



# How to Write Subject Lines that Work

Cutting thru the inbox clutter.



## DISCLAIMER

The information presented in this book solely and fully represents the views of the author as of the date of publication. Any omission, or potential misrepresentation of, any peoples or companies is entirely unintentional. As a result of changing information, conditions or contexts, this author reserves the right to alter content at their sole discretion impunity.

This book is for informational purposes only and while every attempt has been made to verify the information contained herein, the author assumes no responsibility for errors, inaccuracies, and omissions. Each person has unique needs and this book cannot take these individual differences into account. For ease of use, all links in this book are restricted through this link to facilitate any future changes and minimize dead links.

This e-book is copyright © by 2017 with all rights reserved. It is illegal to copy, distribute, or create derivative works from this ebook in whole or in part. No part of this book may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the author.



# TABLE OF CONTENTS

[INTRODUCTION](#)

[HOW TO WRITE SUBJECT LINES THAT ACTUALLY WORK](#)

[TYPES OF EMAIL SUBJECT LINES THAT WORK](#)

[HOW TO WRITE EMAIL SUBJECT LINES THAT GET OPENED](#)

[TIPS FOR CREATING COMPELLING AND EFFECTIVE EMAIL SUBJECT LINES](#)



# Thank you for downloading this fantastic guide— **“How To Write Subject Lines That Work.”**

Most email marketers only take a few minutes to write their subject lines but spend hours on creating their sales pages and writing their promotional emails.

This a big mistake! It is vital to spend loads of time crafting the best subject line you can to extract a maximum response from your list and generate maximum sales.

It's quite simple all things being equal, the more people who open your email, the more sales you will get.

So how do you write subject lines that scream "open me now! "? There are two things you need to consider:

1. You need to write subject lines that will induce curiosity, and
2. You also need to include a significant benefit to the reader in your subject line.

Using these two factors will give you a high-performing subject line.

Let's start with the first factor - curiosity.

***How do you generate interest?*** This is where an understanding of human psychology comes in handy. Tactics like scarcity (limited quantities, time-limited offers), call-to-actions (open now, see now) and questions will always work. Asking a question is one of the best ways to incite curiosity.

Next, you need to add in the one major benefit of reading your email. What is the greatest benefit your subscribers will get from reading your email and doing what you want them to do (whether it's downloading a free product or buying your stuff)?

What will be the greatest improvement in their life? State this and your email will be a winner. Use this combination of curiosity and benefits to start making serious email marketing profits.

**•Let's Begin!**





# HOW TO WRITE SUBJECT LINES THAT ACTUALLY WORK

The subject line of your sales email is the most important thing to nail. After all, if it doesn't get opened, it doesn't get a response. Simple as that. Or to borrow the baseball analogy, you can't hit the ball if you don't get up to bat. But you already knew that which is why you clicked on this book.

Successful subject lines do one thing and one thing only: pique curiosity. It's the curious mind that clicks on an email. And fortunately, all you have to do to come up with good subject lines is think about your behavior.

## **How To Pique Curiosity**

When I check my email first thing in the morning, I go through and archive as many emails as I can. My brain looks for patterns in the subject line and archives anything that screams sales, marketing or spam. Fortunately, most sales people are surprisingly lazy in their wordsmithing and write subject lines like "Looking to connect with you about marketing automation software."

In that morning frenzy to make my inbox, my brain looks for patterns. When it reads "join" and "marketing automation" it assumes that someone from Marketo is reaching out for the 100th time. And considering I am a happy [Mautic](#) user, I archive it. In other words, I'm not curious. Therefore I don't even open it.

The emails that I don't tend to archive at first sight fall into a couple of categories:

1. Internal emails (e.g. "Follow up from marketing huddle")
2. Action item emails (e.g. "Wistia credit card declined")
3. To-read (e.g. "The latest from Tom Tunguz's blog")
4. Calendar invites (e.g. "Invitation: Call with Hubspot CSM")

Anything that looks "interesting" (more below)

The last category is the one that you, the sales rep, are seeking to be bucketed in. You're probably not going to get in my "internal emails" bucket. And unless you're a better writer than Seth Godin, you're probably not getting in my "To-read" bucket. But if you pique curiosity you can get into the "looks interesting" bucket. So, what are examples of this?



## Examples:

"Meeting this week" - Think about what your prospect may think when they read this subject line during their morning archive frenzy. Maybe it's someone canceling on a meeting. I should open that. Or I have a lot of meetings this week. Which one is this referencing? It piques curiosity. However, since you are presumably trying to get a meeting, the subject line isn't misleading or distrustful.

