



**Ultimate Guide to
Email Subject
Lines for your LIST**

Maximum open rates

EPIC Responses

Why does it matter?

It matters because your time is valuable, regardless of if you are emailing your mailing list, cold emailing a potential client or emailing a current client. The only thing between you and the trash can is your subject line. In this guide I will be teaching you about the different types of subject lines and examples of what you can do with them. I expect you will be able to take these method and create 100's if not 1000's of different subject lines to try.

If you received this from a friend, visit QueenOptimize.com to optimize your business for success.

Best for your Mailing List

1. “The Reason Why Subject Line”

Subject lines that are about reasons really appeal to the human brain, of course we want to know why something is so.

If you have children your have either already gone through the stage where they are asking “Why?” every 2 minutes or you have this to look forward to. Good Luck!

For example you might try these...

- ⇒ 5 Reasons your not making money online
- ⇒ 5 reasons your current diet isn't working
- ⇒ 5 reasons you may never own your own home
- ⇒ 5 reasons Entrepreneurs are the happiest people.

2. “The Question Subject Line”

The question subject line works for similar reasons to the reason subject line, as your reader is looking over their emails they see your question, and automatically in their head answer it before they even open it. Then of course they want to see how your email relates to your answer.

You might try...

- ⇒ Would coaching help your reach your goals?
- ⇒ Are you ready to start your own website?
- ⇒ Tired of feeling flat, and tired?
- ⇒ Can your marriage really be saved?

3. “The Simple Subject Line”

Everyone is talking minimalism at the moment, it is on website designs and the focus of housing décor. The same can be said for your subject lines.

MailChimp conducted an email subject line study and found that short, descriptive subject lines fare better than cheesy lures. Of course if you are working on an auto-responder series break up short subject lines with humor and creativity.

These email subjects are best when you already have a connection...

- ⇒ Your order confirmation (straight to the point)
- ⇒ _____ Closes soon.
- ⇒ Are you a member yet?

4. “The Single Word Subject Line”

Following the minimal theme the single word subject line is almost minimalist on steroids. Often our mailing list emails end up in the promotions tab of gmail along with every other newsletter they subscribe to. How to stand out in this mess. Single word subject line, because that can't be promotional, or can it?

The most effective are power word or emotive words. These are best kept for your mailing list not prospects.

- ⇒ Panic
- ⇒ Epic
- ⇒ Tragic
- ⇒ Amazing
- ⇒ Smile
- ⇒ UPSIZED

5. “The Urgency Subject Line”

The urgency subject line is a time-honored method that has been used by sales experts for eons. It works because it creates a sense of anxiety and missing out. No one wants to miss out. Best used sparingly but can have a huge impact.

These are best kept for your mailing list not prospects.

- ⇒ Last Chance
- ⇒ Today Only
- ⇒ 48 hours left
- ⇒ Gone for good

6. “The List Subject Line”

Readers are a fan of lists, it is easy to digest, generally doesn't take long and often can go viral.

- ⇒ (No.) Strategies to (benefit)
- ⇒ (No.) benefits of using (item)
- ⇒ (No.) ways we can save you (time, money, effort)

The last one can be great when cold emailing prospects, replace the word you with their name or company name.

7. “The Intriguing Promise Subject Line”

Being intriguing is a great way to convince people to open your emails. This can be tricky to execute because if you have indeed intrigued them to open your email, you need to have the content to back it up. If done well, it can produce extreme results.

- ⇒ The Lazy Man's Path to Wealth
- ⇒ Hidden Money: 17 Markets that Pay
- ⇒ Wanted: People to Write Greeting Cards
- ⇒ Banking Secrets that Banks Don't Want You to Know

8. “The Teaser Subject Line”

Teaser subject lines must be followed by an expertly crafted story that instructs or entertains, otherwise the reader will feel deceived. Aside from writing an email that fits with the subject line, you need to create one that somehow relates to your industry. Consider using your products as the item in your subject line.

- ⇒ Do You Close the Bathroom Door When You’re Home Alone?
- ⇒ Last Friday I Was Scared...My Boss Almost Fired Me!
- ⇒ Living Well for Less is the Best Revenge
- ⇒ Soon, an Economic Emergency Could Wipe You Out

9. “The Seasonal Subject Line”

The Seasonal email subject line refers to an upcoming or recent holiday, which means timing is paramount. Around holidays people are thinking about holidays. Often your broadcast mailing can be adapted to use a seasonal reference, thereby increasing response.

