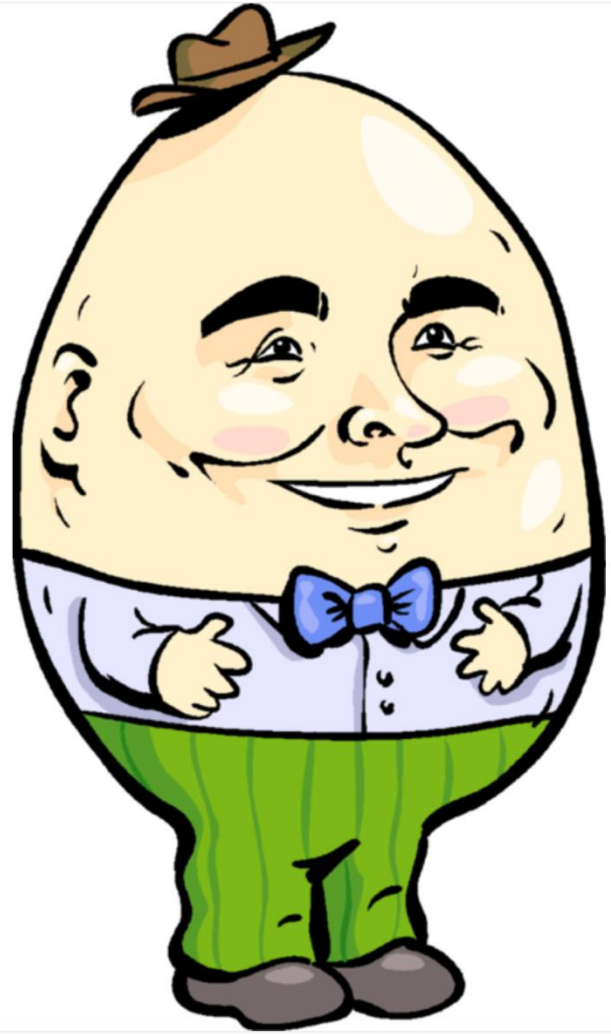
7 Words + Phrases that Spark Email Success

Nancy Harhut
Chief Creative Officer
HBT Marketing
@nharhut



"When I use a word, it means just what I choose it to mean—neither more nor less."

Humpty Dumpty, Through the Looking-Glass
(Lewis Carroll)



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"Words have an amazing impact, and by understanding when, why, and how they work, we can use them to increase ours."

Jonah Berger, Wharton School
Author: Magic Words



Image: Wikimedia Commons

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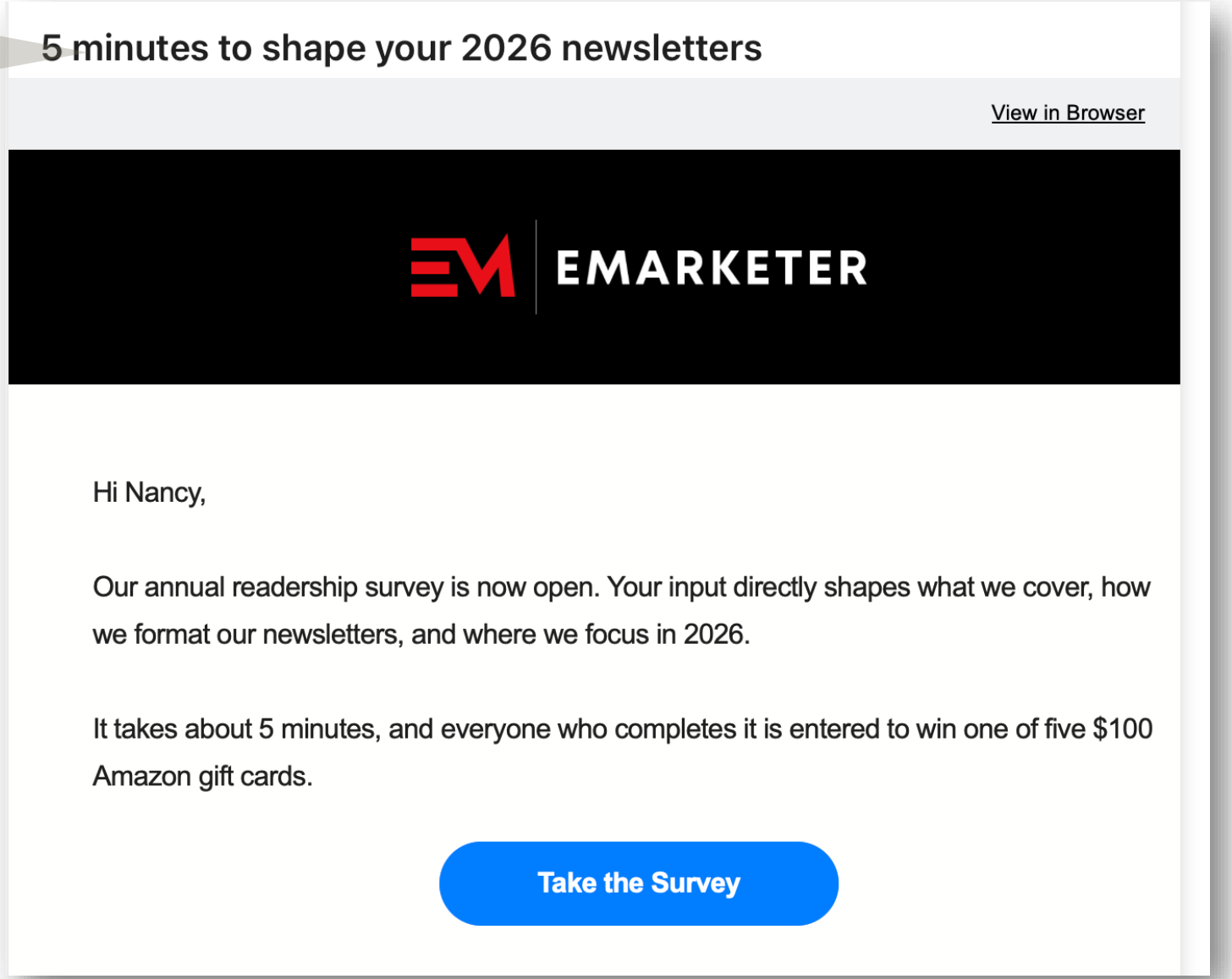
1. Minutes



HBT MARKETING

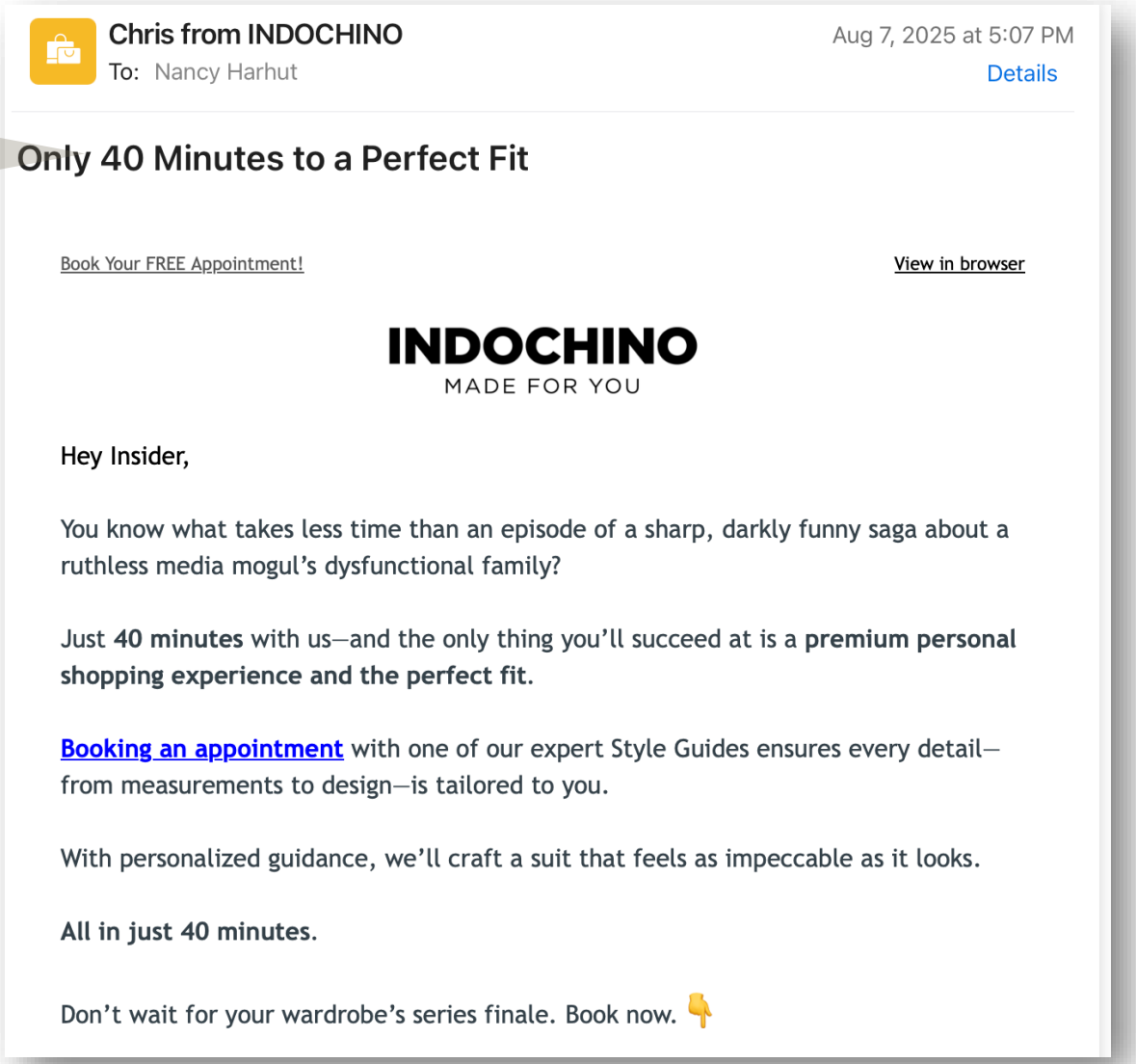
@nharhut

5 minutes to shape your 2026 newsletters



28% increase, Worldata

Only 40 minutes to a Perfect Fit



Chris from INDOCHINO
To: Nancy Harhut
Aug 7, 2025 at 5:07 PM
Details

Only 40 Minutes to a Perfect Fit

Book Your FREE Appointment! View in browser

INDOCHINO
MADE FOR YOU

Hey Insider,

You know what takes less time than an episode of a sharp, darkly funny saga about a ruthless media mogul's dysfunctional family?

Just **40 minutes** with us—and the only thing you'll succeed at is a **premium personal shopping experience and the perfect fit.**

Booking an appointment with one of our expert Style Guides ensures every detail—from measurements to design—is tailored to you.

With personalized guidance, we'll craft a suit that feels as impeccable as it looks.

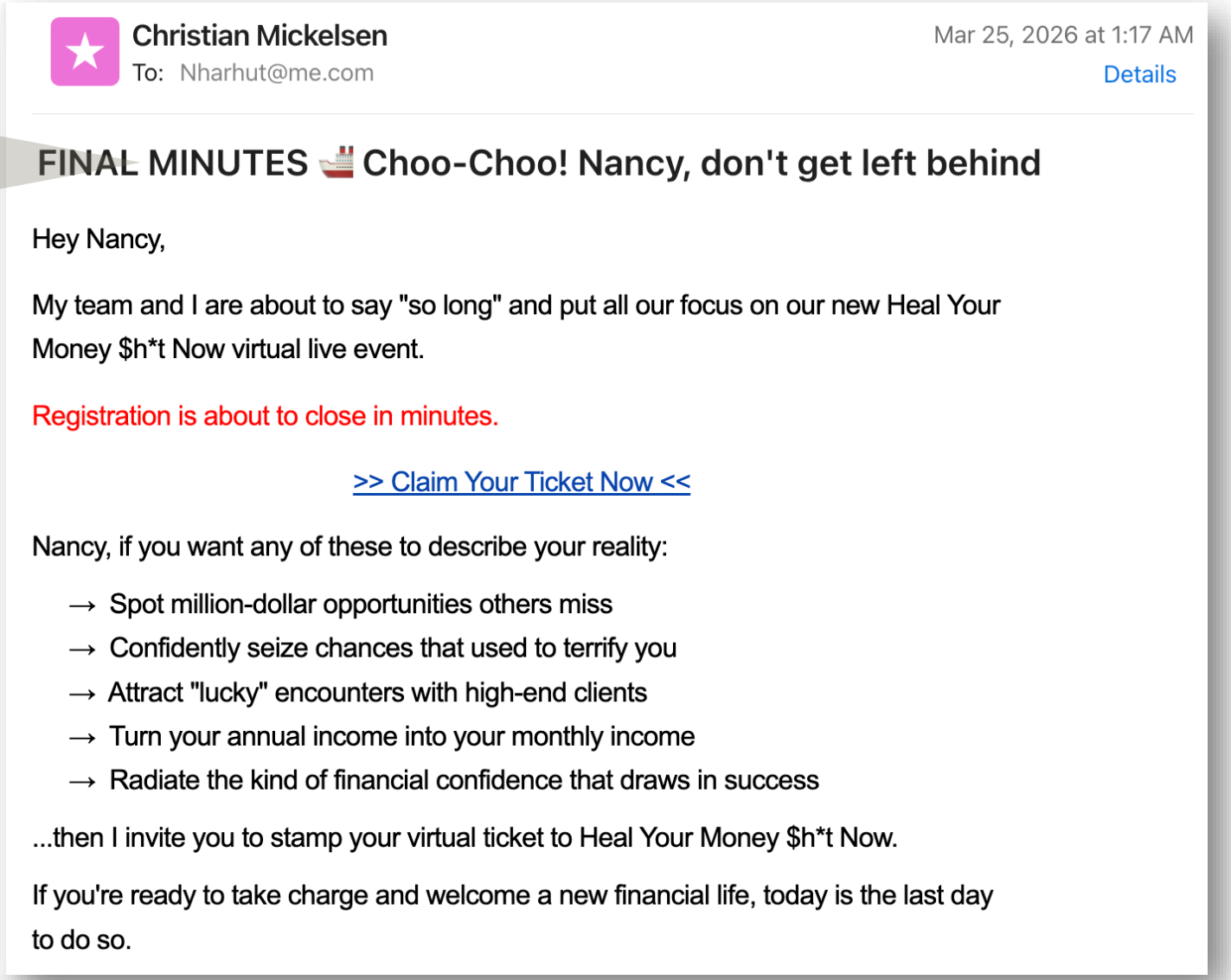
All in just 40 minutes.