"Google Ventures portfolio company" - This was one of my highest performing subject lines of all time. I reached out to a group of CEOs who share the same investor (Google Ventures) as High-five and asked them to introduce me to the person who I could speak with about video conferencing.

Roughly ~20% responded in the first email. Why? It piqued curiosity. It's like someone mentioning your college or high school in the subject line. Of course, you're going to open it.

"{{company name}} on the INC 5000 list" - Another high performing subject line was the mention of company names on the INC 5000 list. We scraped the list of enterprises and passed them to virtual assistants who gave us a list of prospects and then sent them all an email with the above subject line.

And the open rate was tremendous! Who doesn't want to read about their company on an excellent list? It's like seeing an email with the following subject line "{{enter\_son's\_name}} on the honor roll"

While all these subject lines worked for me, it's important that you don't copy them verbatim. And that's for two reasons: first, each business finds success in different ways because every business has a diverse product offering and a group of prospects they target.

Secondly, every marketing and sales "hack" has a half-life because prospects grow callous to the same practices. At one point "Free trial!" in the subject line probably worked. But do you still open those emails?

I encourage you all to try out different subject lines and see what works best for you. For Barack Obama, it was "hey, " and for me, it was "Google Ventures portfolio company." I guarantee it will be different for you.



# TYPES OF EMAIL SUBJECT LINES THAT WORK

Do you know that many people (myself included) determine which emails we should open (and read) and which emails to trash only by looking at the subject headline?

As much as we want to open and read each and every single email that we receive (in our inbox), we just can't afford the time to do so. Therefore, we can only pick and read only those that we find interesting.

So, what does this mean to you, as an email marketer? It implies that, regardless of how interesting or useful your email is, as long as your subject line is not enticing enough, it will not get opened (and all your effort will go down to waste, unfortunately).

Therefore, to ensure that your emails get opened (and read), you need to make sure that the subject line of your email is eye-catching and enticing enough to the effect that it will grab your subscribers by their eyeballs and drop everything that they are currently doing and open up your email.

In this book, you will discover different types of email subject lines that will skyrocket your email's open rate (meaning the percentage that a particular email you sent out gets opened by your subscribers).

- **Stating A Fact**

You can state a fact in your email subject line (and later going into more details about it in the email message).

The fact can either be a positive or negative one. However, it has been proven that negative events tend to evoke more curiosity - And people want to find out more about it (by opening up your email and read more about it), compared to positive ones.

- **Asking A Question**

Asking a question in your email's subject line - Especially if the question you are asking is something that your subscribers will answer yes to, then chances are your email will get opened (as they want to find out answers to the question).

Usually, asking them a question (that you know that without a solution to will result in them feeling pain, anxiety, or stress) in the subject line gets a high open-rate.

An example would be "Are You Having [the problem here]?"



- **Build Curiosity**

If you can develop an interest in your email's subject headline, it will also help increase the chances of your subscribers opening up your email.

Let's say you are in the weight loss market, and you have just uncovered the truth behind the myths of weight loss and would like to share with your subscribers about it, having a headline such as "3 Shocking Facts About Weight Loss You Need To Know..." will definitely get people, especially those who are dying to lose weight, want to open your email and read what you have to them.

- **Warning**

It is human nature that people want to avoid hurt and pain. If in your email subject line, you highlight a significant hurt or pain they will risk going through if they do not read what you have to say in your email, chances are, they will open it.

One good example of how you can write such as email subject line would be "Warning: Stay Away From [what you want them to stay away from here]" - This type of headline will catch your subscribers' attention and get them to read your email.



#### **SAMPLE SUBJECT LINE STATISTICS**

- 33% of email recipients open email based on subject line alone.  
[Source: Convince&Convert]
- 769% of email recipients report email as based solely on the subject line.  
[Source: Convince&Convert]
- 40% of emails are opened on mobile first – where the average mobile screen can only fit 4-7 words max.  
[Source: ContactMonkey]
- Emails with "You" in the subject line were opened 5% less than those without.  
[Source: Sidekick]
- Emails with "Free" in the subject line were opened 10% more than those without.  
[Source: Sidekick]

[Source: [Hubspot](#)]





# HOW TO WRITE EMAIL SUBJECT LINES THAT GET OPENED

Email marketing is a great and cost-effective way to build a good relationship with your customers or potential customers which are the foundation of a resilient internet business.

