

# EMAIL SUBJECT LINES

FOR THE CREATIVE

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## 60 FILL-IN-THE-BLANK TEMPLATES

That get your open rate up and your emails read

## THE MAJIC BEHIND SUBJECT LINES

Why subject lines matter & how they can work for you

## 8 IMPORTANT TOPICS OF INTEREST

So you can grab them on different touch points

# *SO YOU KNOW EMAILING IS A MUST...*

## **BUT HOW TO GET THEM OPENED?**

Everyone says you need an email list, but getting those emails opened is a whole different ball game, am I right? It's like: here I've made this amazing email, and now will just open it, pretty please? Well, wanna know something? Crafting the subject line should matter just as much as what you put inside. CRAZY, right?

Stop and think about it: your subject line is your first (and maybe last) impression. A great newsletter, tip or sale is worthless if it never sees the light of day. So our goal? Keep it from heading to the "TRASH" bin. You listening?

Writing the email was hard enough, so let's get this subject line issue resolved right now. Hey, I've been there: frozen, curved "keyboardy" fingers, stuck on "j" and "f" with no dang subject line coming to mind. But there's nothing to fear. Subject line writing can be easy when you understand the psychology behind it.

Subject lines are the perfect place to hit several emotions. Your readers are just like you. Think about what subject lines work best for you? Touching on humor, curiosity, scarcity, exclusivity, kindness, brevity... whatever you do, put a little thought behind it (and always be honest in your subject line - you wouldn't want to break the trust between you and your readers!)

Use my guide below to help you master that pesky subject line and get rid of that "What the heck do I say here?" feeling once and for all.

So, let's get you set up to rock that inbox.

*Paula*  
S O I T O

# ***YOU CAN GET YOUR EMAILS OPENED...***

THESE ARE 100% DOABLE

## ***Topic #1: CURIOSITY***

- See you soon?
- You Win
- Looking for this?
- 5 Things You Wanted To Know About (Topic) But Were Too Afraid To Ask
- ☆☆Wanna see something special? ☆☆
- Need some (Topic) inspo? Check this out...
- You've Been Asking, So Here It Is...

## ***Topic #2: TIPS & GUIDES***

- The Best Cheat Sheet For (Topic)
- (Free Guide) Title Of Your Freebie
- How To Solve Screaming Boredom With (Your Work, Craft, Performance, Etc..)
- Guest Room = Best Room: My Exact Guide To (Decorating, Updating, Etc...)
- 5 Alternative Ways To Use (Topic)
- Thank You For Your Purchase: Owners Manual Inside
- Everything You Need To Know About Owning My (Work, Craft, Etc..))

## ***Topic #3: PAIN POINTS***

- Wanted: Knowledgable (Shoppers, Collectors, Music Lovers, Etc...)
- How To Survive The Next Gift-Giving Season
- Your (Collection, Gift-Giving, Entertainment, Decorating, Etc..) Issues, Solved
- Completely change the look of your (Room, Office, Etc..) in 5 minutes.
- Feel the need to give back? Shop small.
- Save the Earth. Buy local and do away with packaging and shipping.
- Want more value and quality for your hard earned dollars?
- Stop wasting money on Amazon.

#### ***TOPIC #4: URGENCY/SCARCITY***

- Your Dream (Topic) Could Be Gone Tomorrow
- Limited Edition: (Topic)
- 9 (Topic) Left...
- Choose or Lose! Free Gift With Purchase
- Ends Today! 40% Off For Email Insiders Only
- You In? (Enter Offer Here)
- These (Topic) Are Almost 100% Gone Forever
- Say Goodbye! This Is It.

#### ***Topic #5: HUMOR***

- Baby Got (Feed)Back
- Boom Shakalaka... Let's Go!
- Official Couch Potato Uniform
- Sweet! You picked me (great choice).
- There are no deals in this email
- So, I'll pick you up at 7?
- Top off-task things to do to increase procrastination. You're welcome.
- Is that new? I love it!

#### ***Topic #6: NUMBERS***

- Just Added: 10+ (Topic) Finds
- Free Shipping for 222 Days
- 2 Days Only! 50% Off For This Flash Sale
- This Week: 20% Off These Exclusive (Topic)
- Extended: 1 More Day! (Insert Promo Info)
- 3 Days Left To Enter Drawing (Don't Miss Out)
- \$99 Today Only

### ***Topic #7: SOCIAL PROOF***

- My 5 Star Reviews (I'm Humbled)
- Look Who Loves (Your Work, Skill, Talent)
- Absolute Must Haves Under (\$)
- The (Topic) Everybody Wants
- Everyone's Talking About (Topic)
- "Really Great!" - My Mom Says
- My Top 7 Best Sellers

### ***Topic #8: SHORT & SWEET***

- Hi
- Gone
- Oh No
- Locals Only
- Hand Picked
- Last One
- Update
- Cheat Sheet

# ***BONUS: EMAIL BEST PRACTICES...***

## **THE DO'S & DON'TS:**

- Write multiple subject lines. Jot down 10 subject lines for every email, and choose the one that hits home.
- 50 characters or less is the key. Subject lines with less than 50 characters have higher open rates and click-through-rates than those with 50+.
- Alliteration. Alliteration attracts! Give it a try for some catchy email subject lines. (Sassy Sale Saturday, Thankful Thoughts on a Thursday, etc...)
- Just Say No to capitals... CAPS ≠ Opens. Caps are powerful, but tread lightly, my friend. They've long since been overused.
- Name-calling is on the outs, BUT it's still a best practice to use "you" and "your". You show your relationship when you speak directly and comfortably with your email list.
- A/B test your subject lines. When you hit gold with your audience, pay attention. Reuse that template or similar ones now and again.
- Pay attention to the preview. The email preview that follows the subject line is a valuable piece of property you own, so don't ignore it or it will get filled with baggage text.