

*Study these to fully & completely understand what God-Level First Lines are.*

*This is what you want your First Lines to look like.*

## Line 1

**RECIPIENT** - Boston SEO agency

**FIRST LINE** - congrats on being recognized by Clutch as a top SEO & marketing agency in Boston. Heavy competition.

**Why is it top-notch**

- Great spelling & grammar
- Very specific
- Recognizes a big win & compliments it without going over the top
- Doesn't start with "I"

## Line 2

**RECIPIENT** - Chicago Bulls content creator

**FIRST LINE** - the all-access training camp episodes this year are sooo well edited - nice work. Hopefully with Donovan & your talent maturing you can make noise this year.

**Why is it God-Level?**

- Uber specific
- Mentioned something our recipient worked on directly
- Very personable, well-edited
- Like a conversation... you'd say this when first meeting someone
- Demonstrating deep industry knowledge with the second sentence

## Line 3

**RECIPIENT** - ad agency music supervisor

**FIRST LINE** - your Searching trailers you helped supe are epic - that movie was ahead of it's time.

**Why is it God-Level?**

- Uber-specific
- Start sentence with "your"

- Genuine, deep, & true... the movie WAS ahead of it's time. This isn't a surface-level compliment
- Good length
- Flows really well
- No redundant words

## Line 4

**RECIPIENT** - RPA, an ad agency

**FIRST LINE** - the animations you created for kids with cancer a few years back were powerful - you made a big difference.

**Why is it God-Level?**

- Concise, no wasted words
- Uber-specific, genuine compliment
- Made use of the dash
- Explaining EXACTLY what you're mentioning concisely so the recipient understands what you're referring to... "the animations you created for kids with cancer a few years back"

## Line 5

**RECIPIENT** - Oakley, an apparel brand

**FIRST LINE** - the new Kokoro collection you put out is stunning. The grimy New York/creative & bright Japanese mix go together really well.

**Why is it God-Level?**

- Mentioned something the recipient worked directly on
- Referring to something very specific
- The second sentence gets deep & genuine... this is something you genuinely think
- "grimy New York", "creative & bright Japanese"... looks like who wrote the first line really took their time out & appreciated the recipients work
- Great sentence flow
- Not too long, not too short

## Line 6

**RECIPIENT** - Direct, a digital marketing agency

**FIRST LINE** - your 15% boost in conversion rate for an online university means a lot of new students - online classes must've skyrocketed since COVID.

## Why is it God-Level?

- Mentioned something very specific
- Short & sweet
- Mentioned something going on in the world (COVID), which makes the line seem more genuine

## Line 7

**RECIPIENT** - BDE, a digital marketing agency

**FIRST LINE** - saw a client raving about how you've helped them for a decade - that's a longer relationship than most couples I know :)

## Why is it God-Level?

- Mentioned a Testimonial on the recipient's website
- Made a funny/clever/friendly comment
- Short & sweet, not wordy
- Sentence flows well

## Line 8

**RECIPIENT** - GMR, a Recruiting company

**FIRST LINE** - your site says you've hired for everything from Snapchat to the UFC - that versatility takes tons of experience. How does recruiting change depending on the market?

## Why is it God-Level?

- Mentions where you found the info: the recipient's site
- Mentions a specific piece of interesting info found on the recipient's site
- Makes a deep, genuine compliment about the recipient's experience
- Short & sweet, not wordy
- Asks a question (good to do sometimes, demonstrates knowledge & interest)

## Line 9

**RECIPIENT** - Above, a Recruiting company

**FIRST LINE** - your Forbes feature on LeBron & halo hiring was on-point - getting that one top tier talent usually brings in more talent, & look how well that worked out with LeBron and the Lakers winning a ring!

## Why is it God-Level?

- Mentions something very specific: a Forbes feature the client wrote on LeBron & halo hiring
- Sentence not TOO wordy: right on the edge
- Very deep comment about the recipient's Forbes feature
- Demonstrates knowledge about LeBron James, basketball, etc, mentioning a current event

## Line 10

**RECIPIENT** - TJPG, a Human Resources company

**FIRST LINE** - your blog post on creating a story was super interesting - having a great career story separates you from the comp.

### Why is it God-Level?

- Mentioned a blog post & it's subject, demonstrating research done on the prospect
- Adds a genuine, true thought to the end of the sentence... this adds depth to the line
- Uses a dash "-" to connect sentences, improving sentence flow
- Great sentence flow
- Short & sweet