

# SECRET

## EMAIL PERSUASION AND CONVERSION TRIGGERS THE QUICK REFERENCE CHECKLIST

1. The Gary Halbert Weird Opener Tactic
2. The Pluralized Verb Tactic
3. The Teaching Parable Tactic
4. The Manufactured Logic Tactic
5. The FAB Formula Tactic
6. The Faux Science Tactic
7. The Identity Molding Tactic
8. The Steering Choice Tactic
9. The Experience Acknowledger Tactic
10. The Benefit-Embedded Question Tactic
11. The Hooked Opener Tactic
12. The False Evidence Tactic
13. The Factual Claim Illusion Tactic
14. The Agreement Bucket Tactic
15. The Contrasting Comparison Tactic
16. The Incongruent Subject Line Tactic
17. The Nested Loop Tactic
18. The Moving Metaphor Tactic
19. The Truism Tactic
20. The Framing Tactic
21. The Proprietary Property Tactic
22. The Innocuous Confession Tactic
23. The Contradictory Similarity Tactic
24. The Buried Instructor Tactic
25. The Pre-Supposing Intrusion Tactic
26. The Adverb Adjective Tactic
27. The Grand Takeaway Tactic
28. The Bragable Objection Tactic
29. The Softened Command Tactic