Don't wait for your wardrobe's series finale. Book now. 👇

HBT MARKETING

@nharhut

FINAL MINUTES Choo-Choo! Nancy, don’t get left behind



Christian Mickelsen
To: Nharhut@me.com

Mar 25, 2026 at 1:17 AM
Details

FINAL MINUTES 🚢 Choo-Choo! Nancy, don't get left behind

Hey Nancy,

My team and I are about to say "so long" and put all our focus on our new Heal Your Money $h*t Now virtual live event.

Registration is about to close in minutes.

>> Claim Your Ticket Now <<

Nancy, if you want any of these to describe your reality:

→ Spot million-dollar opportunities others miss
→ Confidently seize chances that used to terrify you
→ Attract "lucky" encounters with high-end clients
→ Turn your annual income into your monthly income
→ Radiate the kind of financial confidence that draws in success

...then I invite you to stamp your virtual ticket to Heal Your Money $h*t Now.

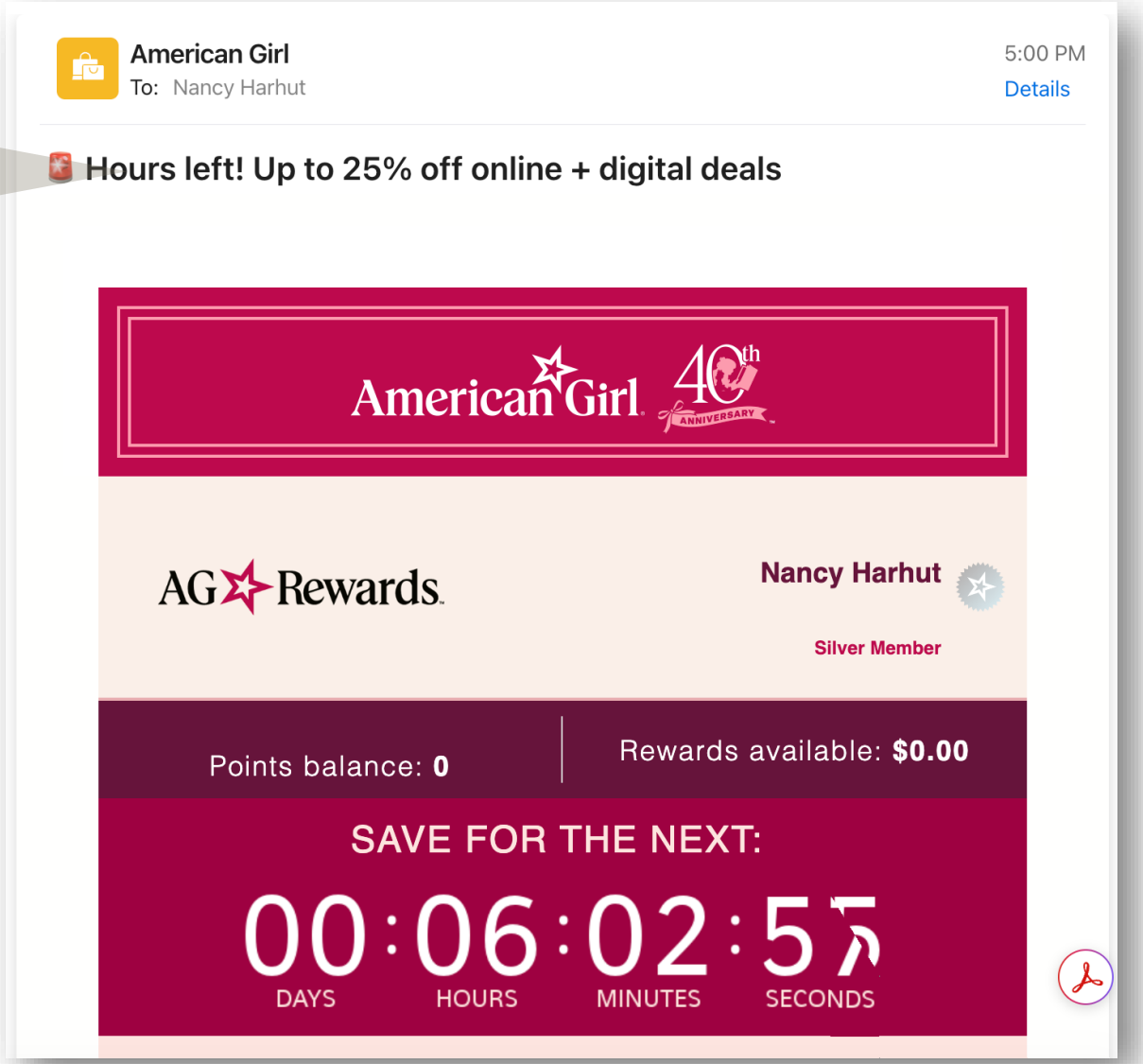
If you're ready to take charge and welcome a new financial life, today is the last day to do so.

HBT MARKETING

@nharhut

Compare that to:

HOURS left! Up to 25% off online + digital deals



HBT MARKETING

@nharhut

Remember:

People don’t like to wait;

And urgency drives action

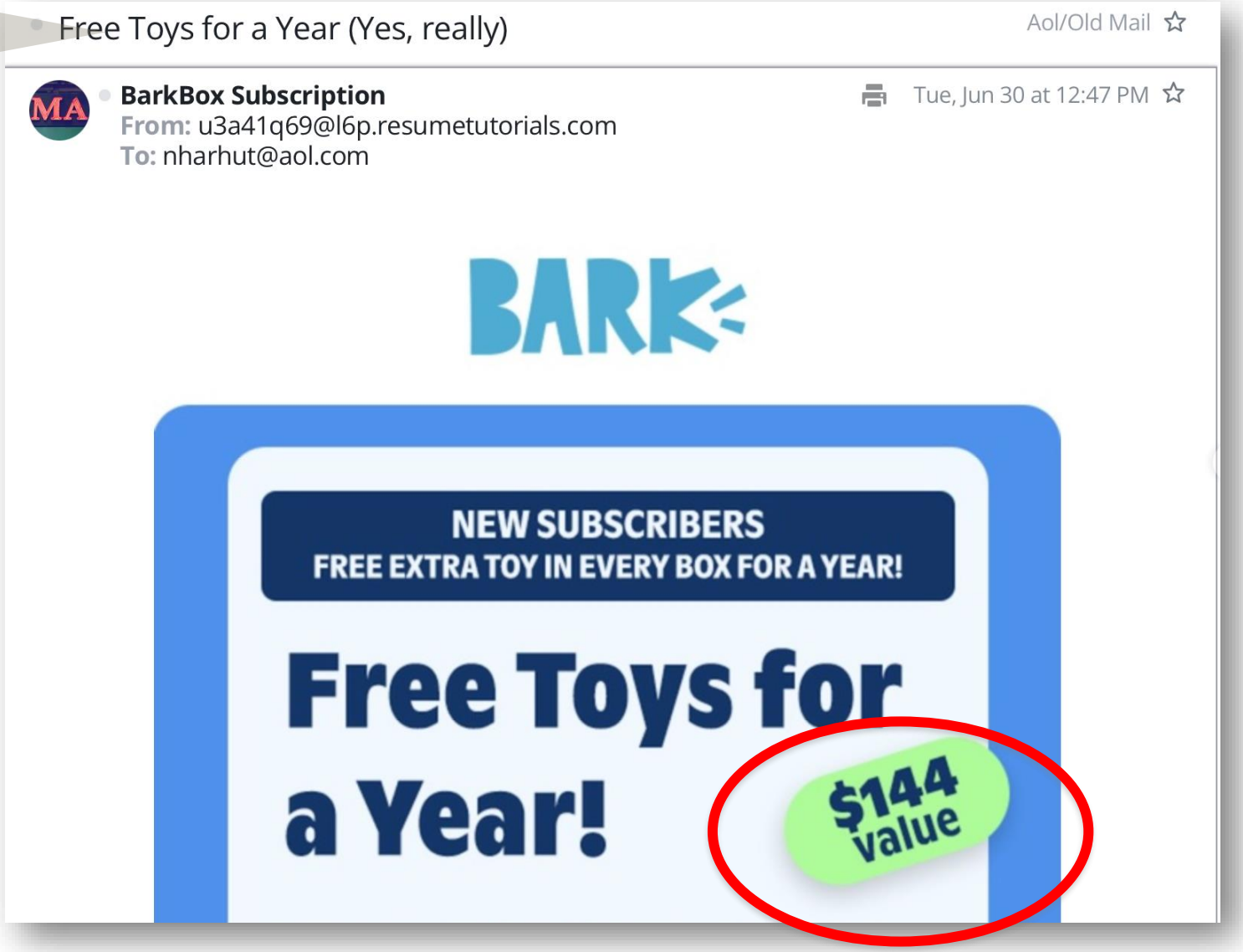
GURU Tip:

Test “instantly”

2. Free



Free Toys for a Year (Yes, really)



36% increase, Worldata

FREE Bogg Bag ends June 30

FREE Bogg Bag ends June 30. Summarize this email

SHRM BETTER WORKPLACES BETTER WORLD™

FREE BOGG BAG ENDS JUNE 30

Join SHRM this week with code **BOGG26** and invest in a membership that saves you time, solves workplace challenges faster, and comes with a **FREE Bogg Bag**.

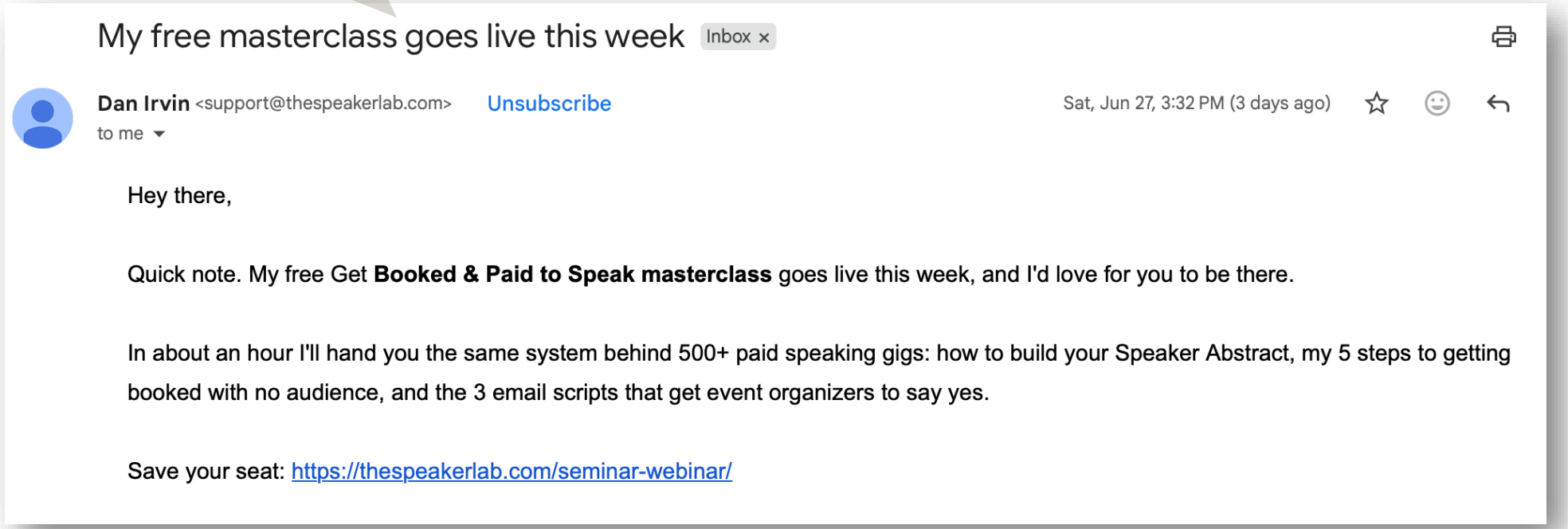
JOIN SHRM TODAY



HBT MARKETING

@nharhut

My free masterclass goes live this week



My free masterclass goes live this week Inbox ×

Dan Irvin <support@thespeakerlab.com> Unsubscribe Sat, Jun 27, 3:32 PM (3 days ago)

to me

Hey there,

Quick note. My free Get **Booked & Paid to Speak masterclass** goes live this week, and I'd love for you to be there.

