wishing?

The opening line to Zora Neale Hurston's "Their Eyes Were Watching God" starts with this line: Ships at a distance have every man's wish on board.

What a great line. How many times have you stood on the "shore" of your dreams, merely looking out at everyone else's ships and wishing you could do the same thing?

You see someone else who has achieved the goals you want to achieve, and you end up wishing you could do it. But you know what happens if you stay on the shore and do a lot of wishing?

That's right, absolutely nothing. Nada. Zilch.

Wishes don't make your dreams happen – only taking action does...

[Transition to niche specific offer or content.]

19. Do you know how to really connect with people?

Have you ever read Dale Carnegie's timeless classic, "How to Win Friends and Influence People?" It was published in 1936, but much of it is as powerful and relevant today as it was back then.

Whether you want to be more effective in business or you just want to have a better relationship with your friends, this book has sage advice. It talks about respecting other people's opinions, avoiding arguments whenever possible, giving the opportunity for others to save face, never using harsh words like "you're wrong" ... and so much more.

Now, you might not think this has anything to do with [*niche specific topic*], but you might be surprised at just how relevant it is.

[Transition to niche-specific offer or info.]

20. Are you working harder... or smarter?

Tim Ferriss wrote a useful little book called "The 4-Hour Workweek."

The whole idea behind this book revolves around the importance of working smarter (not harder) in order to accomplish your goals. This involves doing things such as delegating tasks whenever possible and creating systems.

This was such a popular book in the business world that Ferriss went on to create more similarly themed books, including "The 4 Hour Chef" and "The 4 Hour Body." These too became well-regarded books, as they taught people that you don't need to spend a lot of time to get great results.

Guess what? The same is true of you too.

[Transition to niche specific information.]

C. Pop Culture

21. It's shocking, isn't it?

Have you ever noticed how it takes more and more to shock us?

When Elvis got up on stage and gyrated his hips, the television network filmed him from the waist up so as not to shock viewers back home. By the 1980s, parents everywhere were shocked by the heavy metal bands their children listened to. Today we have singers like Miley Cyrus twerking on national television (even Elvis would roll over in his grave).

You know, it almost seems like in order to "stand out" you need to be really loud in some way. You need to shock people. Maybe you even need to offend people.

Guess what? It's not true. And here's your proof...

[Transition to niche specific information.]

22. Out of sight, out of mind...

Think about some of the biggest tragedies have happened in the United States over the past couple decades, like the Oklahoma City bombing, the shooting at Sandy Hook Elementary school and the lives lost in Hurricane Katrina.

I'm sure you can remember watching the footage of those events and feeling whole lot of emotion. But then the news sources started reporting on them less as the time since the event lengthened. Honestly – how often do you think about these events today, now that you're not getting daily reminders of them?

The reason I bring this up is just as an illustration of how even events that are really important can quickly be forgotten. It's like out of sight, out of mind. If we don't get reminders, we forget.

The same is true of the important events and goals in your life. When you first decide to do something, you think about it a lot (which usually means you take action). But as time goes on, you think about it less. You may even begin to lose your enthusiasm for it. Eventually it may even become something that you only think about every once in awhile.

Let's not let that happen...

[Insert niche relevant transition...]

23. The power of a great idea...

It's hard to say exactly why some ideas take off like wildfire and others don't. For example, why do some books and movies like "Twilight" or "Harry Potter" get fans lining up around the block, while other books and movies barely breakeven.

Or take the example of some of the viral memes and videos you've seen online. Dancing grandmothers, cute kids, funny cats – some of these memes and videos spread like crazy and delight a good chunk of the internet community.

Or even look at some of the products that exist in the market. For example, the Pet Rock... the pool noodle... and all those products you see on late-night infomercials. Some of them seem incredibly silly, but they've made their creators wealthy.

I'm guessing some of these creators had no idea that their ideas would take off like that. Some of them probably even thought their ideas were a little stupid or silly. And yet they entertained millions.

Now think about your own ideas, the ones you've set aside as being "too silly" or "too stupid" to do anything about. Are they really as silly or stupid as you think? Probably not.

[Transition to niche-specific information.]

24. People will do anything if they want something bad enough...

Seems like every Christmas we hear about people camping out for several days in advance of a "door buster" event on Black Friday. The stores run such crazy good deals that people actually brave the cold and live in tents for days.

It's not just Christmas. Kids were lined up around the block to get new books in the Harry Potter series. Same thing with whenever Apple releases some new whiz bang gadget – people will camp out to make sure they're first in line to buy it.

You know what? Getting a book or gadget first isn't exactly a life-changing experience, and yet it means enough to the person that they're actually willing to suffer to get what they want.

So let me ask you...