- ⇒ Christmas
- ⇒ Your New Year’s Resolutions for (your benefit)
- ⇒ Father’s Day—Unique Gifts for Dads and Grads
- ⇒ Mothers Day—spoil mum with.
- ⇒ Huge Savings on Holiday Overstock

10. “The Testimonial Subject Line”

There is no doubt that testimonials convert readers into clients, you probably have them somewhere on your site, and if you don't why not?

Testimonials are usually in the body of a sales letter but you can use them in the subject too. These formulas should provide some inspiration.

- ⇒ Why (Icon in your industry) Uses (your product)
- ⇒ Look what (Customer Name) achieved with (your product)
- ⇒ 5 things (customer) loves about (your product)
- ⇒ 5 things (Customer Name) hates about (your product)

While it may seem counterproductive to include a list of things people don't like about your product it is a great relationship builder to prove you are a real person.

Alternatively, come up with a funny list of things (your customer hates) for an app you might use, I never get any work done anymore, I am too busy playing _____. I can't use my computer anymore because my kids are busy learning with _____

11. “The How To Subject Line”

The how to subject line is a really specific way of providing a solution for your customers, make sure you deliver on your promise or you will forever breed a sense of distrust from your audience.

The formula for this is really quite simple

- ⇒ How to make money with a dumb idea.
- ⇒ How to (awesome benefit) with (product, idea, style)
- ⇒ How to make (thing) easily
- ⇒ How to make (thing) in under (short time frame)

12. “The Secret Subject Line”

Everyone wants the secrets, according to my own studies, the secret subject line gets more opens than the top 10 _____ style subject line. People want to feel like they are in on the exclusive secrets to all sorts of things. This one is so simple to work with.

- ⇒ Discover the secret to _____
- ⇒ 5 secrets to _____
- ⇒ Top Secrets _____ of your _____

13. “The Targeted Subject Line”

Make your reader feel really special with a subject line targeted to their location or interest. If you don't have a list segmented by location, use your google analytics account to find which country most of your readers are from and then try different subject lines based on state, or alternatively shoot out a quick survey style and ask them.

The reason this works so well is because people love reading about themselves, this can also work with emails to prospects.

- ⇒ Attention Californians Who Need to Lose Weight
- ⇒ For Investors Who Hate Paying Commissions
- ⇒ Are You a Sales Pro Who Wants to Close More Deals?
- ⇒ Confidential to Corvette Owners

14. “The Personalized Subject Line”

The personalised works similar to the targeted subject line but this time you will use your readers name. Most email programs allow you to use a short code to insert the readers name in email or subject lines.

- ⇒ (readers name), your Children Can Earn Top Grades.
- ⇒ A Portfolio for (readers name)
- ⇒ A free gift for (readers name)
- ⇒ (readers name) Can I ask you something?

15. “The Funny Subject Line”

A funny subject line is a great way to brighten your readers day.

However, humor is a funny thing though, as what you find funny might vary from your readers. If you know your audience well you should be able to pull this off without any problems, a well placed joke can get your email opened and can earn major reputation points with folks on your wavelength.

- ⇒ Please Touch Me! Enterprise Delight via Multitouch
- ⇒ Do Gamers Dream of HTML5 Sheep?
- ⇒ LEAN STARTUP: Baby Got (Feed)Back - Putting the Lean in Learn

16. “The Controversial Subject Line”

Controversy can (sometimes) sell, and it will grab attention, but be careful, get to controversial and you could lose your readers completely. It’s a bit of a gamble, but the pay-off can be pretty great - would you simply gloss over the subject lines below? Not likely.

- ⇒ Everyone Is Gay: Social Media As Social Action
- ⇒ Your Marketing Sucks: Why You Need to Think Local

17. “The No Subject Line”

If the purpose of your subject line is you get your email noticed, why wouldn't you use one.

Because humans love to point out that you have made a mistake, they want to be helpful, or feed their ego by being better than you.

Either way what results is them opening your email to hit reply and tell you you screwed up. Don't believe me...try it.

If you use this method, ensure you start your email by saying that you left the subject out on purpose because you wanted to surprise them with this awesome information, or wording to that effect, that will stop the tribe of emails coming to your inbox.

As I said earlier modify this list of types to suit your particular business and enjoy better open rates to your emails and if used correctly it should result in more sales.

While your on the topic of emailing subject lines.

Learn more about [email marketing here!](#)