In about an hour I'll hand you the same system behind 500+ paid speaking gigs: how to build your Speaker Abstract, my 5 steps to getting booked with no audience, and the 3 email scripts that get event organizers to say yes.

Save your seat: https://thespeakerlab.com/seminar-webinar/

HBT MARKETING

@nharhut

Compare that to:

Complimentary Private Jet Flights



To: Nancy Harhut
Subject: Complimentary Private Jet Flights!

ONEflight International
PRIVATE JETS WORLDWIDE

ONEflight International

1st Flight
Complimentary
(Limited Offer)

LIGHT Jets – $2,100/HR

Citation CJ1
Citation CJ2
Citation CJ3
Citation CJ4
Citation Bravo
Citation Encore
Citation Mustang
Eclipse 500
Hawker 400XP
Nextant 400XT
Learjet 31A
Learjet 40XR
Phenom 100
Phenom 300
Piaggio P180
Premier 1A

MID Size Jets – $3,500/HR

Citation Excel/XLS
Citation Latitude
Gulfstream G100
Gulfstream G150
Hawker 800/850XP
Learjet 45XR
Learjet 60XR
Learjet 70/75XR

SUPER MID Jets – $4,900/HR

Challenger 300/350
Citation Sovereign
Citation X
Falcon 50EX
Gulfstream G200
Gulfstream G280
Hawker 900XP
Legacy 500

HEAVY Jets – $8,200/HR

Challenger 604/605
Challenger 850
Falcon 2000EX
Falcon 7X/8X
Falcon 900EX
Global EXP/5000
Gulfstream G350
Gulfstream G450/VI
Gulfstream G550/V
Gulfstream G650
Hawker 4000
Legacy 600/650

JETX Memberships

Instant access to 12,000 Jets
Billed for Occupied time only

1st Flight is Complimentary

Member Benefits

Flexibility – fly any size aircraft
Flight Guarantee – guaranteed aircraft with 10 hours notice
Pricing Protection – fixed Annual Hourly Rates
Personal Concierge – we manage your entire travel experience
Complimentary Catering on every flight
Complimentary Door-to-Door Executive Car service

Book your Complimentary Flight
888-458-4090

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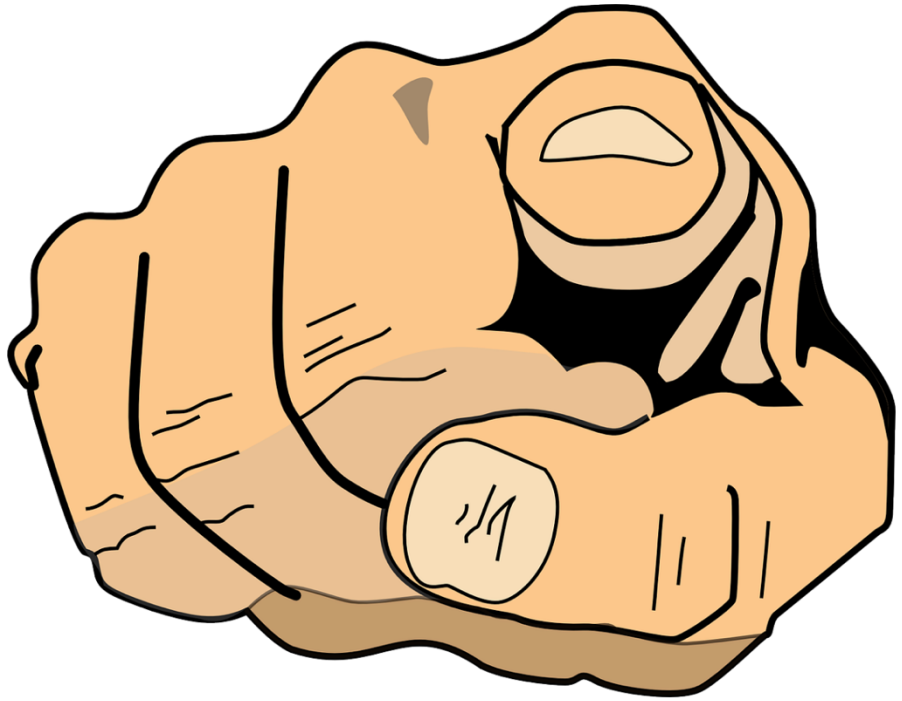
Remember:

People overvalue free things

GURU Tip:

Test $0

3. You



You earned this upgrade…

You earned this upgrade...



ICYMI, our B2B Forum Summer Sale kicked off on Friday.

You have two weeks to save an extra $200 on either pass type.
That's in addition to the existing 20% off rate.

HBT MARKETING

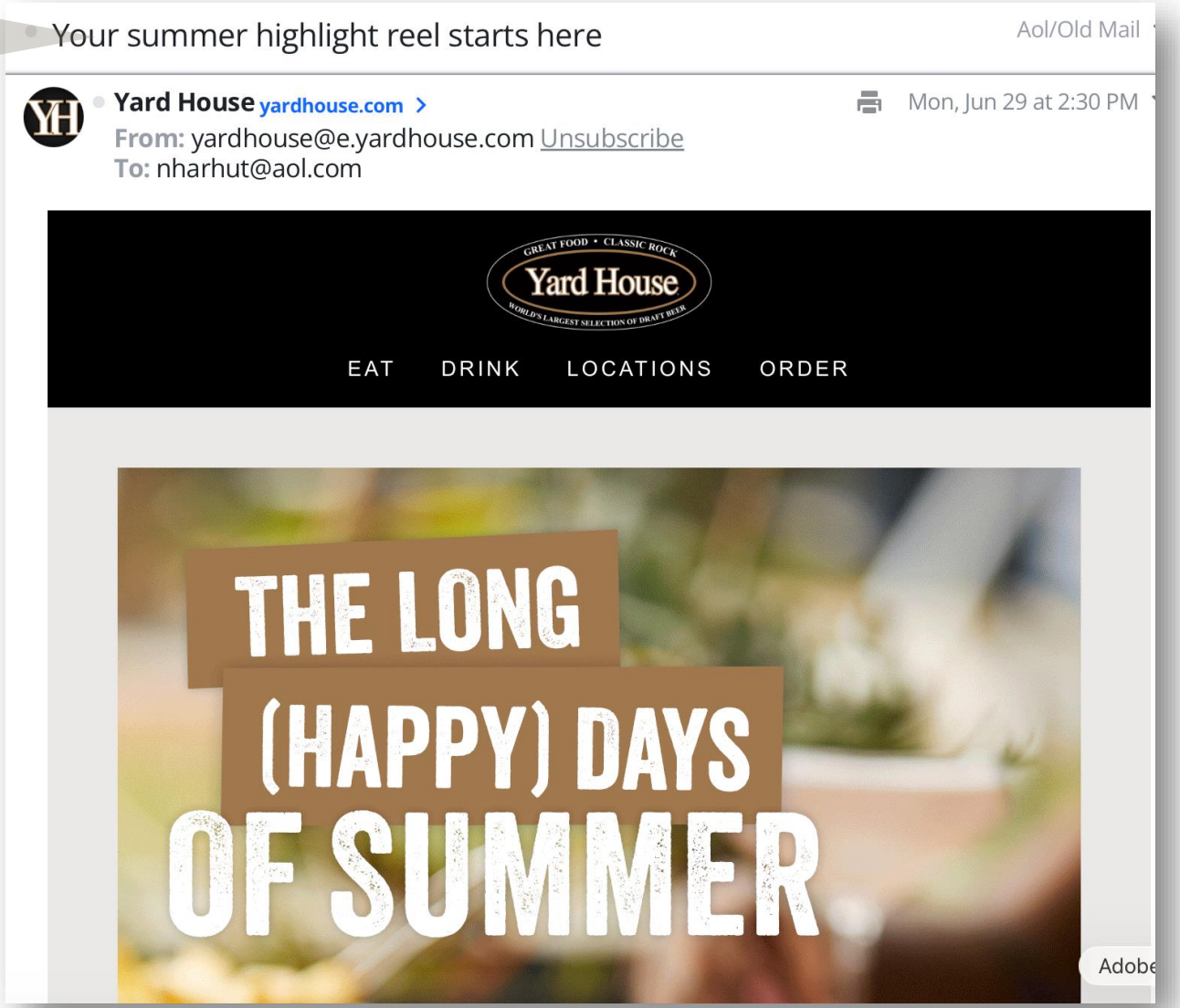
@nharhut

You can get all that at Panera?



20% increase, Worldata

Your summer highlight reel starts here



HBT MARKETING

@nharhut

Compare that to:

We’re really close

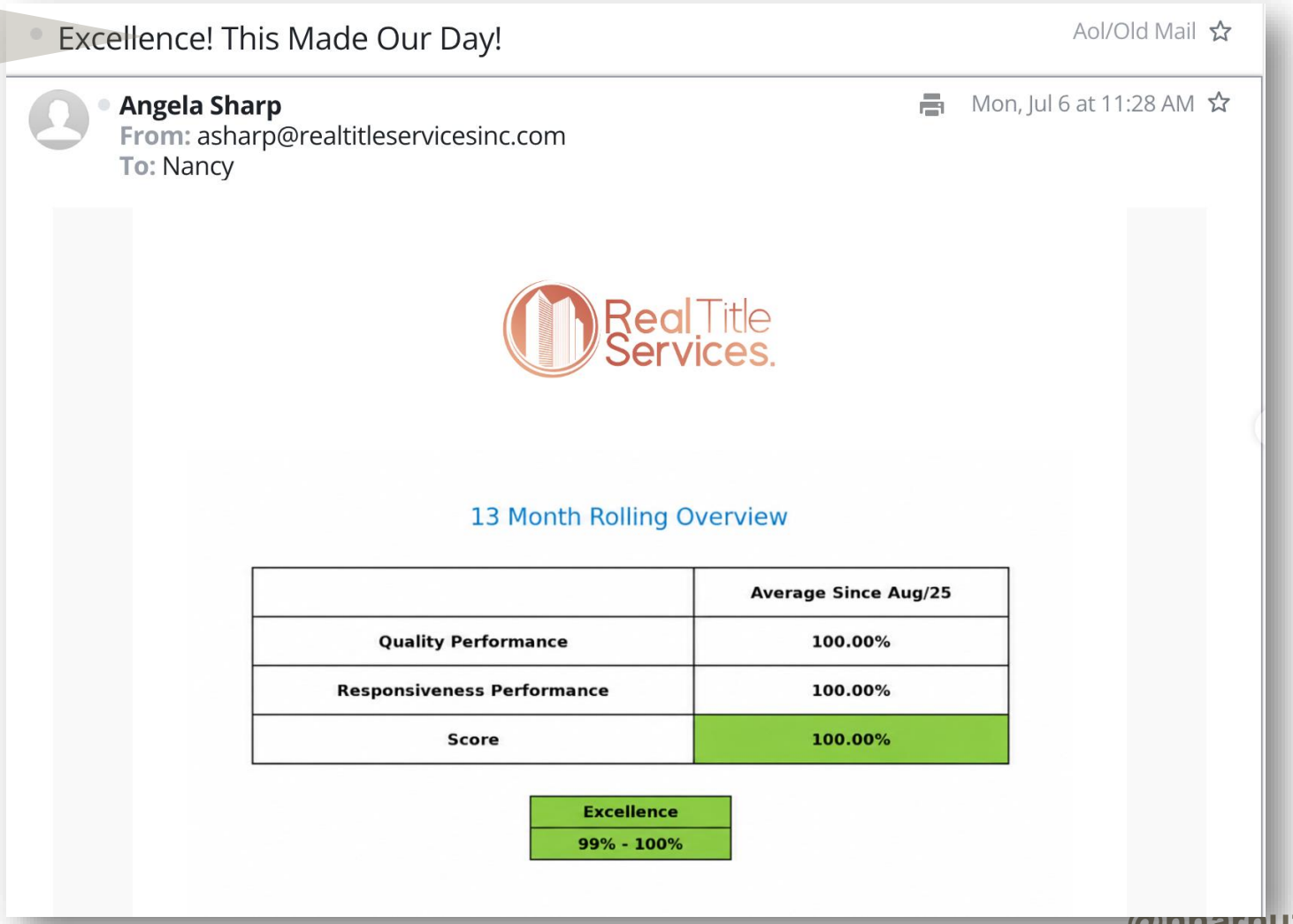


HBT MARKETING

@nharhut

And this:

Excellence! This Made Our Day!