What are you willing to do to [*achieve some niche specific goal?*]

[*Transition to niche-specific information.*]

25. Do you have what it takes to achieve your goals?

Long-distance swimmer Diana Nyad became known in the 1970s for her swimming trips around Manhattan as well a 102 mile trip between the Bahamas and Florida.

But as she got older, there was one goal that kept eluding her: swimming the 110 miles from Cuba to Florida, without using a shark tank.

She tried. She tried again. And again. And again.

But it wasn't the distance that kept her from meeting her goals so much as the conditions. One of her biggest problems were the jellyfish, which stung her so many times her face would be bloated and she'd be in great pain. At other times, she had to be pulled from the water due to strong currents that would have taken her in completely the wrong direction.

Finally, at the age of 64, Nyad accomplished her goal in 2013 on her fifth attempt. She came out of the water tired, but triumphant.

Why did Nyad succeed this time? Here are just a few reasons:

1. She trained hard. She never gave up. And she sure didn't let anyone tell her that she was "too old" to do it.
2. She had a great team of people to help her make the swim. If she would have gotten into any trouble, the team would have scooped her out of the water instantly.
3. She learned from her previous mistakes. This time she wore a full-body suit that protected her from head to toe from jellyfish stings.

[*Transition to how people can use these lessons in some niche-specific way.*]

26. Outwit, outplay, outlast...

Have you ever watched the TV program, "Survivor?"

The interesting thing about the premise is that at every tribal council, the group votes out one member. At the end of the show, most of the members who were voted out return to vote for the one person (the winner) who'll get the million dollars.

Think about that for a moment...

Those who make it to the final three need to outwit, outplay and outlast their fellow competitors. And yet they can't do it in a dirty way, because if they upset too many people you know they won't get the votes they need to win the million dollars.

Point is, you can "win" in life without playing dirty or stomping on your friends and competitors.

[Transition to niche-specific info and how they can "win" in that niche.]

27. The power of an apology...

Have you ever noticed that people are willing to forgive just about anything, if they get a sincere apology?

Just think about some of the celebrities and politicians that have offered apologies over the years. A lot of times people trip over their words and say something to offend someone else, like a politician who offends women, ethnic minorities or some other group of people. If the politician sincerely apologizes, the issue blows over quickly and is soon forgotten.

Of course you can think about your own life too. You probably "forgive and forget" quite easily with your children, spouse, friends and other loved ones.

But why it is so hard to apologize to ourselves? Why do we keep beating ourselves up for our mistakes? Why can't we graciously forgive ourselves and move on after making a mistake?

[Transition to whatever it is people beat themselves up about in the niche.]

28. Embrace your differences...

Sometimes people think that in order to make a mark in life, they need to be the absolute best at what they do. And so they seek you to be the “Tiger Woods” or “Michael Jordan” of their field.

You know what? That’s not true. You don’t need to be the best.

Take the example of former NBA basketball player Spud Webb. If you know anything about basketball, then you know that he isn’t known for being the absolute best player out there. Instead, he’s known for being one of the shortest players.

Tell you what, he was a good player. But if he had been over six feet tall like his contemporaries, he wouldn’t have received nearly half the attention that he did. That’s because he would have just “blended in” with all the other tall basketball players.

You know what else? I bet there were times when he was growing up that he wished he was taller. He might have even thought his short stature would be a liability for him. Instead, it became an asset.

[Transition to how being “different” in the niche relevant field can be an asset, not a liability...]

29. Will you make a lasting impact?

Recently I saw a comic where one person said to the other, “May the Force be with you!” The other person asked what that even means. The first person said he didn’t know, but it was something his grandmother used to say.

And the caption of the comic overall? It wondered when people will stop referencing Star Wars. Here we are several decades after the original movie and it’s still considered a pop culture reference.

Thing is, we can’t predict when it will lose relevance. But we do know it’s been important in pop culture for some time and it’s likely to hang around for a few years yet. That means that everyone who was involved in the movie, from the director to the actors, has a legacy that truly will outlive them.

So let me ask you... what sort of lasting impact are you making?

[Transition to niche-specific info.]

D. Movies and TV

30. Good intentions, bad results...

Did you ever watch the sitcom "Frasier" back in the 1990s? A lot of the plot points revolved around misunderstandings and miscommunication. Their intentions were nearly always good, but poor communication among the characters often led to some funny situations.

That's probably true of a lot of sitcoms, going back as far as "I Love Lucy" and "The Mary Tyler Moore Show." And it's also true in life. Except that when miscommunication happens in life, it's not a slapstick funny event – instead, it can lead to misunderstandings and even hurt feelings.

That's why good communication is so important.

[Transition to why communication is important in your specific field or niche.]

