

Writer Nation

Launching Authorpreneurs ...

Email

Subject Line Swipe File



Email subject lines should influence a subscriber to open them. Use emotion! Play to their vanity and greed, make them laugh, give them FOMO (Fear of Missing Out), make it seem exclusive with urgency and curiosity. Use emojis (Mailchimp reports a 31% in open rates on emails that use emojis). DON'T USE ALL CAPS. Spell correctly.

1. Overlooked ...
2. Jaw-Dropping
3. Underrated
4. Ways to ...
5. Things Bigger than Texas
6. Tips on
7. Most Annoying
8. Things You didn't Know about ...
9. Insane Plans for ...
10. You've GOT to see this!
11. The real reason
12. The death of ...
13. Baby Got Back!
14. Get this before it's gone
15. Best of ...
16. I was right .. & that's not good for you!
17. Are we still on for ...?
18. It's all over tomorrow....
19. This one weird ...
20. Everyone else is doing it
21. Don't open!
22. Last Day to Find Out
23. Is this the hottest ...?
24. Check out my new ...
25. Best ... ever!
26. Rock the ...
27. Most embarrassing reactions to ...
28. We like being used
29. Why Your 5-Year-Old is Better Than ...
30. Pairs nicely with ...
31. Do not do this!
32. Dodge With this One Weird Trick
33. That is so last season
34. ## Things That Will Be Outlawed Now That ...
35. Everything you wanted to know about ... but were too afraid to ask
36. How much have you progressed since ...?
37. Age-defying Tricks
38. Um? What?
39. As seen in Paris

40. If celebrities are doing this, then maybe ...
41. Meet your new
42. Escape these ## mistakes
43. Your Sucks: Why You Need to
44. New must-have ...
45. Pick you up at ...?
46. Priority access to
47. Time-savers for the ultimately lazy
48. Steal these ... to make your life easier
49. your guests/clients without breaking the bank/wanting to die
50. Where do all these ... go?
51. Get more ... with these fixes
52. Wanted:.....
53. Stop wasting time on
54. Did you miss out on ...?
55. Watch out for this scam
56. The forecast says ...
57. Check out these ...
58. Surprise inside!
59. Upgrade your
60. You won't believe ...
61. Are you paying attention?
62. Jokes inside!
63. Are you coming?
64. Here's a snapshot!
65. Whoa! You've changed.
66. What did you think?
67. Important advisory ...
68. Are the worst!
69. I got ... THIS is what it looked like
70. Missed you, how's XXXday?
71. Starting in
72. How do you ...?
73. Here's why ...
74. My big ... mistake

There is some debate on the usefulness of one-word subject lines. SimplyCast doesn't recommend them, but Neil Patel does. If you choose to test them, try these:

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|-----------|-----------|-----------|------------|
| Alert | Do | New | Uh-oh! |
| Breaking | Go | News | Voluntary |
| Because | Golden | Panic | We |
| Bulletin | Hey | Revision | What? |
| Can? | Just | Thank you | Won't? |
| Celebrate | Last call | Token | Wonderful |
| Continues | May? | Update | Weekend |
| | | | You / Your |

Avoid words like these because they trigger spam alerts

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|-----------------|-------------|----------|---------------------|
| Act now | Dear Friend | Limited | Satisfaction |
| Amazed | Earn | Luxury | Save |
| Bonus | Expire | Offer | Score |
| Buy | Freedom | Only | Serious |
| Cancel | Get it now | Please | Success |
| Click here | Great | Problem | Unlimited |
| Congratulations | Guarantee | Promise | While Supplies Last |
| Deal | Hello | Purchase | Win |
| | | Request | Winner |

(Compiled from around the internet: Mailchimp, SimplyCast, Wordstream, Hubspot, OptinMonster, Zurb, and studies from Alchemy Worx, Smart Insights and Adestra who analyzed more than 50 billion emails between them.)

Make sure to check out the [Writer Nation Authorpreneur Playbook](#) to help you design your brand!