These days most people feel overwhelmed by the large numbers of emails that appear in their inbox every day. It means that they make split-second decisions over what to open and read and what to delete. So, to avoid having your emails overlooked or deleted you need to write subject lines that make your subscribers stop and take notice.

However, you should be wary of sending out emails with subject lines that promise great things which are not backed up by the content of your emails.

So, what kind of subject lines are most likely to attract the attention of your subscribers and encourage them to open and read your emails?

In simple terms, this is anything that strikes a chord and is relevant to their current situation, something that will help them overcome a problem and achieve a particular result. One of the ways that you can learn what works and what doesn't is to record and analyses which email you open and why.

One thing that doesn't work well is anything that makes your subscriber feel that they are overtly sold to. Although a little mystery is good, on the whole, it is better to make it clear what is included in the email.

- **Add A Personal Touch**

One of the easiest things you can do to prompt a reader to open an email is to use their name in the subject line. You've captured their first name on your opt-in page, right? (You should!) Using the custom field option in your auto-responder, add their first name to the subject line in the email.

Even though your subscribers realize you are using this strategy, they still like seeing their name in print and that works to increase your open rates.

- **Tell Them What's Inside**

The quickest way to get someone to open an email is to help them know it's worth their time. Use the subject line to let your reader know there is a clear benefit waiting for them. Tell them the message will save them time, money or effort.

Let them know there is a gift waiting for them. It's critical, however, to avoid using the word "free" in your subject line or your email will likely wind up being flagged as "spam" and never see the inbox at all.



- **Create A Sense Of Urgency**

Use the subject line to tell your reader you have time-sensitive information waiting for them. Encourage them to open the email right away, so they don't skip over it, intending to come back later. If they skip past it the first time, the odds are good they won't return to it at all.

It takes a bit of creativity when using this tactic to avoid the spam filters, but with a subject line stating a legitimate expiration date or the time and date of a particular event, your email stands a greater chance of being read.

- **Make An Announcement**

The subject line is the perfect place to broadcast exciting news. If you have a new product, a current strategy or an upcoming conference, use the subject line of your email to announce it.

Rather than trying to trick your reader into opening your message, just tell them what you have to say. For example, "Great new Software to Save You Time" will lead anyone to time management issues to check it out or "Join Me for this Teleseminar and Learn How to (fill in the blank)" will entice a targeted prospect to read on.

- **Keep Them Guessing**

Curiosity can be your ally when it comes to your subject lines. People are curious by nature, so if your subject line causes your prospect to wonder what is inside, your open rates will increase.

One way to pique your prospect's interest is by using an unfinished statement like this, "You won't believe what I learned when I talked to" You've just created curiosity with a statement like that, and your reader will have trouble ignoring it.

Subject lines can spell success or disaster for email marketing campaigns any marketer who has been around for a while can tell you that. With these three tips, you too can write those high clicks pulling subject lines.

People are hungry for new information they can put to work for them. Too many people lack the imagination to strike out on their own in life and must rely on the information and teachings of those who do. Write a subject line that promises new knowledge and sees for yourself how fast those clicks roll on in.

People have subscribed to your email because they want to learn not because they want you to try to sell them things. The people who agreed to receive your emails want the knowledge you have to share. When you offer great information with no strings attached, your readers are keen to see what you have to offer by reading your emails.

Clue your audience in with an appropriate title. You have to tell your audience what they'll be missing if they don't know whether it's tips, tricks, strategies, or tactics. Until you reach a point where readers are opening your emails regardless of your subject line, it's important to keep writing subject lines that are designed to reel them in.



Make a point of using the words "this" and "here" in your titles. Since people are conditioned to respond to certain terms, these being among those terms, they are more likely to read the email because they are in the title.

The fact remains that lines such as "here's the simple answer you've been seeking" or "this is the answer you've needed all along" are strong emotional cues that make people want to see what's inside. Exactly! When subject lines touch readers on an emotional level, you're more likely to get the response from them that you want.

It won't work, however if the email doesn't live up to the promise made in the subject line. Use these power words and see how much of a difference there is for your open rate.



