

(Subject lines): You're a high earner, so we have a question for you.  
Catch-22 and your career. A quick question.  
Catch-22 and you. A quick question for high earners.

(Body): But first...

## Secret Desk Diary



### ***Monday September 17.***

*I work so hard in my career that I don't have time to advance it. How does that work? Catch-22 by Joseph Heller was satire, right? He was exaggerating. Groundhog Day wasn't a horror movie? I should laugh? Ha. ha. ha. That was fake. I sounded evil. Need chocolate.*

So here's that question.

You know time is everything, right?

If you made it this far in your career (and we're pretty sure you did), we'll mark that yes.

And here's your Catch-22.

(Let's see if you agree.)

The demands of your career demand the time you need to evolve it.

Ring a bell?

Ever wished there was someplace online you could buy time?

Or get away from emails that keep asking questions?

Fair enough -- let's try a quick answer.

*Ladders. While you focus on your work, we focus on you.*

Too cute? Really? We all voted for that. Somebody wept with joy.

Check it out anyway:

Ladders is:

The #1 career site for \$100k+ jobs, enabling you to:

- ◆ Get noticed by over 20,000 active recruiters searching for top talent.
- ◆ Look your best with a Ladders Resume.
- ◆ Apply to jobs in just two clicks.
- ◆ Find your match from over 225,000 high quality jobs.

Even Catch-22s have loopholes, for those who know how to spot them.

So why waste time on an introductory email?

[LEARN MORE]

Email rationale for body copy (above example and in general):

**What is the single-minded intent of target?**

To quickly scan any opened email and justify bouncing/deleting.

**What is our primary goal?**

To immediately distract from intent.

**How?**

1. Open with an "agreement line"/"mind-reading" trick.  
e.g. "People experience great UX and think it must be easy to do.  
But we know better, right?"
2. Open with something completely unexpected; particularly, something highly confident, colorful and entertaining -- but relevant . (See test.)

**Isn't it important to just get to the point as quickly as possible?**

While this seems intuitive, it can come across as fast talk; an "in-your-face" pitch lacking the confidence real value brings.

**Can we make it shorter by turning single lines into paragraphs?**

Paragraphs demand concentration. People scan and take in short sentences.

**What if some of us don't agree?**

Ladders' philosophy: Why reject it when you can A/B test it?