

Email Marketing 101

WRITING KILLER EMAILS THAT GET RESULTS

Subject Line Swipe File



Subject Line Swipe File

Here are 50 subject lines you can use to get more clicks and opens on your emails. If you really want to get creative, mix and match them!

Questions:

1. Can you relate to this?
2. Has this ever happened to you?
3. [NAME], I have an important question for you
4. What do you think about this idea?
5. Do you make the same mistake I do?
6. Can you help me?
7. Can I help you?

How To:

1. How to [ACHIEVE GOAL] without [PAIN POINT]
2. Quick tips: How to improve [ACTIVITY]
3. How to quickly get [OBJECTIVE] even if you [CHALLENGE]
4. The simplest way to [OBJECTIVE]
5. A powerful way to [ACHIEVE GOAL] even when [CHALLENGE]
6. An easy way to [OBJECTIVE]
7. 6 easy steps toward [KEY OBJECTIVE]

Announcement:

1. A big announcement!
2. You're going to want to hear this!
3. An exclusive invitation for you...
4. Introducing: [IMPORTANT NEW PRODUCT / FEATURE]
5. It's finally here! [PRODUCT / FEATURE] is available now!
6. Yay! It's finally arrived!
7. Some big news you don't want to miss

Curiosity:

1. Have you seen this?
2. Don't open this email unless...
3. Can you solve this mystery?
4. Is this the hottest thing since sliced bread?
5. Check out my new [INSERT THING] (pics included!)
6. X Surprising Things You Need To Know About [INSERT THING]
7. A surprise for you!

Scarcity:

1. Uh-oh! Time is running out!
2. Don't miss out on this! Only [NUMBER] hours left!
3. [URGENT] You only have X days to take advantage of this
4. [WEEKEND ONLY] A special deal just for you
5. This is going to disappear at midnight!
6. You're going to miss out on this if you don't act now
7. This will be gone really soon

Numbered List:

1. 7 hacks to instantly [ACHIEVE GOAL]
2. Bigger, Faster, Stronger: Three powerful methods for [ACTIVITY]
3. 5 surprising ways to help you [ACTIVITY]
4. 5 things you never saw coming
5. 9 ways to beat [CHALLENGE]
6. 6 quick tips to fight [CHALLENGE]
7. 3 unexpected ways to [ACTIVITY]

Surprise:

1. Well, I certainly didn't expect that
2. Unexpected lessons from [INSERT EXPERIENCE]
3. What [SURPRISE PERSON] can teach you about [ACTIVITY]
4. I never thought I'd say this, but...
5. Okay, I've changed my mind on this one
6. I'm so frustrated!
7. Don't try this at home...seriously
8. This email will self-destruct