7

Email Subject Line Secrets!

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Hi, and welcome to the report: *7 Email Subject Line Secrets*.

We're going to be talking about *"Getting People To Take Action Now!"*

The results from every email mini-course, every email newsletter, every autoresponder message, every solo mailing ... **I.E. Any email you send** ... are completely at the mercy of that set of two options.

Opened **or** not opened.

- **If your mailing *is not* opened** by your subscriber, then you have <u>absolutely zero chance</u> of getting that subscriber to respond to whatever is inside. Ouch.

- **If your mailing *is* opened**, then it's up to the message inside to get the subscriber to respond as you desire. *(Hint: This is the better of the two options :-)*

Your success or failure as an email marketer is dependent firstly upon getting your subscribers to **open your emails**.

Don't make this more complicated than it is.

> **<u>Sidebar:</u>** Sometimes we forget that much of marketing comes down to a simple set of two options ...
>
> *Did a website visitor order, or not order?*
>
> *Did they opt-in, or not opt-in?*
>
> *Did the change in headline improve conversion, or not improve conversion?*
>
> Got it?
>
> There's a positive option, and a negative option. I'll let you decide which is which. :-)

The magic ratio for email marketing is simple...

The number of subscribers who <u>RESPOND</u> to your mailings is directly proportional to the number of subscribers who <u>READ</u> your mailings.

It's a numbers game.

- If you have 1,000 subscribers and 5% open your email (50 subs) and 10% of those actually take action (5 subs) you have a total of 5 responses / 1,000 subscribers.

- If you have 1,000 subscribers and 10% open your email (100 subs) and the response rate (10%) stays the same, then you'll have 10 responses / 1,000 subscribers.

The more people who **open** your emails, the more people who **respond** to your emails.

Of course, getting your subscribers to open your emails can, in itself, be a bit of a tricky proposition these days. You don't have to look very hard to realize that email results ain't what they used to be.

The good news is...

You <u>CAN</u> Increase the Number of Subscribers Who Open Your Email!

I've been experimenting with lists for years and am going to give you a first look at some of my most successful email marketing campaigns, why they worked and - most importantly - how you can put them to work for yourself.

This presentation, and the accompanying transcript, will be divided into two parts:

- `In part one, I'll be sharing 20 tips with you for`
  `increasing your open rate and,`

- In part 2, I'll be highlighting 20 of the best templates that you can copy and paste for use with your opt-in lists.

I'm really excited about what we're going to cover during our session here and I'm convinced that this will become a resource that you'll refer to time and time again as you continue working with new messages to broadcast to your various databases of subscribers and customers.

So, let's go ahead and get started with the some secrets to email marketing...

Subject Line Secret 01:
"Abide by the DOs and DON'Ts"

And the first Secret is "*Abide by the DOs and DON'Ts*". There are a lot of generalized things that list owners simply must do and must not do that really are almost common sense, but if I don't mention them, then I'd be doing you a disservice.

Rather than spread them out over a bunch of different tips, I've just compiled them all into this one tip that we're calling, "Abide by the DOs and DON'Ts". I realize this is going to be kind of basic, but I gotta include them anyway.

- **Stay away from the appearance of SPAM**.
  Certain subject lines just look like SPAM. They make outrageous claims. THEY USE ALL CAPS. They have exclamation marks bleeding off into the sunset!!!!!!!!! They try to get your @ttention with symbols and so forth. Avoid looking like SPAM. The surest way to get your email deleted is to resemble the one thing that every person who has an email address hates … SPAM.

- **Avoid the use of $$$$ and @@@ and other symbols**.
  Yes, it will draw attention to your email … enough attention for your subscriber to whisk you off into the trash quicker than you can say "Delete button."

- **Keep it under 50 characters**.
  The shorter you can convey your subject line message, the better. Depending upon the interface and configuration of your subscribers' inbox, they may miss out on any information that comes after the 50 character mark. Fire your biggest gun up front and keep it as short as possible.

- **Don't mislead your subscribers**.
  Whatever you do, avoid trickery. If you have to resort to some kind of gimmick to get them to open your email, then (a) You haven't been paying attention, because you don't need to mislead, and (b) You're gonna ruin your credibility and trust with your subscribers. That's as good a way to destroy a list as

anything on the planet.   Don't get your subscribers to open your email under false pretenses. Trickery will work once, but it won't work twice … because they'll no longer be on your list!

- **Don't be "all business."**
  You want to avoid a boring, uninteresting, uninspiring subject line like a rabid pack of Dobermans. ☺ No offense intended to anyone who uses this technique, but "*Bob's Ezine #101*" doesn't make me want to open up and read … it makes me want to open up and say aaah, because I'm getting sick! There's a way to brand your newsletter or ecourse or list name in the subject line without being boring and we'll talk about it next. The important thing to remember is YOU WANT YOUR SUBSCRIBERS TO BE INTERESTED ENOUGH TO OPEN YOUR EMAIL AND READ IT. Boring just doesn't make the grade.

So, those are some basic "DOs and DON'Ts" that you'll definitely want to abide by in crafting your email subject lines.