31. You don't need to do this alone...

One of the most popular TV series we've seen in recent years "Walking Dead." It's a show about zombies (which incidentally doesn't ever use the word "zombie") and how those who're still alive band together to survive.

If you've ever watched the show, then you know that people who try to survive on their own don't do a very good job of it. In some cases, being alone makes them physically vulnerable to attacks from the undead. In other cases, being alone makes them mentally vulnerable to their own poisonous thoughts.

Chances are, you probably wouldn't try to survive the Zombie Apocalypse by yourself. So let me ask you a question: are you trying to [*do some niche specific*] task by yourself?

[Transition to how it can be beneficial to get support.]

32. There is no try...

In the famous Star Wars movie, the wise Yoda says, "Do or do not, there is no try."

Very insightful. That's because so many of think about a goal and we say "I'll try to do this." But as soon as the word "try" flits across your thoughts or over your lips, you're already telling your mind that you may not succeed. You'll try.

So now is the time to banish that word from your vocabulary. Quit "trying." Instead, start doing. Instead of "I'll try..." tell yourself "I will..."

[Transition to niche specific information.]

33. What do you feel is missing from your life?

Do you remember the movie "The Wizard of Oz?" In that movie the core group banded together to go see the Wizard in hopes of getting something that they felt was missing from their lives.

Dorothy, of course, wanted to go home. The scarecrow wanted a brain. The lion wanted courage. The tin man wanted a heart. As it turned out, the scarecrow, lion and the tin man already had the qualities that they were seeking – they just didn't know it yet.

Sometimes we all want something that's already within our reach – we just don't know it yet.

[Transition to niche specific offer or information.]

34. No one is perfect...

Did you ever watch the Indiana Jones movies? They starred Harrison Ford as Indiana, an archeologist who went on some pretty fantastic adventures. Indiana Jones was the hero, as he was always thinking up clever ways to escape a situation, save someone or even fight off a gang of bad guys.

However, Indiana wasn't perfect. Turns out he was afraid of snakes. That fact made for some comical moments in the movies. But it also made Indiana human... simply because there's not a person on this planet who's perfect.

That never stopped Indiana. And it shouldn't stop you either.

[Transition to how you don't have to be perfect to accomplish some niche specific goal.]

35. What would you sacrifice for your goals?

Did you ever see the movie "Witness?" It starred Kelly McGillis as an Amish woman and Harrison Ford as wounded cop who ends up hiding out among the Amish in order to solve a case of murder and corruption.

In the movie, McGillis and Ford's characters fall in love. Since McGillis' character is Amish, her family threatens to ostracize her from the community if she pursues this romance. She is willing to give up everything — her entire way of life — to get what she wants.

That's a pretty big sacrifice. And yet every day we see people making similar sacrifices. For example, there are people right at this moment deciding if they'll go on a mission to Mars, even with the knowledge that they'll never come back to Earth. Some of these people are married with children. You can bet most of them at least have some friends and family. Yet they're willing to sacrifice everything to pursue their dreams of going to Mars.

Now here's the good news...

You don't have to sacrifice everything in order to [*achieve some goal*]. In fact, you hardly have to give up anything at all, except [*some small thing, like a little time*].

[*Transition to niche-specific information.*]

36. How to turn lemons into lemonade...

Let's suppose I told you that I'm going to make you watch the most boring, most awful movie ever produced. You'd probably say no way, because there sure are a lot better ways for you to spend 90 minutes or two hours of your time.

Now what if I told you that a guy and a couple robots would make fun of the movies and you'd be laughing the entire time?

Well, if you ever saw **Mystery Science Theater 3000** (check out the official YouTube channel at <https://www.youtube.com/user/mst3kofficial>), then you know exactly what I'm talking about. This program was based on the worst science fiction movies ever created and yet the program was a joy to watch because the whole point of it was for the three characters to make fun of these awful movies.

Now THAT'S a cool way to turn lemons into lemonade!

[Transition to how readers can take a perceived bad thing in their niche and turn it into a good thing.]

37. Do you have what it takes to win?

Think back to just about every sports-related movie you've ever seen, from "The Mighty Ducks" to "Rocky" to "The Karate Kid." What do all these movies have in common?

That's right; they are about grit, determination and perseverance. There were times in all of those movies when the main character (or characters) faced a foe that was much bigger and stronger and better than them. Winning would be against the odds. Yet the main character trained hard, believed in himself, and fought the good fight—never giving up. In the end, he won.

This sort of happy ending doesn't just happen in Hollywood. It can happen in your own life too.

[Transition to niche specific offer or information.]

38. Would you do the right thing, even if you risked backlash?

Some people do the right thing only when it's easy to do so. But others do the right thing even if they're risking their reputation, their livelihood or their life in order to do that.