Excellence! This Made Our Day!

Aol/Old Mail

Angela Sharp
From: asharp@realtitleservicesinc.com
To: Nancy

Mon, Jul 6 at 11:28 AM

RealTitle Services.

13 Month Rolling Overview

	Average Since Aug/25
Quality Performance	100.00%
Responsiveness Performance	100.00%
Score	100.00%

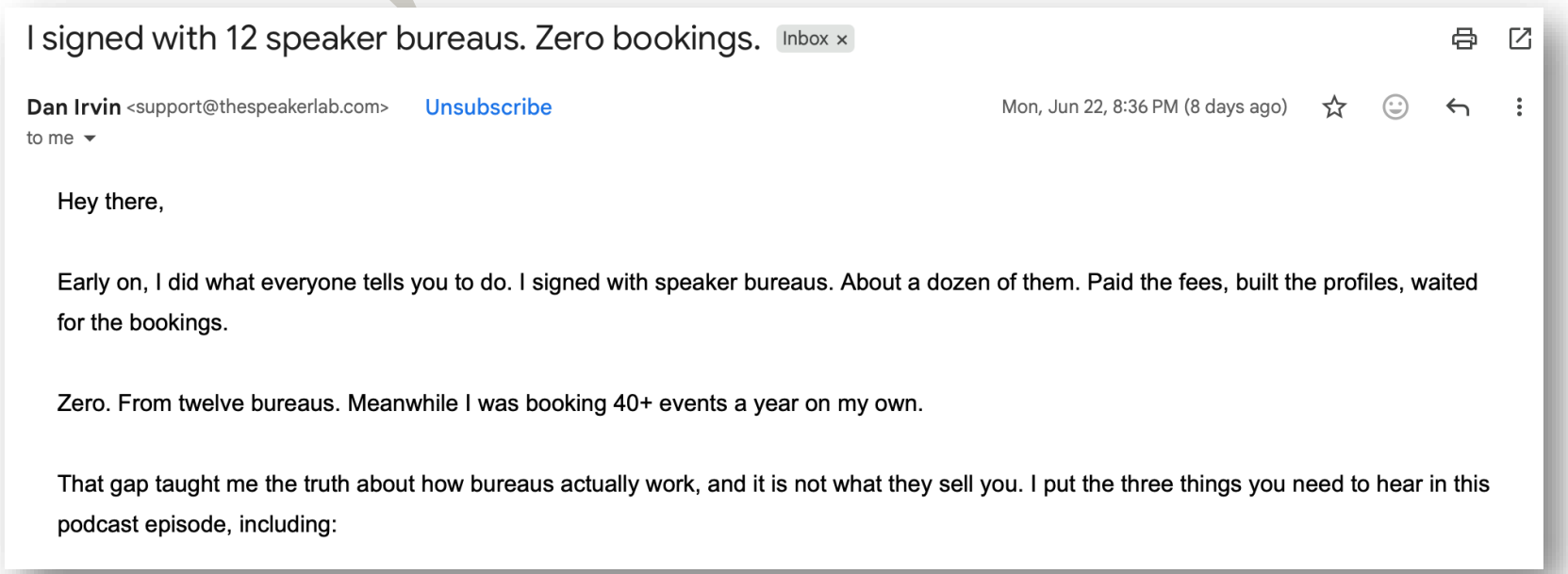
Excellence
99% - 100%

HBT MARKETING

@nharnut

And this:

I signed with 12 speaker bureaus



I signed with 12 speaker bureaus. Zero bookings. Inbox ×

Dan Irvin <support@thespeakerlab.com> Unsubscribe Mon, Jun 22, 8:36 PM (8 days ago)

to me

Hey there,

Early on, I did what everyone tells you to do. I signed with speaker bureaus. About a dozen of them. Paid the fees, built the profiles, waited for the bookings.

Zero. From twelve bureaus. Meanwhile I was booking 40+ events a year on my own.

That gap taught me the truth about how bureaus actually work, and it is not what they sell you. I put the three things you need to hear in this podcast episode, including:

HBT MARKETING

Remember:

People are more interested in themselves than anyone else

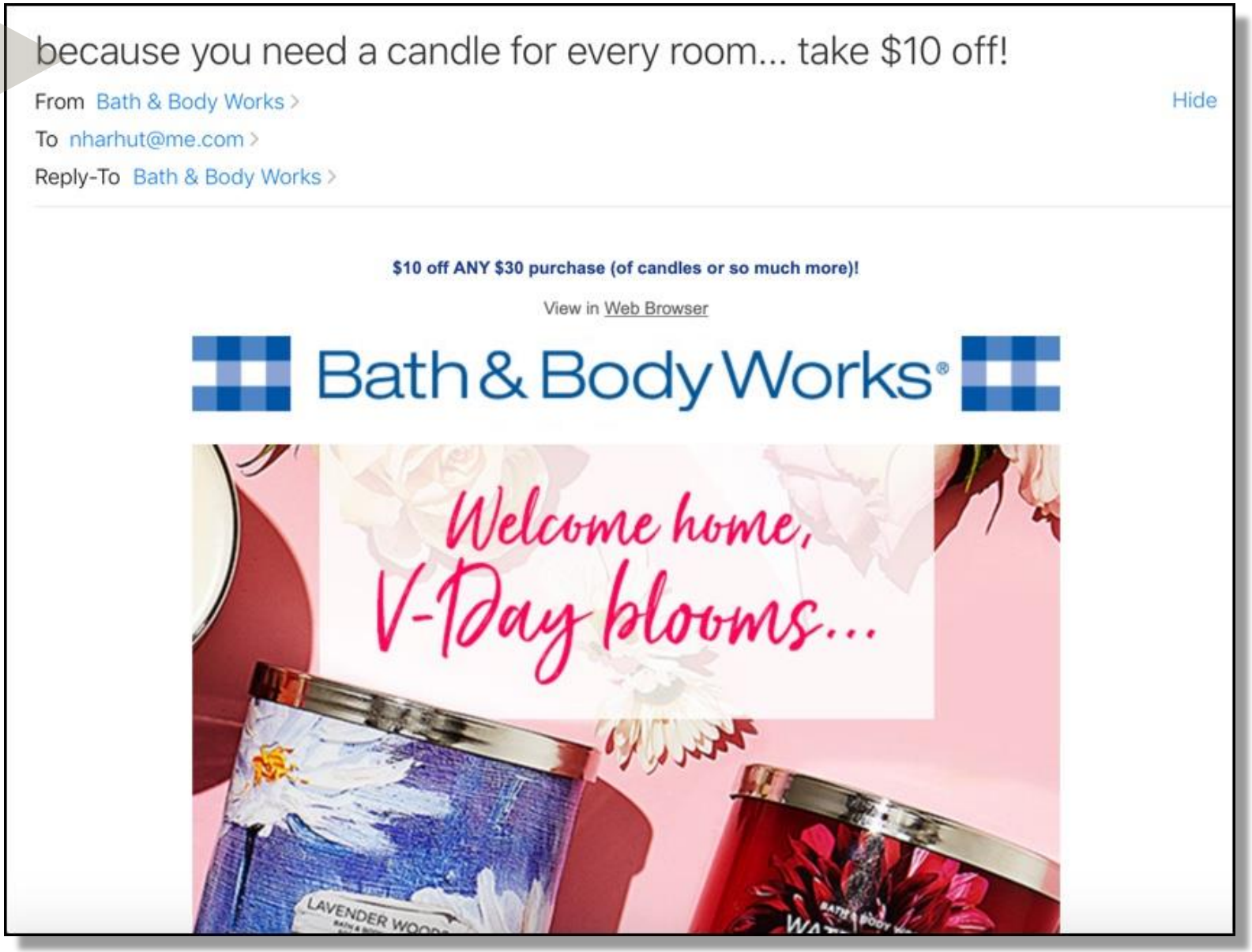
GURU Tip:

Personalize by name, occupation, company name, geography, or interest

4. Because



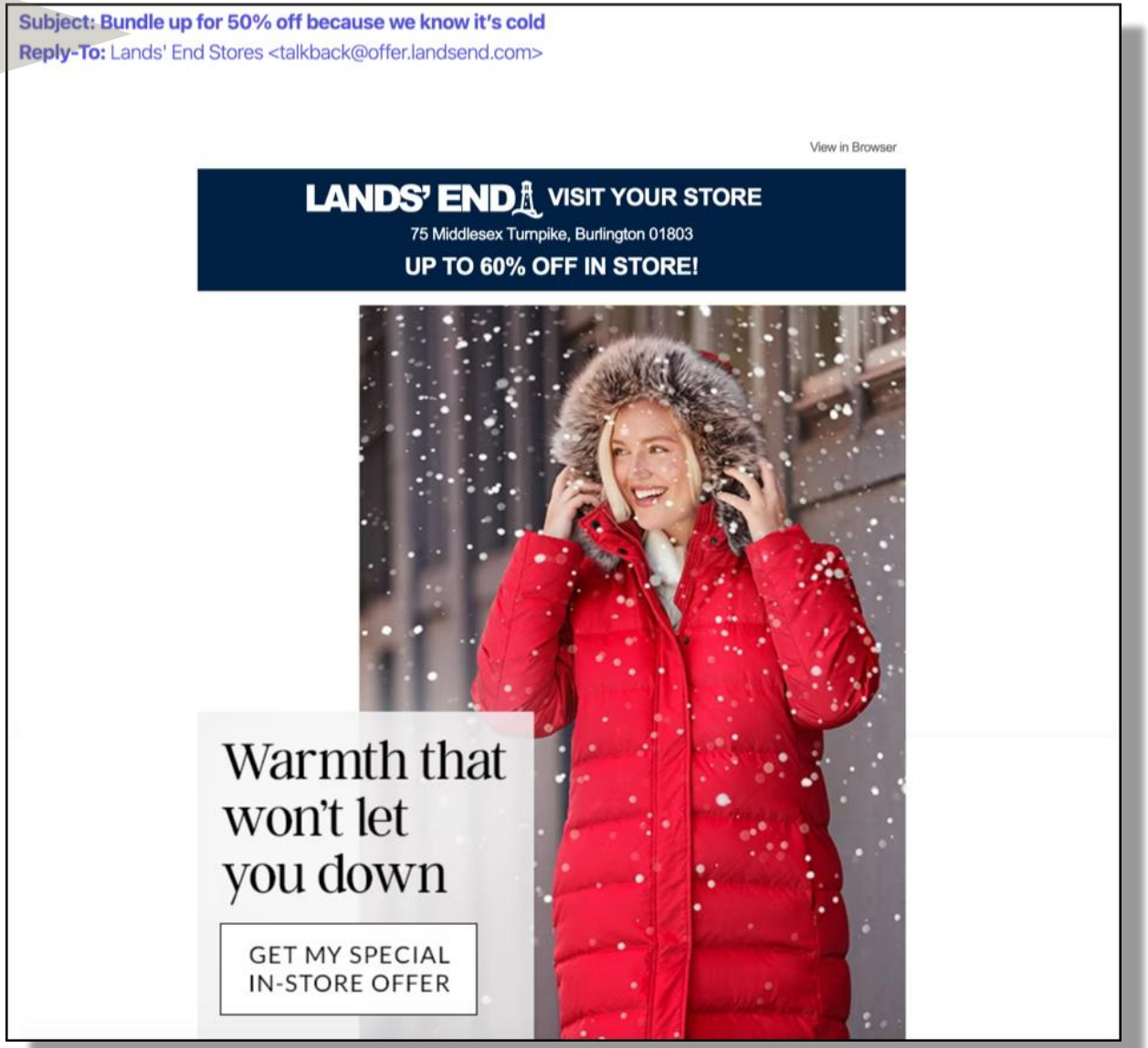
because you need a candle for every room…