<u>Subject Line Secret 02:</u>
"Create a Brand"

Number two is to "***Create a brand***". As I mentioned earlier, you can brand your newsletter or ecourse or list name in your subject line without being boring and, in fact, if you do it correctly, it can certainly increase the number of subscribers who actually open your email and read on.

When I say "create a brand", I mean create some 1-2 word tagline that is included in every mailing you send to your list **to identify the message as being from YOU**.

If you offer valuable content and recommendations to your list members, then they will learn to LOOK for your messages by looking for your "brand."

> ```
> I know this:  When I receive anything that reads
> "Talkbiz," I know it's from Paul Myers and I
> immediately read it because I know it's valuable.
> Paul's been doing it for as long as I can remember.
> And I've been reading his "ramblings" ☺ for as long as
> I can remember.
>
> The "brand" gets my attention, even though I receive
> about 800-1000 email messages per day.
>
> Enough said.
> ```

That's important to mention here: your "brand" must be equated in the mind of your subscribers with "value."

It won't help you to use email brands if your subscribers don't recognize the importance of reading your specific messages.

Email branding and message value must be holding hands at all times.

If not, the romance between you and your subscribers is going to be short-lived.

So, what does it mean to "brand" your subject line? How can you do this?

Let's take a look…

Branding Your Subject Line

To "brand" your subject line, you would use a consistent word or phrase in your "subject line." Some examples would include...

```
In today's Gazette

[PVM Members]

AMS #210

By Request

[Nicheology]

[7Secrets]
```

Again, the point is to have some consistent wording to your mailings so folks can quickly and easily identify a message that comes from YOU.
```
----------------------------------
Important note:  If you "brand" your subject line, I still
think it's important to add some kind of additional
"attention-grabbing" headline to your subject.

For example...

     In today's Gazette:  "How to double your profits"

     [PVM Members] Update available for 24 hours...

     AMS #210: My top traffic generator
```

I guess the best marketer I've ever seen do this is **Jim Daniels**. His

Bizweb Gazette newsletter does this just about as well as you can do it.

His subject line usually mentions the Gazette, which is followed by a short, attention-grabbing statement about what he's going to reveal in the current mailing.

One of my favorites was…

```
"Details on my #1 Traffic Source" in today's Gazette...
```

Irresistible.

And The "Gazette" is consistent for branding.

And the "***Details on my #1 Traffic Source***" is going to pull you into that mailing like the most powerful magnet on the planet. I know I stopped what I was doing to read it. ☺

Anyway, this is **an easy thing** that anyone can do with any list that they build. Insert some 1-2 word tagline that your subscribers can become familiar with and easily see among the many emails in their inbox.

Subject Line Secret 03:
"Develop a 'Best of' Swipe File"

Moving on to #3 we have "***Develop a 'Best of' Swipe File***".

In just about anything that has to do with "marketing" of any kind, one of the recommendations that you hear over and over again is to "create a swipe file."

> In other words, create a file of examples and case studies and exhibits of other successful ads, headlines, testimonials, guarantees, claims and so forth.

The idea is to build a file of the best examples you can find to refer back to when creating your own ads. You would use the swipe file to generate ideas and even modify for your own use.

You've probably already heard this before, right? Well, what you haven't heard before is what I'm about to tell you.

Revealed: I've got a simple little technique that you can begin using right now and build a huge swipe file in 48-72 hours automatically without spending a penny.

1. In fact, you'll be able to create a swipe file of the best email subject lines from the top marketers in the world! You'll be able to see exactly what the best of the best marketers are doing with THEIR email subject lines to learn from what they DO, not just what they SAY.

2. You can also see how niche marketers in all walks of life are using email subject lines to convince non-marketers like "70 year old grandmas who love gardening" to open up their email messages and read.

3. Finally, you can "spy" on your competition and see how they are using email subject lines to tap into the same exact target audience that you are focusing on in your own email marketing.

And, all the while, you'll be building a large database of the best email subject lines on the planet to use in generating ideas and spinoffs for your own campaigns.

Sound good? I'm telling you the truth, this one singular tip right here is worth every penny you paid for this report and more.

Here it is: Go to Hotmail.com or Yahoo.com or Gmail.com and get a free email account. You will NOT want to use your regular email address for this.

Sign up for a free email account and then join DOZENS, even HUNDREDS of lists in every imaginable topic. Start with marketing lists. Then, join lists in as many different niche topics as you can think of, especially those you are interested in. Find your competition and join their lists.

```
1. Join newsletters.
2. Subscriber to ecourses.
3. Opt-in for free reports.
4. Register for free telesminars and webinars.
5. Register for free prizes.
```

Of course, you can find various lists to join by searching for "Keyword + newsletter" such as "marketing newsletter" or "dieting newsletter". Or, use the variable of "ezine" such as "travel ezine". You can also search for lists to join at various ezine directories online which you can find through Google.com

```
A couple of other places that I really recommend you
look are the Clickbank marketplace and Google Adwords.
The reason being is because you'll find a lot of
different niches where MARKETERS are actively working
and THEY almost always offer lists at their site.
```

Now, after you join as many lists as you can – again, using the free email address – you login in a few days and you'll have dozens upon dozens of emails waiting in your inbox.