Certainly we can see this in books and movies. Take "The Help" as an example. This is the story about an aspiring journalist who wants to uncover the racism and how poorly the white upper class people treated their black "help" in the 1960s.

Problem is, most of the maids didn't want to talk to the journalists. If they got "caught" badmouthing their bosses, they'd lose their jobs. Worse yet, the journalist was white, and many of the maids didn't trust her. So those who talked to the journalist also faced backlash from other maids.

The first maids to talk to the journalist knew it was the right thing to do, as it would be a step in helping ease the racism. But they risked everything — their jobs, their friendships, even their freedom (as all the white folks had to do was

accuse a maid of stealing, and she'd get locked up). Even though it was hard, these maids did the right thing.

[Transition to how doing the "right thing" in the niche may be difficult but necessary.]

39. Sometimes you just gotta laugh...

Do you remember the 1970s and early 1980s TV program M.A.S.H.? It was about a mobile hospital unit in the midst of the Korean War. The characters and the show tackled some awfully serious subjects – war, who the enemy is, suicide, post traumatic stress disorder, depression, fighting for a cause you don't believe in and much more.

And yet the show was a comedy. The show itself as well as the main characters used humor to get through some pretty tough situations and issues. After all, laughter is the best medicine.

[Transition to how some tough problem in the niche can be helped with humor.]

E. Weird Facts & Trivia

40. You are stronger than you know...

"I can't do this."

How many times have you told yourself that? A little voice pops into your head and tells you that you can't do something because you're not strong enough, you're not smart enough, or maybe you're not young enough.

Don't listen to that voice. You are stronger than you know. For example, did you know that your thigh bone — even though it's hollow — is stronger than concrete? It's true. Nature has made you extremely tough. And not just physically tough – you're mentally strong too.

[Transition to how your readers are strong enough to overcome some niche specific problem.]

41. Can you have too much of a good thing?

We generally think of things like vitamins as good things. However, it truly is possible to have too much of a good thing.

For example, did you know that if you eat a polar bear's liver you'll die? It's not because the bear's liver has some weird toxic substance in it. Rather, it's so chock full of Vitamin A that you'd overdose on the vitamin and eventually die.

Same thing goes for water. We generally think of water as a necessary substance, and it is. If you don't get any water, you'll get dehydrated and die in matter of about 10 to 14 days. And yet if you sit down right now and start guzzling water, you'll die if you drink too much, because it messes up your body's electrolyte balance and causes other problems.

Point is, you CAN get too much of a good thing. Just because something is "good" for you doesn't mean ingesting or using more of it is even better. That might backfire on you really quick.

The reason I bring this up is because *[transition to a niche specific thing where too much is not a good thing]...*

42. We don't all do things the same way...

It may not surprise you to know that a frog can vomit, but what's different is the way the frog accomplishes this task. Weird topic, I know, but stick with me for a moment (it's fascinating)...

Instead of merely expelling the contents of its stomach, the frog throws up its entire stomach. That's right, its stomach ends up dangling outside of the frog's mouth. The frog then uses his little forearms to pick through the contents of his stomach. When he's done, he swallows his stomach back into place. Mission accomplished.

Point is, there often is not just one "right" way to do something. Just because one person does a task or accomplishes a goal in a certain way doesn't mean that is the only way to do it.

[Transition to niche specific content, such as how there is more than one way to achieve a niche-specific goal.]

43. What are you focused on?

Let me ask you a question – if you had a choice of petting a donkey or getting into an airplane, which one do you think would more likely kill you?

As it turns out, more people are killed every year by donkeys than by airplane crashes. And yet we never think about it, simply because the national news almost never carries headlines such as, “40-Year Old Man Kicked by Donkey; Dies.”

What DO we see on the news? That’s right, we hear of just about every airline crash around the nation, no matter how big or small. “Cessna Crash Lands in Hampshire; One Dead.”

So what happens? We get a warped perception. The truth is, a day at the petting zoo may just be more dangerous than a trans-Atlantic flight. But that’s not the perception most people have.

[Transition to something related to perception that’s niche specific.]

44. Here’s an interesting bit of trivia...

Did you know that 28% of Africa is made up of wilderness? Now compare that to the fact that 38% of North America is wilderness.

Think about that for a moment.

A lot of people in North America have the perception that Africa is mainly wild with elephants, giraffes and other wildlife roaming about. Meanwhile, many who haven’t been to North America might get the perception that it’s comprised of a lot of cities, since large cities such as Los Angeles, Toronto, Chicago and New York are all in North America. Yet North America actually has more wilderness than Africa.

Sometimes it’s a little shocking to realize your perception about something is wrong. It makes you start wondering what other ideas and perception you have might also be wrong.