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@nharhut

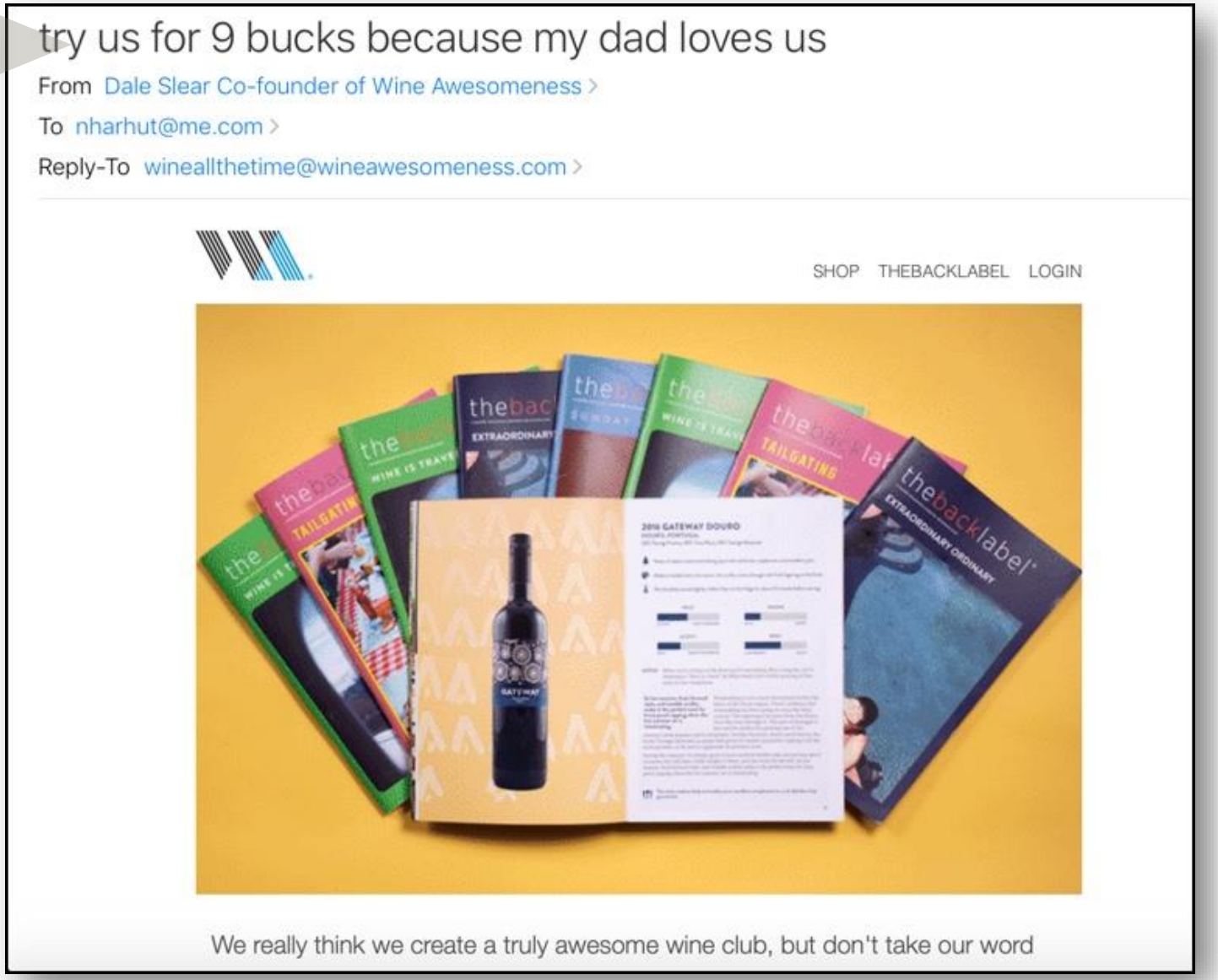
Bundle up for 50% off because we know it's cold



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Try us for 9 bucks because my dad loves us

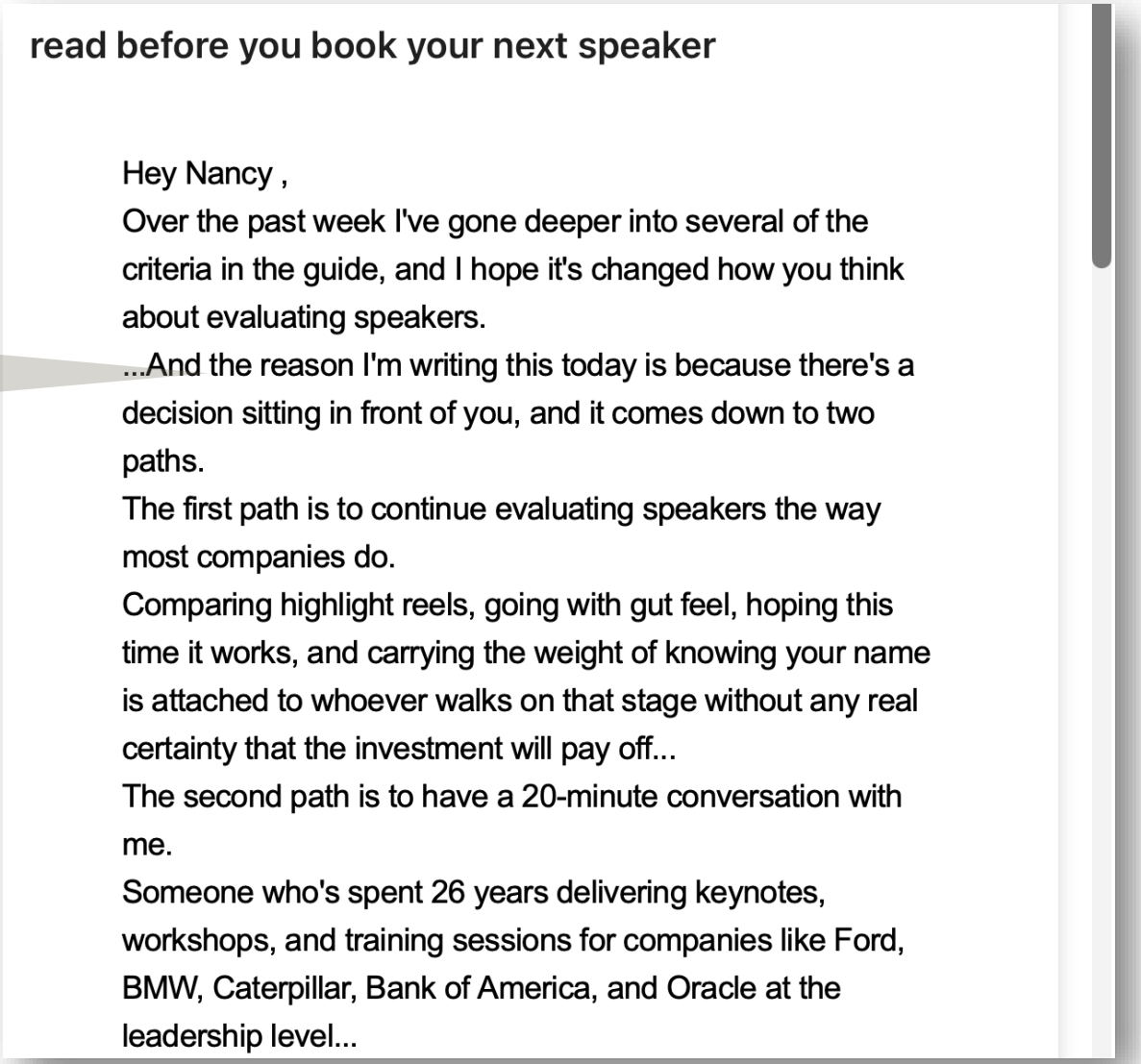


HBT MARKETING

@nharhut

Compare that to:

And the reason I'm writing this today is…



read before you book your next speaker

Hey Nancy ,

Over the past week I've gone deeper into several of the criteria in the guide, and I hope it's changed how you think about evaluating speakers.

...And the reason I'm writing this today is because there's a decision sitting in front of you, and it comes down to two paths.

The first path is to continue evaluating speakers the way most companies do.

Comparing highlight reels, going with gut feel, hoping this time it works, and carrying the weight of knowing your name is attached to whoever walks on that stage without any real certainty that the investment will pay off...

The second path is to have a 20-minute conversation with me.

Someone who's spent 26 years delivering keynotes, workshops, and training sessions for companies like Ford, BMW, Caterpillar, Bank of America, and Oracle at the leadership level...

HBT MARKETING

@nharhut

Remember:

Because triggers

automatic compliance

GURU Tip:

Consider “since, as, due to”

5. Invitation



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Invitation: John Werner's 2nd Photography Show

Invitation: John Werner's 2nd Photography Show on 85 Foot Screen | Jan 13 @ New England Aquarium, 4-8 pm

Ideas in **action**

Dear IIA Friends,

You're warmly invited to **John Werner's 2nd Photography Show**, an evening of images, stories, reflection and review and vision for IIA—projected on one of Boston's most extraordinary screens (85 foot in width) at the New England Aquarium.

Register HERE for the Tuesday, January 13, 4-8 pm.

Program

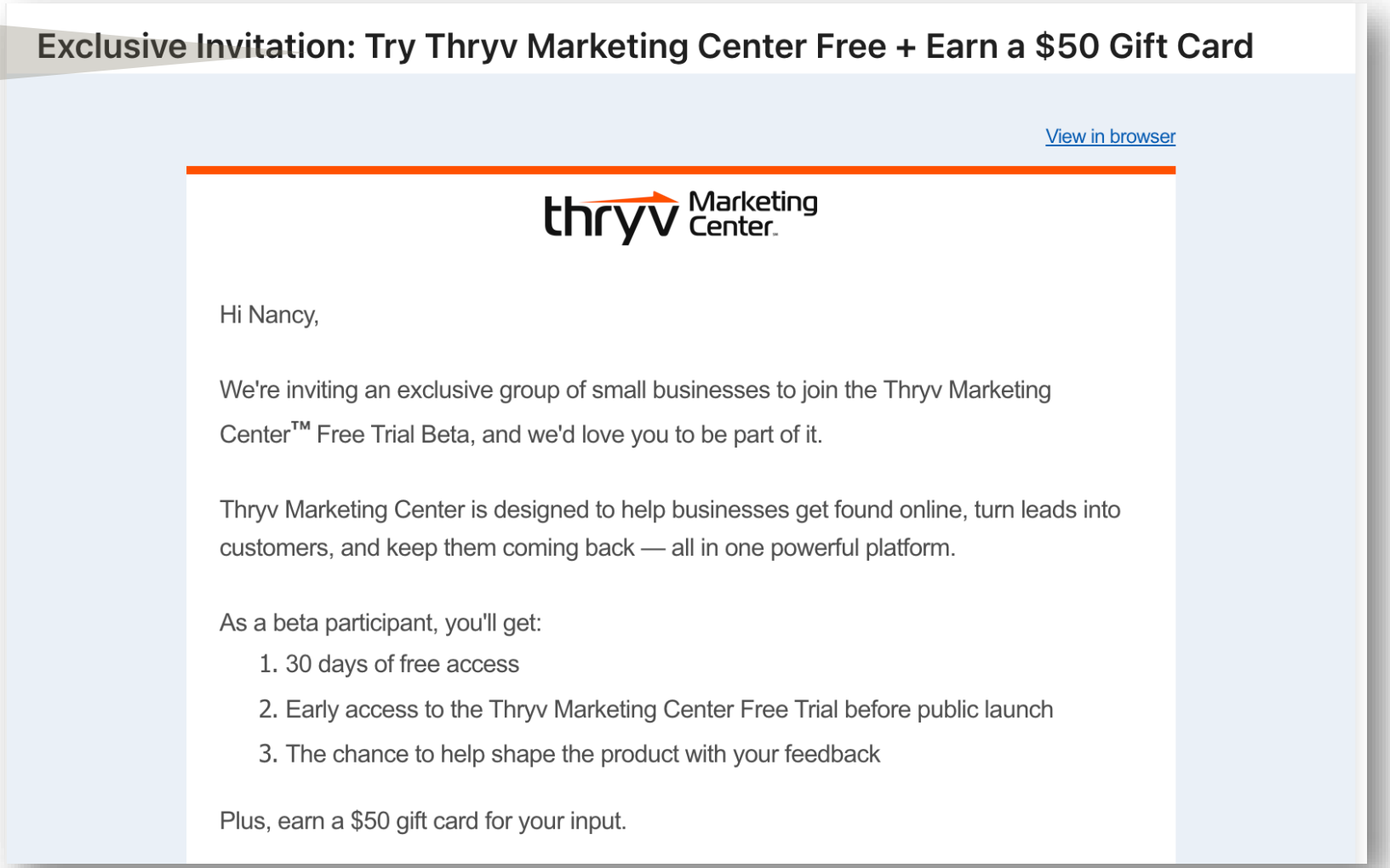
- Stories behind 2025 photos ('25 Highlights HERE, 15 year sampling HERE
- A brief reflection on IIA's past year—and a look ahead to 2026