### **SAMPLE EMAIL MARKETING STATISTICS**

- Personalized email messages improve click-through rates by an average of 14% and conversions by 10%. – [Aberdeen](#)
- 74% of marketers say targeted personalization increases customer engagement. – [eConsultancy](#)
- Only 39% of online retailers send personalized product recommendations via email. – [Certona](#)
- Emails with personalized subject lines are 26% more likely to be opened. – [Campaign Monitor](#)
- Personalized emails deliver 6x higher transaction rates. – [Experian](#)

[Source: [CampainMonitor](#)]



# TIPS FOR CREATING COMPELLING AND EFFECTIVE EMAIL SUBJECT LINES

If no one opens your email, then all of your efforts for creating your email have gone to waste. The first thing that you should know is that your email subject line should do the job of enticing your visitors to click through to your email.

25%-30% of the people that are on your list won't even receive your email due to a bad email address and unconfirmed prospects.

So, with this working against you, it's safe to say that you need to do everything in your power to make sure that the 70% of the people left are opening your emails.

- **Keep them Short and Sweet**

A well known digital marketing trend is the migration to smart phones. One of the many results of that shift is that increasingly more and more email is open and read on mobile devices which, by their nature have less screen space. Therefore, statistics have shown that on these devices, only the first 4-5 words are actually visible.

- **Use Numbers And Counts**

It is an often-used tactic that creates interest in the reader. People love to read "top" lists because they're easy to read and quick to digest. I'd recommend your list be less than 15 and more than 4. Odd numbers seem to work better. i.e. 7 or 13 works better than 8 or 10. Example: "Top 7 ways to get free leads."

- **Actionable Subject Lines**

Use action words to intensify your subject line. You need your reader to take action now, not sometime whenever they feel like it.

Example: ". Get my free report NOW."

- **"Friend" Subject Lines**

These works well to get emails opened, but you have to be careful as they are often deemed to be misleading. Use them, but use them sparingly. Example: "Hey it's me again," or "did you get this?"

- **Personalize**

Personalizing your is kind of debatable whether it works or not. Some people say always to personalize your subject lines. Only your testing will tell you whether they work for you or not. Example: "{first name}, get my free report now!"

- **Don't Mislead**

You could say this is common sense, but there are still many people that do this out of desperation. Being misleading in your subject lines can result in a lot of unsubscribes from your list, so be careful. If you feel you have to be misleading, your content or probably isn't worth buying anyways.



- **Test And Re-Test**

Yep, this is an important one. Email marketing is all about testing. In fact, every time you send out an email, you are testing what you're doing. Keep track of all your emails and your subject lines.

Your autoresponder system should be able to give you the stats you need with regards to the interest you're generating with your emails. Look at open rates and click through rates for each subject line you use.

- **Use Controversy**

Quite often being a little bit "controversial" in your subject lines can increase your open rates, but make sure you're not misleading people at the same time. Generate more interest by creating the "wow, I got to read this one!" curiosity in your email list.

Example: "This could make some people infuriated"

- **Answer A Question**

If you know your market, and what type of people are on your email list, you should be able to determine what questions they might have.

An issue in the subject line can make your readers curious enough that they'll want to find the answer by opening your email.

Example: "Is Making a living from your computer possible?"

- **The "How To" Subject Line**

Everyone wants to learn how to do something, especially if it benefits them in any way. Give them a simple "How to..." subject line in your emails, and if they're interested in the topic, they'll certainly want to read the rest of your email message. Example: "How to write subject lines that always get attention."



### EMAIL MARKETING SUBJECT LINE

#### **DON'T'S**

- Use special characters
- Include numbers
- Use ALL CAPS
- Always send out emails asking for help
- Don't be spammy

[Source: [Salesforce](#)]



## CONCLUSION

If you keep it interesting and keep providing valuable information to your readers, you will be successful in your marketing campaigns. Remember to be consistent with when you send your emails out as well, and you need to train your list to know when you'll be sending out your updates.

Never doubt the potential of a powerful subject line. It's your first and best opportunity too enticing your readers into opening your emails.

If your subject line is "How to Live Forever" and the content of your email is offering vitamin supplements, your readers will eventually see through your gimmicks.

The subject should be intriguing, but not over-promising. The key to successful subject lines is a/b testing. Without robust data, there's no guarantee any of these tips will necessarily improve your open rates.

Every subscriber list is different, so it's essential that you understand what works for your list. Employ a writing style that is conversational and creates curiosity.

The email subject line is a unique piece of copy. It encompasses very few words and is often purposely vague. The reader's attention must be captured and enough interest created to have the email opened. So, few words, but critical if the email itself will ever be read.

*Thank You Once Again For Downloading This Fantastic Guide!*

SimpleData

<http://getsimpledata.com>

[contact@getsimpledata.com](mailto:contact@getsimpledata.com)