[Transition to niche specific info – something surprising, something most people think that might be wrong.]

45. The importance of planning ahead...

Here's an interesting fact about the US interstate system of roads...

If you take a good look at a map, you'll notice that there are always stretches of the interstate that are perfectly straight and at least one mile long. This is by design. Indeed, these roads were planned out so that there is always one mile of straight road in every five mile stretch.

The reason? Because in times of war or even in emergencies, these straight stretches of road could be used as airstrips. Talk about planning ahead!

[Transition to how something in the niche could serve a dual purpose, or otherwise the importance of planning ahead.]

46. It all adds up over time...

Did you know that you'll have consumed about 12,000 gallons of water by the time you are 70 years old?

That's a lot of water. A small in-ground swimming pool that's 16 feet wide by 16 feet across and eight feet deep holds roughly 12,000 gallons of water. Take a look at a pool like that, and then imagine drinking all that water between birth and 70 years old.

The thing is, you do it one glass at a time, probably about eight glasses a day on average. That's just a tiny amount. If you poured eight glasses of water into the swimming pool, it would make absolutely no noticeable difference.

So here's the thing...

Everything you do adds up over time. Even if you don't see any noticeable difference, over time it's still making a difference. And this includes *[some niche specific thing]*...

[Transition to how small changes make big differences over time with regards to a niche specific goal.]

47. What are you waiting for?

Did you know that an average person in the Western world who's at least fifty years old has spent roughly five years of his or her life waiting in lines?

That's pretty incredible when you think of it, but it makes total sense. Just think of how much time you spend waiting in line at the supermarket, at the bank or at the Passport Office.

And let's not even talk about the other times you spend waiting, like waiting for a doctor, waiting for the bus, waiting for the plane, waiting for the train or even waiting for the traffic light to turn green.

That's a lot of waiting! And it's also a lot of wasted time if all you're doing is waiting.

[Transition to how they can do some niche specific thing while they're waiting... making phone calls, planning something or even reading a resource.]

48. It's sort of mind boggling when you think about it...

When you look up at the sun, it really doesn't look all that big, does it? And the truth is, it's actually rather huge. It is many, MANY times bigger than the earth. We just don't perceive it that way because the sun and earth are so far away.

But consider this...

It would take 1.3 million earths just to equal the volume of the sun. What's more, in order to match the sun's diameter, you'd need to stretch out 109 earths side by side.

That's pretty amazing, isn't it?

Just about everything we perceive is relative to our vantage point and our experiences. The perception that the sun is "small" is just one example.

[Transition to how we may perceive something differently with regards to the niche, based on our vantage point, experiences, etc.]

49. Sometimes good things happen by accident...

Sometimes people who "invent" things do so quite by accident.

For example, an engineer testing a magnetron tube noticed it melted a chocolate candy bar that he had in his pocket. That's when he realized the

radiation could be used to cook food... and thus the microwave was born, completely by accident.

Some of the popular medications on the market today were invented for one purpose, but researchers discovered beneficial "side effects," which made the medications usable for other purposes.

And the same goes for *[topic or niche]*...

[Transition to how something in the niche was discovered by accident.]

50. Do you have ergophobia?

There are a lot of interesting phobias in this world.

You're probably familiar with some of the more common phobias, such as arachnophobia (fear of spiders) or claustrophobia (fear of enclosed spaces). But perhaps you've never heard of ergophobia. Without looking it up, can you guess what it is?

Give up?

It's the fear of work. (And well done to you if you knew it without Googling it!)

So let me ask you...

Do you have ergophobia?

If not – if you can roll up your sleeves and get a job done – then I can already predict that some day in the very near future you'll [have accomplished some niche-specific task or goal that requires work (losing weight, writing a novel, etc)].

[Transition to talking about what's required to accomplish this goal -- and perhaps offer a product that will help the person accomplish the goal with less work.]

F. Science & News

51. What else are you missing?

Have you checked the news lately? Seems like every few months you hear about new discoveries on this planet, such as underwater species, new birds, new mammals or new insects that we didn't know anything about.

It's pretty amazing when you think about how we keep discovering things that have been there all along. In other words, the species aren't new – we just haven't seen them until now.

It kind of makes you wonder what else you're missing.

[Transition to niche-specific information the reader might be missing.]

52. Small changes add up to big results...

Have you seen the photos coming out of Google's headquarters in California? There are goats spread out all over the lawn. That's because Google rents goats to replace lawnmowers. It's just one small way Google is seeking to help reduce their energy consumption and save the earth.

If that was the only thing Google did to conserve energy, it wouldn't make much impact in the grander scheme of things. And if Google was the only organization doing this energy-saving move, that also wouldn't make much of an impact.