25% increase, Worldata

HBT MARKETING

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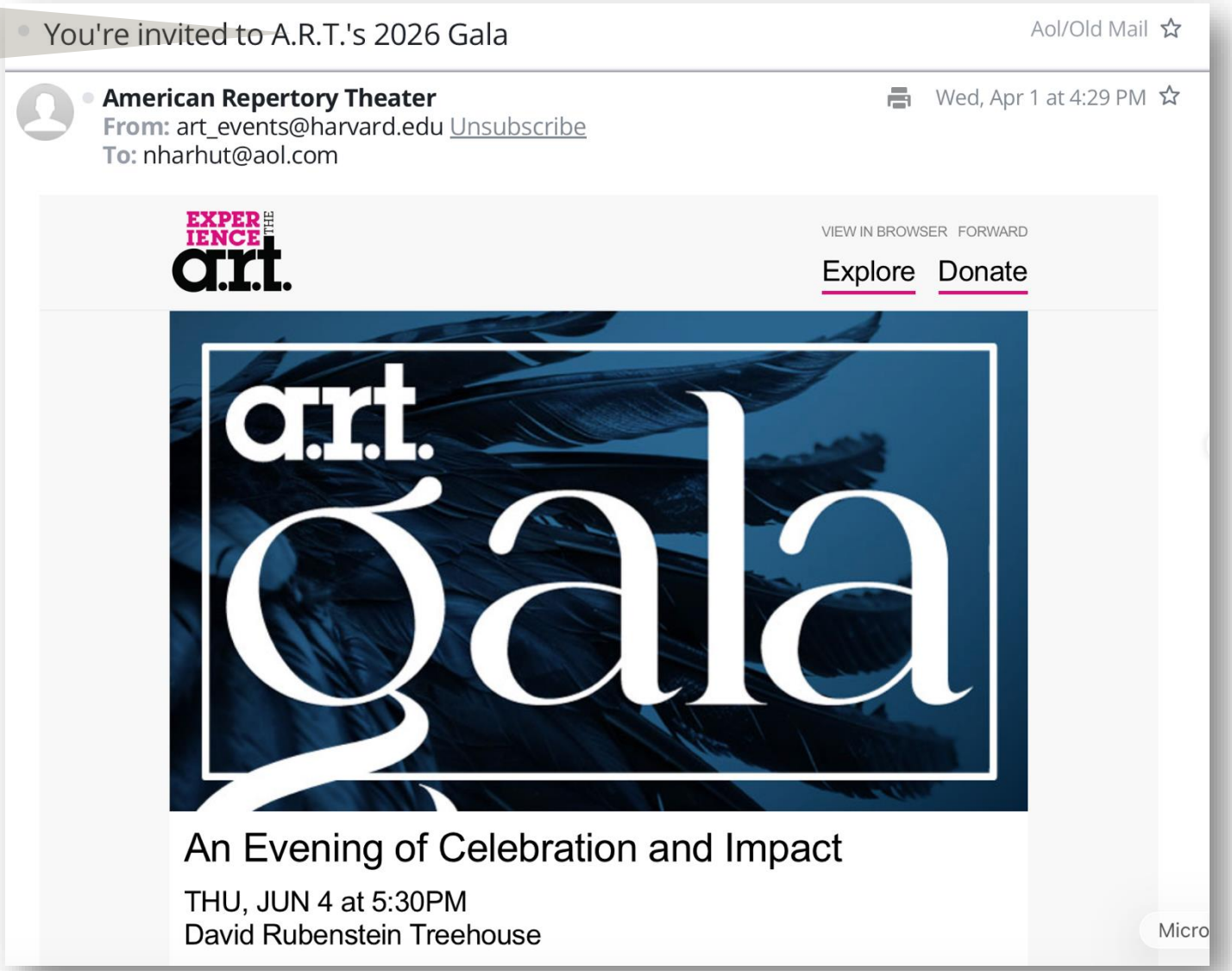
Exclusive Invitation: Try Thryv Marketing Center Free + Earn a $50 Gift Card



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You're invited to A.R.T.'s 2026 Gala

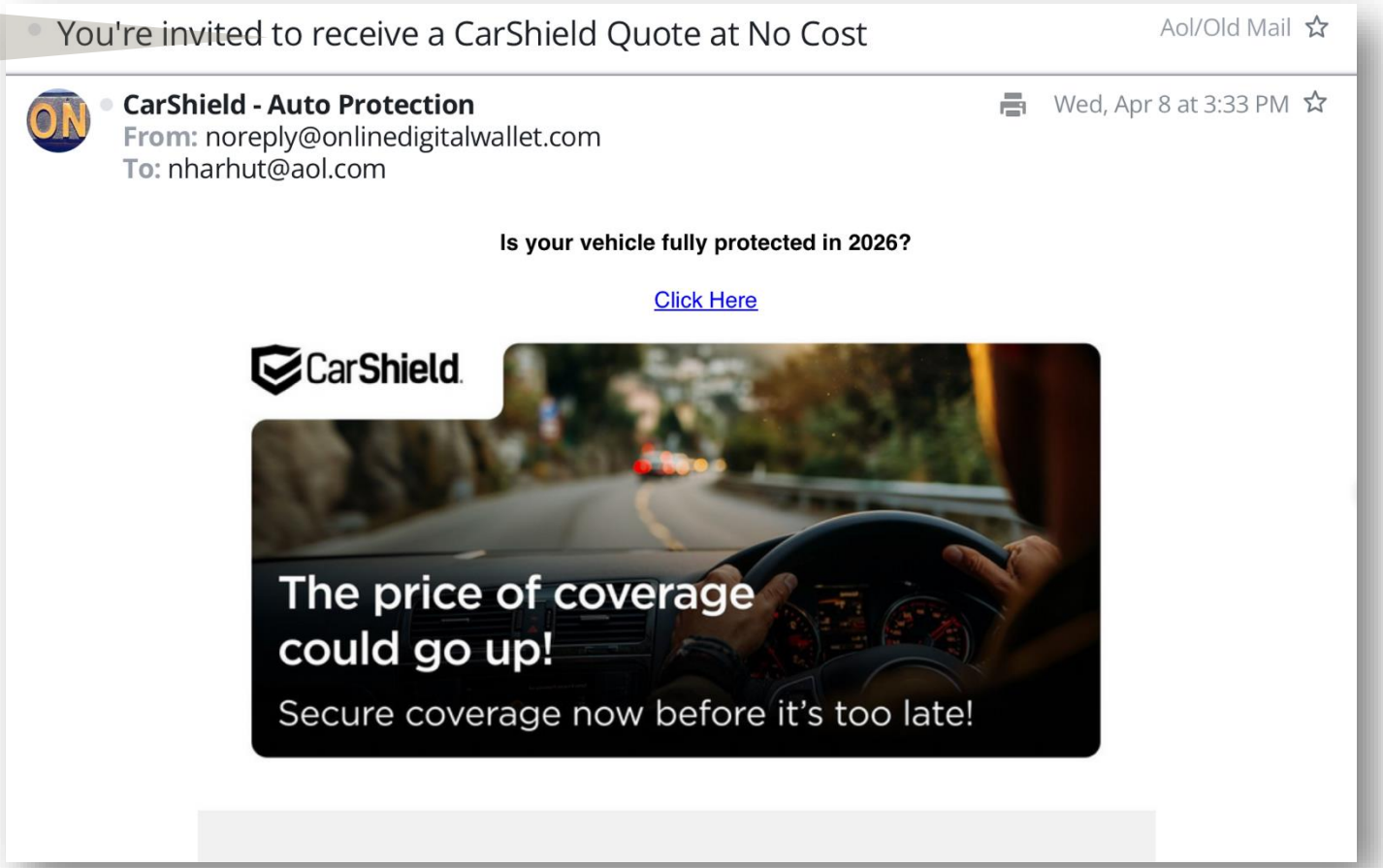


HBT MARKETING

@nharhut

Compare that to:

You're invited to receive a CarShield Quote at No Cost



HBT MARKETING

Remember:

People like the exclusive feel of an invitation

GURU Tip:

Test “your ticket to”

6. Imagine



Image: Smashicons

Imagine these in your yard >>

✨Imagine these in your yard >>

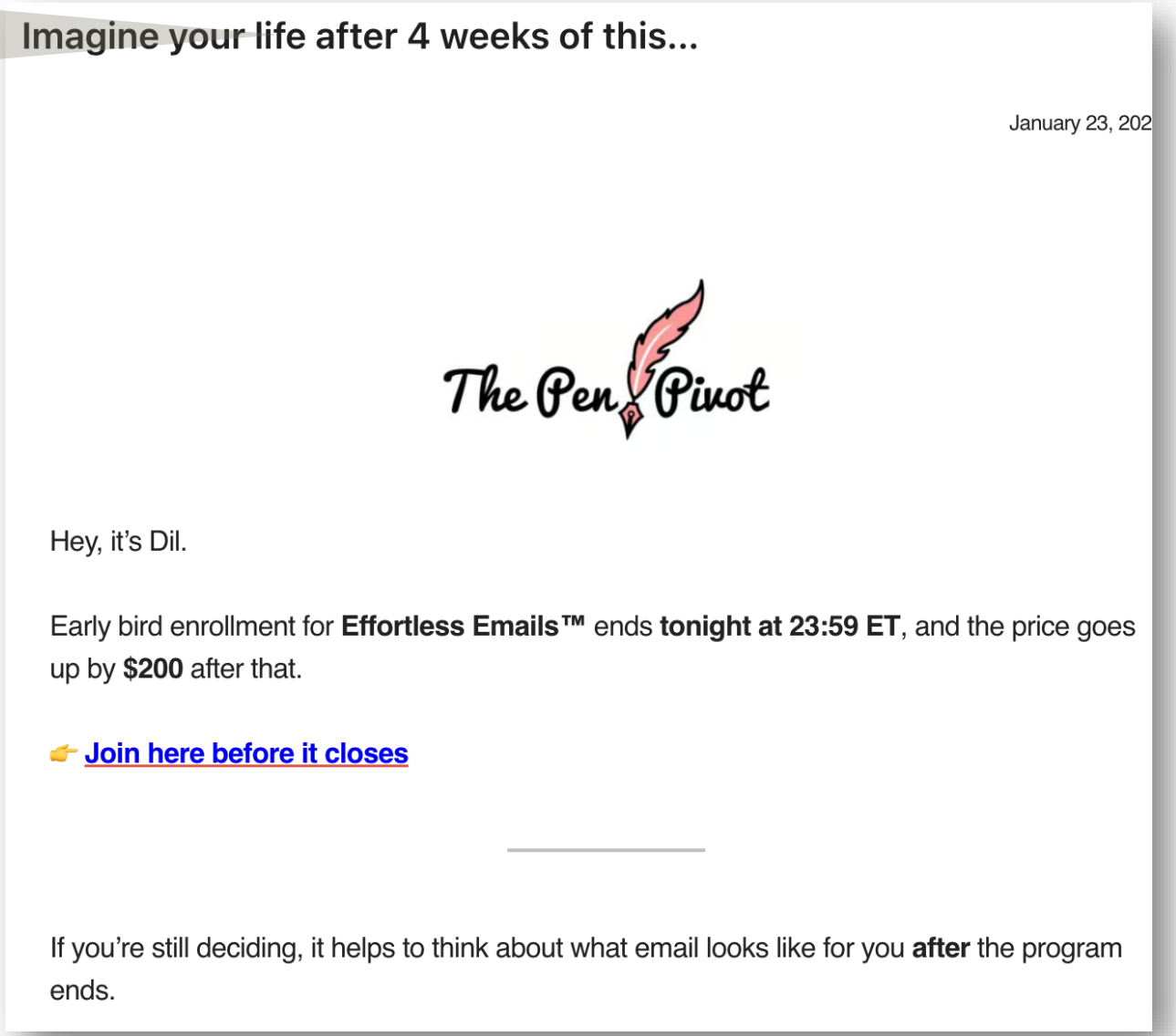
HOME SENSE



HBT MARKETING

@nharhut

Imagine your life after 4 weeks of this…



Imagine your life after 4 weeks of this...

January 23, 202

The Pen Pivot

Hey, it's Dil.

Early bird enrollment for **Effortless Emails™** ends **tonight at 23:59 ET**, and the price goes up by **$200** after that.