But you know what? Collectively, it's these small changes that add up to big results. And that doesn't just happen when organizations seek to save energy. This principle works in all aspects of life, including *[insert niche specific aspect]*.

[Transition to niche specific info.]

53. Are you prepared?

When you think of huge waves out at sea, you usually think about storms. However, it turns out that huge waves – I'm talking up to 100 feet tall – can form out in the middle of the sea even if no storms are present. These are caused by several waves meeting to form one big wave. As you might expect, these huge waves can sink a ship or at least cause a lot of problems on board.

Naturally, the experienced sailors know about these waves. There is no way to predict them, because they don't show up during storms or other events. So sailors need to be prepared at all times for huge waves coming out of nowhere.

Of course sailors aren't the only ones who need to be prepared for the unexpected.

[Transition to niche specific ways that people need to be prepared for the unexpected.]

54. Doing nothing is not an option...

Close your eyes for just a moment, and then open them back up to continue reading this.

We're moving right now. Did you feel? Did you sense it?

Unless you're in a vehicle right now or an earthquake happened to hit while you had your eyes closed, I'm going to guess that you didn't sense any movement at all. But it turns out that our entire galaxy is moving toward another galaxy. And we're not just inching along – we're moving at about one million miles per hour.

Isn't that amazing? Yet you and I have no sense of this moment. Things are changing and moving even when we're standing still.

[Transition to how niche specific things are changing and moving even if we do nothing – which is why doing nothing is not an option.]

55. Will you remember this day?

We humans tend to remember days that had a big impact on our life (especially an emotional impact). You likely remember some of your big days, like graduating from college and/or university, getting married, having children, perhaps getting divorced and going on some fantastic vacations. If the experience made an impact, it's like your brain captured everything about that day, from the aromas in the air to the way you felt.

So here's what I'm wondering... Will you remember this day?

[Transition to offer which could change the person's life in some niche specific way.]

56. One moment everything is fine, and then...

If you keep up with the news, then you've probably heard about some of the sinkholes that have been swallowing up people and property over the last few years in the US. Once sinkhole opened up in a Florida man's bedroom and he disappeared forever. Another one took a few classic Corvettes with it.

Can you imagine experiencing a sinkhole? One moment everything is fine and the next moment things are happening so fast that you don't even have time to think about what's going on.

[Transition to how some niche-specific problem is kind of like a sinkhole – it happens really quickly and catches people unaware.]

57. Being true to yourself...

Have you heard about the latest craze? It seems men who have troubles growing full, bushy beards are getting beard implants. That's right, beard implants.

We already have women who're shooting their lips full of Botox. We have both men and women who're getting nose jobs, facelifts and other augmentation surgeries. It seems like no one is comfortable being who they are anymore. No one wants to just be themselves.

[Transition to niche specific discussion of being true to yourself in the niche. How self improvement is one thing, but going overboard is something else.]

58. Unintended consequences...

We humans tend to come and mess things up in nature. We can cause a lot of harm without even realizing what is going to happen.

Take the example of buffalo. You'd think if humans killed too many buffalo that the only result would be that we'd have fewer buffalo in the world.

Guess what? There are more consequences than that.

It turns out that buffalo are a really important part of the ecology. There are certain smaller animals that depend on the buffalo to clear away the snow in the winter to uncover food. When the buffalo population decreases, then the population of these other animals decreases too because they can't get at the food in the winter without the buffalo's help.

Thing is, there is such a delicate balance in nature that we don't even know what happens when these smaller animals decrease in numbers. It no doubt becomes a chain reaction through the ecological system.

Point is, the things we do have unintended and even unforeseen consequences.

[Transition to niche specific information about unintended consequences.]

59. The power of working together...

Did you know that millipedes can cause a train wreck?

It's true – and it's actually happened, in places like Perth, Australia. Turns out the millipedes like moist areas, so they'll sometimes hang around railways (and roadways) that are moist. When a train runs over a bunch of millipedes, it creates a slime that makes the tracks unsafe. Trains have derailed because of this problem.

Obviously, one millipede isn't going to make a difference. However, when you put together a large number of millipedes, they do indeed have the power to disrupt the railways.

[Transition to how alone you might not get much accomplished alone, but working together with likeminded others you can make a big difference in some niche-specific way.]

60. It's all in how you say it...

Have you ever heard of Kopi Luwak coffee?

It's the world's most expensive coffee, as it goes up to \$277 a pound. But what's interesting is how the coffee is made. The Civet ingests the beans and then expels them out in the feces. People then "harvest" these beans, wash them, dry them and sell them to coffee lovers everywhere.

Think about that for a moment.

The people who first marketed this product certainly had to create "spin" in order to sell it. You can bet they didn't focus on the fact that his coffee is made from a Civet's feces. Instead, they probably focused on how rare this coffee is.

Point is, the way you "package" an idea is going to impact how well people receive it.

[Transition to niche specific information.]

G. Biographies & Famous People

61. Stepping outside your comfort zone...

If you've seen the movie "Into the Wild," then you know a bit of the biography of a man who was named Christopher McCandless.

Shortly after graduating, McCandless gave up many of his ties to "normal" society, such as giving up all his money and his bank accounts. He survived by hitchhiking from place to place and working for his food. Eventually he would up in the Alaskan wilderness, trying to survive by hunting and gathering. He died out there, presumably due to eating poisoned berries. (Although that's in debate even now.)

The ending was tragic. However, the story itself is fascinating. McCandless followed his dreams. It no doubt required him to step outside his comfort zone. And the truth is, almost anything worth doing requires people to step outside their comfort zones.

[Transition to niche specific discussion about stepping outside of one's comfort zone to achieve something.]

62. The grass isn't always greener...

Some of the world's most powerful leaders certainly have a lot of perks that the average person will never experience. Let's take the example of the President of the United States.

When the President walks into the room, Hail to the Chief plays and people stand up. He has access to the best medical care. He has his own chef, who'll create anything he wants whenever he wants it. He has access to Air Force One to take him where ever he needs to go.

That's all just the tip of the iceberg – really, the President has perks that most of us can only dream about.

But you know what? The grass isn't always greener on the other side of the fence. Along with those perks, the President has a lot of responsibility. His life is in danger. He can never do anything alone, because his security detail always trails him. He can't even drive his own car or use his own cell phone. And he has no "private life" – it's all there in the open, under constant scrutiny.

[Transition to niche specific discussion... grass isn't always greener, or how power comes with perks as well as responsibility, or how things aren't always as they appear... whatever is relevant.]

63. Some people are late bloomers...

Did you know that Albert Einstein's parents originally thought he was mentally disabled? It's true. Einstein couldn't even speak fluently until he was nine years old, which of course worried his parents and others.

Maybe Einstein was just a slow bloomer. His later years certainly made up for those first slow years.

[Transition to how some people are late bloomers in all walks of life, including in the niche or field – it's never too late to start something, and don't worry if it takes you a long time to do it.]

64. Should you focus on one thing... or multi-task?

Some people are pretty talented. Take the example of Leonardo da Vinci, who was an artist, an inventor and a painter. He was also supremely good at multi-tasking. In fact he could draw something with one hand while writing text with the other hand.

That's pretty impressive.

Truth is, most of aren't all that great at multi-tasking. We tell ourselves we're getting more done, but that's not always true. Sometimes it's better to focus.

[Transition to why focusing is important to accomplish a niche specific task.]

65. Are you making mistakes or learning lessons?

You've probably heard the story about Thomas Edison and his work with the light bulb. While there is some dispute about how many attempts he made to create the bulb before he actually found one that worked, what's not in dispute is that it was a large number. Some people say 700, some say 1000. Some people even say he had 5000 or even 10,000 "failed" attempts.

The other thing that's not in dispute is that Edison didn't look at those attempts as failures. Instead, he looked at them as lessons. For every bulb that didn't work, he was now one step closer to finding the solution that would work.

[Transition to niche specific discussion – how failures aren’t failures, but lessons that put readers one step closer to their goals.]

66. Wait, what?

Did you know Mark Twain didn’t graduate from elementary school?

It’s true. One of the greatest writers and philosophers of our time didn’t have much of a formal education. And yet no one disputes that he was a great thinker and well-loved writer — even today.

It just goes to show that you don’t always need the skills and experience you think you need in order to carve out a good life for yourself and follow your dreams.

[Transition to niche-specific discussion of how readers may not need a certain skill set or experience in order to accomplish something.]

67. People can surprise us...

Quick, what do you think of when you hear the name Hedy Lamarr?

I suppose the answer is going to depend on your age, as some younger folks may not know anything about her. However, those who do know her may know her as a beautiful actress who did most of her work around the 1930s or so.

But here’s the thing...

Lamarr was also an accomplished inventor. In fact, she invented a communications device that paved the way for wireless communication. It was such a significant invention that government officials classified the information.

Point is, people can surprise us. You wouldn’t think such an accomplished inventor would be starring in film, nor would you think such a beautiful actress would be such a brilliant scientist too. (She sure lucked out in the “good genes” department.)

[Transition to niche specific topic of surprising people or situations.]

68. You don't have to be perfect to do a great job...

Did you know Mother Teresa struggled with her faith? It's true. This is well documented in letters that she wrote to her friends and confidants. Even as she did the work of God, at times she was having her own crisis of faith or dark night of the soul.