👉 **Join here before it closes**

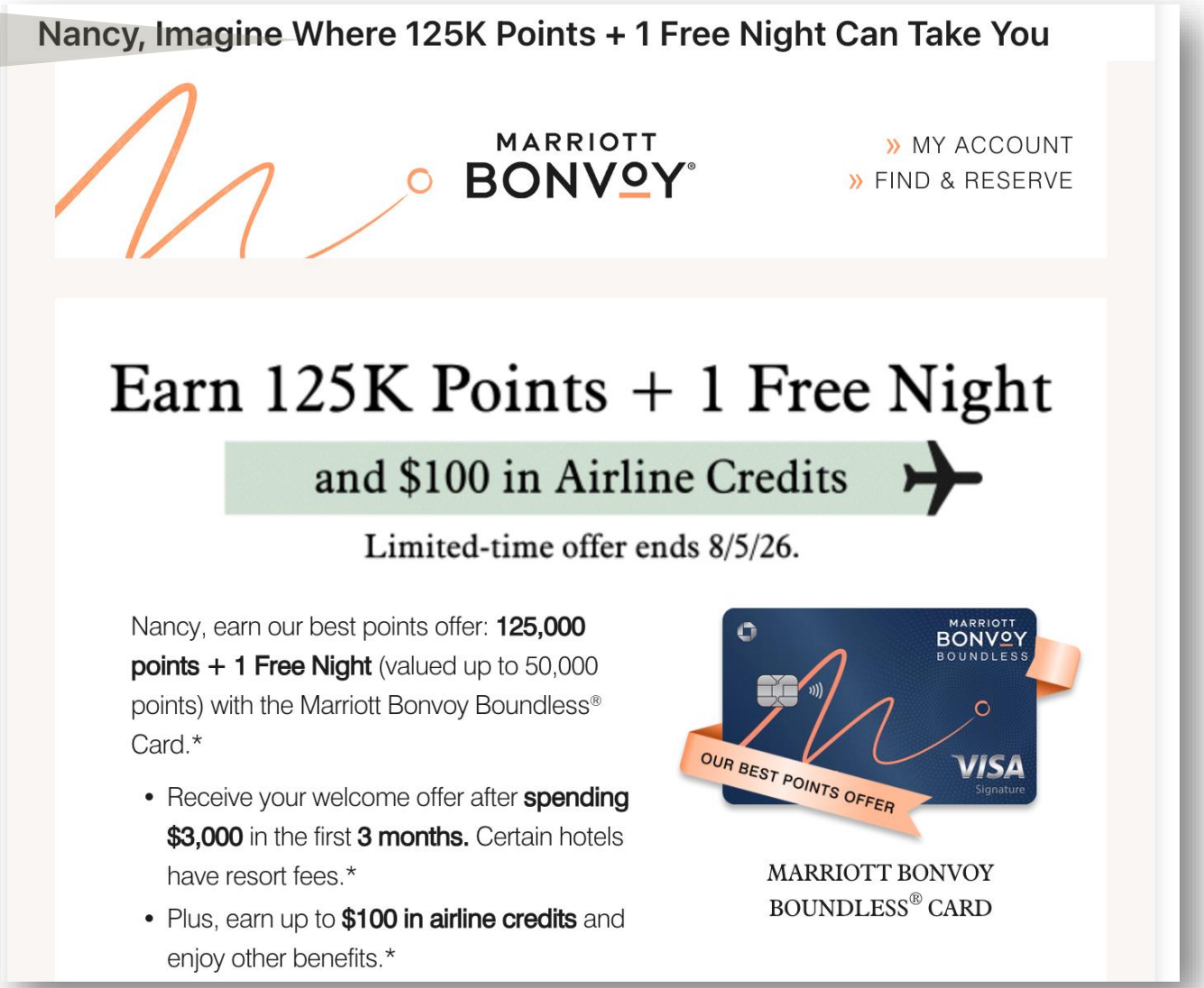
If you're still deciding, it helps to think about what email looks like for you **after** the program ends.

HBT MARKETING

Effortless Emails program

@nharhut

Nancy, Imagine Where 125K Points + 1 Free Night Can Take You

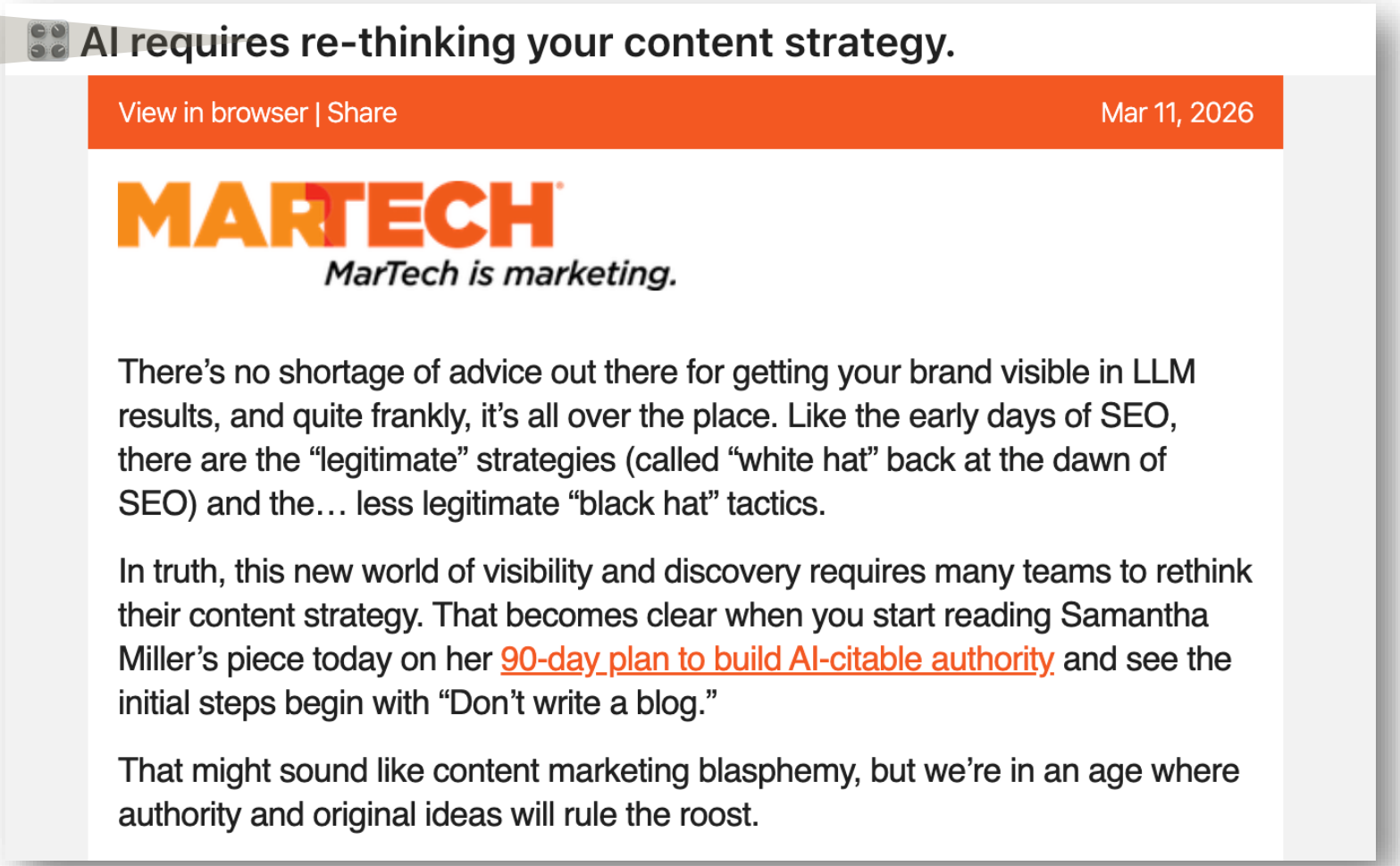


HBT MARKETING

@nharhut

Compare that to:

AI requires re-thinking your content strategy



AI requires re-thinking your content strategy.

View in browser | Share Mar 11, 2026

MARTECH
MarTech is marketing.

There's no shortage of advice out there for getting your brand visible in LLM results, and quite frankly, it's all over the place. Like the early days of SEO, there are the "legitimate" strategies (called "white hat" back at the dawn of SEO) and the… less legitimate "black hat" tactics.

In truth, this new world of visibility and discovery requires many teams to rethink their content strategy. That becomes clear when you start reading Samantha Miller's piece today on her 90-day plan to build AI-citable authority and see the initial steps begin with "Don't write a blog."

That might sound like content marketing blasphemy, but we're in an age where authority and original ideas will rule the roost.

Remember:

“Imagine” drops defenses

GURU Tip:

Avoid “learn” because it sounds like work

7. Choose

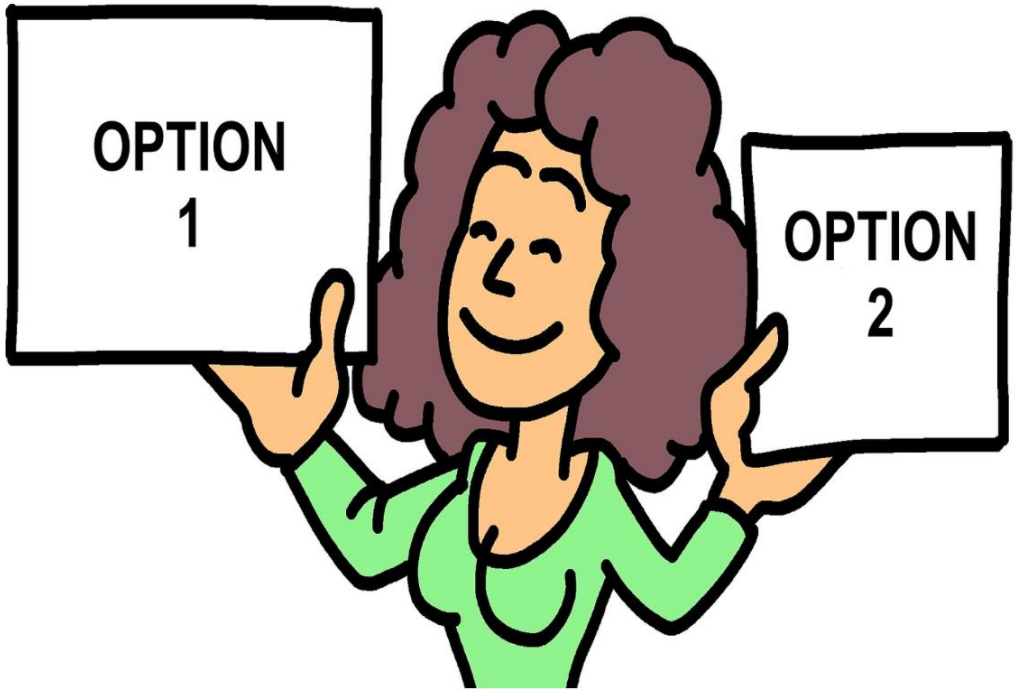
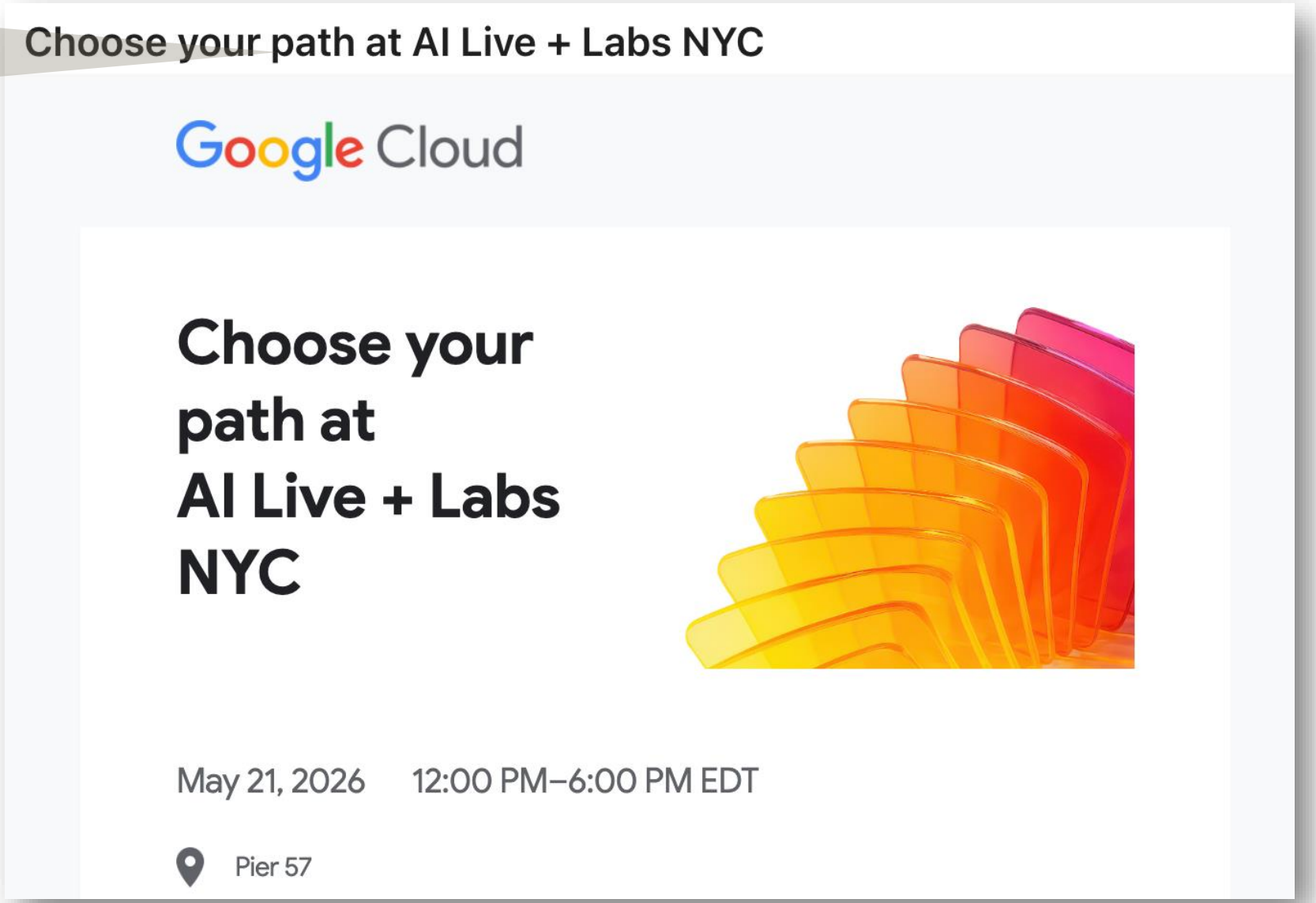
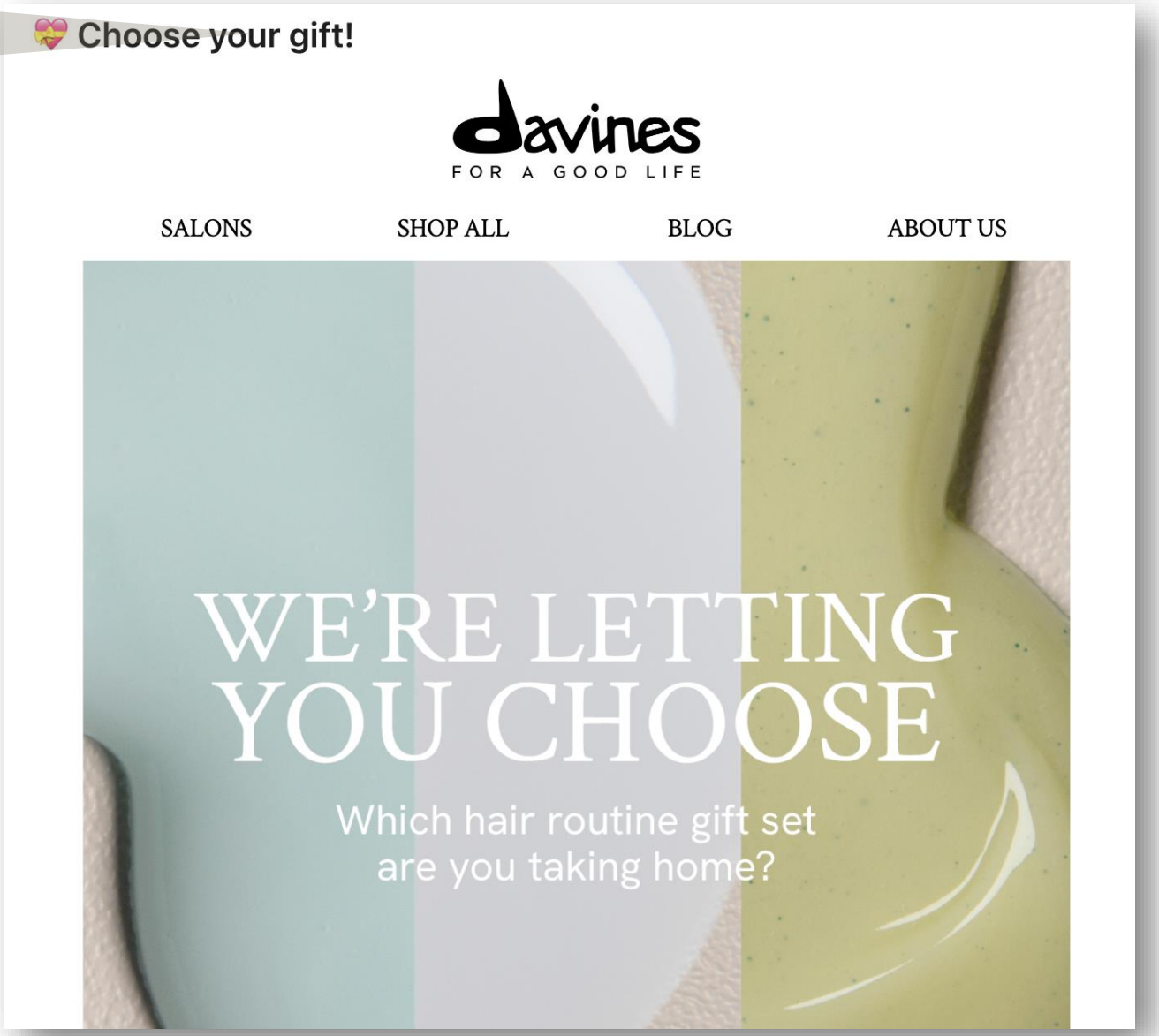


Image: Bauschron

Choose your path at AI Live + Labs NYC



Choose your gift!



HBT MARKETING

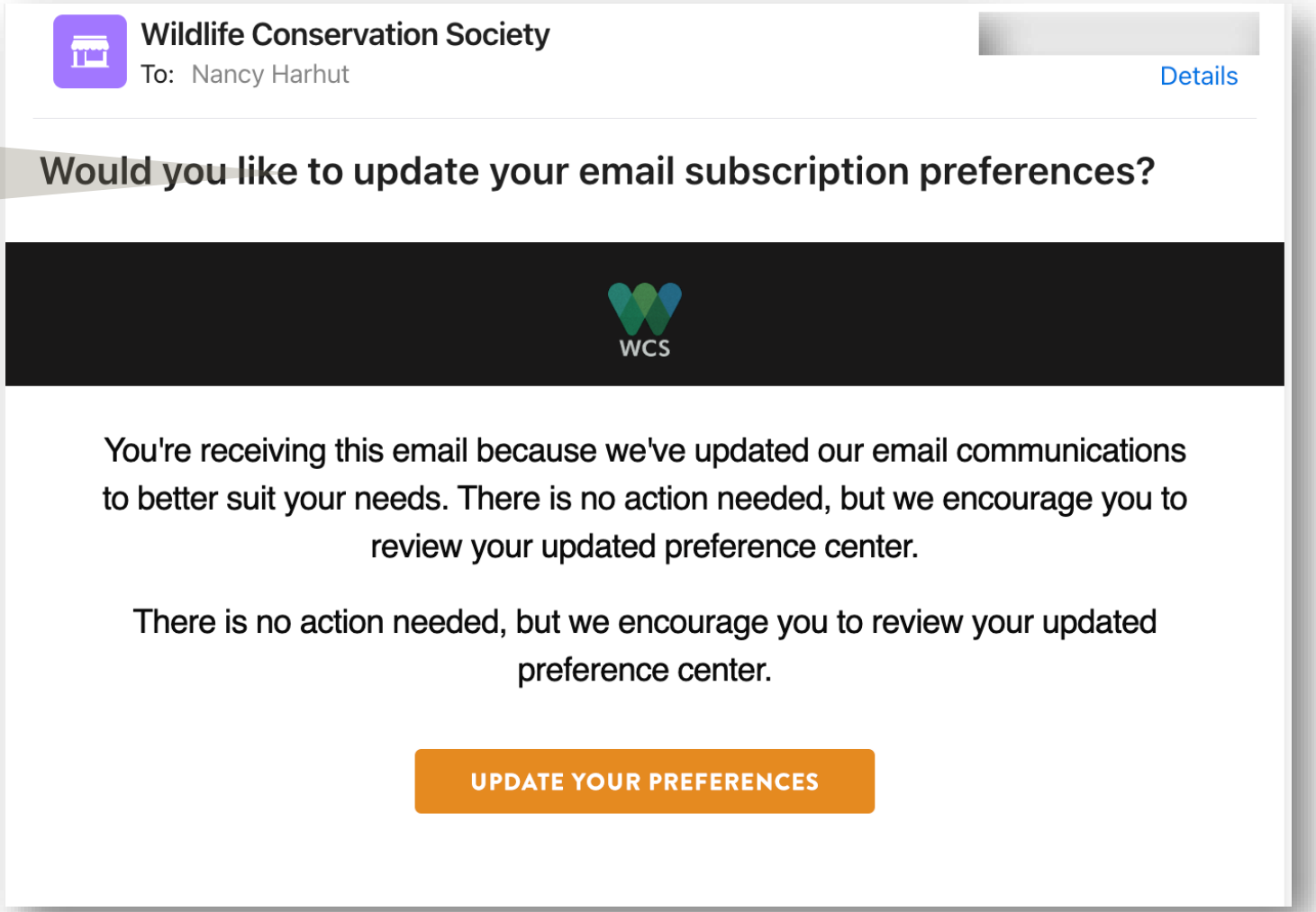
@nharhut

Choose 3 tees, get 25% off



Compare that to:

Would you like to update your email subscription preferences?



HBT MARKETING

Remember:

People desire choices

GURU Tip:

Use the BYAF Technique



BONUS PHRASE

HBT MARKETING

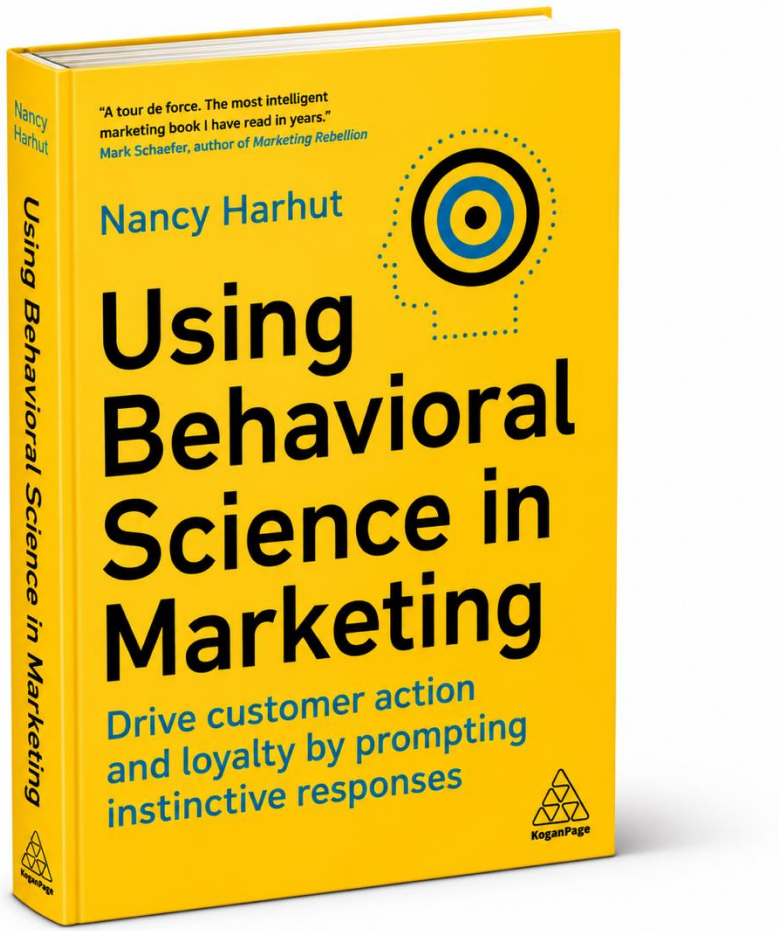
Ask “Would you be willing?”

Power Words

1. Minutes
2. Free
3. You
4. Because
5. Invitation
6. Imagine
7. Choose

HBT MARKETING

@nharhut



"This is a must read for anyone who wants to drive engagement, sales, and growth"

- Jay Schwedelson, Outcome Media

THE BUSINESS BOOK AWARDS in Partnership with Pathway Group FINALIST 2023

READERS' FAVORITE BOOK AWARD WINNER

NIEA WINNER NATIONAL INDIE EXCELLENCE® AWARDS

HARVEY CHUTE Business & Enterprise 2023 Grand Prize Using Behavioral Science in Marketing Nancy Harhut CIBA Chanticleer International Book Awards

BIG NYC BOOK AWARD 2023 WINNER

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THANK YOU!

FREE Behavioral Science Cheat Sheet

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Nancy.Harhut

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