Point is, a lot of people think they need to be perfect in order to do a great job at something. Indeed, a lot of people hold Mother Teresa up as a picture of perfection. She was far from perfect, a fact she often admitted herself. And yet she helped and inspired a lot of people while running one of the world's most powerful charitable organizations.

[Transition to how you don't need to be perfect in the niche either.]

69. It might be silly, but if it works...

The mind is a powerful thing. If we believe something, it often truly does come to pass.

Take author Charles Dickens. He always slept facing North, because he believed it improved his writing.

Did it? No, facing North doesn't help someone write better. But if Dickens truly believed it helped, then it DID help – because of the power of the mind. If you believe something helps, it will. It's the placebo effect.

You can see this in sports as players have their superstitions, such as wearing their "lucky socks" for a big game. Of course the socks aren't actually lucky. However, it "works" because the player believes it works.

[Transition to niche-specific beliefs and the power of the mind.]

H. Sports & Outdoors

70. It's a strange feeling...

Have you ever taken a walk out in the country at night and realized just how many stars are out there? They say you can see about 2000 to 3000 stars on a clear night. It really makes you think about how vast the universe is.

But here's the weird thing...

Some of those stars you're looking at are long gone. They burned out many, many years ago. And yet the light is just now reaching the earth, so we perceive them to still exist. It's a strange feeling to think about how we're looking out into the past.

[Transition to how people in the niche sometimes live in the past by doing things the same way they've always done them.]

71. Could you ever be an Olympian?

When you take a look at certain Olympic sports like figure skating or gymnastics, you often see kids — teenagers — who've spent most of their lives training for their sport.

I don't know about you, but when I was a kid I surely didn't spend hours a day practicing and training for any one thing. I rode my bike. I played with my friends. I watched TV. You know... just normal kid stuff.

Olympic kids are anything but normal (and I do not mean that in a bad way). They have incredible focus and determination. They are often reaching a career high (winning a medal) at the time when other kids are just thinking about what they want to do with their lives.

That's pretty impressive.

[Transition to how doing anything right takes time and dedication – including something niche specific.]

72. What is your self-fulfilling prophecy?

The mind is a powerful thing. If you feed it a thought often enough, it starts to believe it. And it can arrange your life around that belief.

Take the example of baseball pitcher Gaylord Perry. In 1963 Perry said "They'll put a man on the moon before I hit a home run."

Six years later on July 20th, 1969, Neil Armstrong stood on the moon. A few hours later, Perry hit his first and only home run.

Coincidence? Probably not. It's more likely that Perry had told himself and other often enough that he wouldn't hit home run until a man set foot on the moon. His mind believed it and made it happen.

[Transition to how niche specific mindsets and beliefs can affect the reader.]

73. What will you be remembered for?

In 2011, a pro golfer by the name of Kevin Na broke a PGA record at the Valero Texas Open. Unfortunately for him, it probably isn't the record he was hoping for.

It turns out that Na took 20 minutes to shoot a 16 on a par-four hole. If you don't know much about golf, let me put it to you this way – that is a long time.

An embarrassingly long time.

It's not something you'd brag about to your golf buddies.

But you know what? Na didn't give up. Even though he was probably keenly aware of the media and onlookers watching him in amazement as he kept playing – even though he must have felt embarrassed – he kept going. Not just on that hole, but with his career.

[Transition to how we all sometimes have setbacks, but that shouldn't keep us from our dreams.]

74. How dedicated are you?

Have you ever heard of Giles Pellerin?

Unless you follow Southern California football really close, that name may not seem familiar to you at all. That's because Pellerin wasn't a star football player

or anything like that. Instead, he was probably Southern Cal's most devoted fan.

You see, Pellerin started following the team all over the country in 1925. By the time he died in 1998 at the age of 91 (during a USC-UCLA game, no less!), he had attended 797 consecutive games.

Wow. Talk about dedication. You can bet the team appreciated his dedication.

[Transition to how dedication can pay off in some niche specific way.]

75. Are you passionate about what you do?

If you're an avid sports fan, then the name Bob Wolff might ring a bell. That's because his career as a sportscaster spanned 73 years. He holds a Guinness World Record for longevity in his field. Plus he's been honored by being inducted into various sports halls of fame.

Now that's someone who had passion and dedication to his field.

[Transition to talk about niche-specific passion and dedication, and how it can pay off.]

Conclusion

And there you have it – 75 email hooks that you can use for just about any occasion. Whether you need an email hooks for an article-based “how to” newsletter, or you need a hook to send a promotional offer, just about any one of these hooks will do the trick.

Best of all?

If you send out an average of one email per week, you now have a year and a half worth of hooks to grab your reader’s attention and reel them in.

So what’s next?

Pick a hook right now and create an email!