Look for the subject lines that get **YOUR** attention. Look for the subject lines that make **YOU** want to open up and take a look inside.

Look for the subject lines that create curiosity and are irresistible. Store those in a folder on your computer and delete everything else.

Once a week or so, log in to your free email account and do the same thing again – look for the best subject lines. In just a few days you should have as many compelling subject lines as you can possibly want for your swipe file.

```
Print them out, put them into a folder and you've got
a tremendous resource compiled from the sharpest
marketers in the world right there at your fingertips
anytime you want to fire out a mailing to your own
list.
```

Use your swipe file to generate ideas and variations for your forthcoming messages. I'm being honest with you, this is THE best way to get a free email marketing education in the art of crafting great subject lines by observing what other successful list owners are doing and then modeling your own email campaigns after theirs.

Number four...

<u>Subject Line Secret 04:</u>
"Use Personalization Differently"

And that is, "***Use personalization differently***." There was a time that using someone's name in an email subject line was a sure shot for getting their attention.

> After all, it wasn't a common practice and seeing one's name certainly does grab our interest.

But, in many markets – especially highly competitive ones like "internet marketing", the use of personalization in the subject line is so common that it no longer has the punch and power that it once had.

Does that mean you shouldn't personalize? No, of course not.

But, it does mean that you shouldn't personalize just for the sake of personalizing.

Personalization is supposed to be "personal", right? Sadly, it usually isn't. It's sent out to five gazillion people on a list without any real regard for the INDIVIDUALS on that list.

> I mean, how personal is "Frank, issue #412 of Bob's Ezine". Sure, you used my name, but was there any element of being personal in there? Not even a glimmer.

Yes, I do recommend you use personalization, but I encourage you to use it wisely. Here are some good examples of personalization that are unique and distinctly different than the standard, "Hey Frank, here's an email to open". Let me give you six of them...

> 1. The Possessive Personalization. The first one that I want to mention is what I call the "Possessive Personalization".
>
> The idea is give the subscriber OWNERSHIP of whatever you are sharing in the email.

Some examples include:

* Fred's secret to losing weight fast
* Sally's new migraine relief
* Tracy's 2 for 1 cruise discount

See how this works? You're giving ownership for whatever benefit your email message promises to deliver to the individual subscriber who is reading it.

The possessive form of their name. What a great way to personalize your subject lines in a unique, out of the ordinary way, that both gives ownership of the benefit to your subscriber AND allows you to involve the reader in your email message before they actually begin reading it.

2. The News Personalization. Number 2 is the "News Personalization". What you'd want to do with this type of personalization is use your subject line as if it were a breaking news story.

Some examples might include...

* Fred avoids the #1 affiliate mistake...
* Sally finds long-lost classmate
* Tracy finally stops back pain forever

This subject line sounds more like breaking news with your subscriber in the news story rather than yet another promotional mailing. Again, it's different. It conveys the message you want, but it a way that separates yourself from other publishers.

3. The Intimate Personalization. The third type of personalization that you will want to experiment with is what I call the "Intimate Personalization".

The idea here is to have an air of "one-on-one" to it, as if it were intended for one person, rather than to an entire list...

How about some examples?

* Patti ... Ryan here – 2 questions
* Patti ... a quick heads up
* Patti ... got an idea to run past you

While you always want to craft your subject line with one person in mind – a single recipient on the other end of your email – there are occasions when you want to use a more intimate approach which appears more "one-on-one" than it does some mass broadcast.

And, if you can continue that intimate, one-on-one feel inside the email itself, you'll get a great result from your mailings.

4. The Reverse Personalization. Next up we have the "reverse personalization". That is, instead of using the SUBSCRIBER name in the subject line, you use YOUR name in the subject line.

For instance, one of my favorite marketers, Jimmy D. Brown has done this often.

Here are some examples…

* Jimmy D. Brown here with a quick question
* Jimmy D. Brown wants you to join his inner circle
* Jimmy D. Brown is trying to reach you

Despite the fact that he's used his name in each of these examples, do you see that the focus is not on "Jimmy D. Brown" but rather on the subscriber?

"Jimmy D. Brown here with a quick question" – it's not about him, it's about a question for the SUBSCRIBER.

"Jimmy D. Brown wants you to join his inner circle" – is about the SUBSCRIBER being asked to do something.

"Jimmy D. Brown is trying to reach you" – is about reaching the SUBSCRIBER.

Certainly including your name in the subject line –
especially if you are well known to your subscribers –
can be a powerful way to grab the attention ... IF you
don't lose sight of the fact that the FOCUS needs to
be on your subscriber and not on you.

Your name draws the attention TO the email, but the
emphasis on your subscriber is what draws them in TO
READ your email.

5. The Delayed Personalization. Number five – we have
the "Delayed Personalization". The idea here is to
include the subscriber's name in the middle or end of
the subject line instead of the beginning.

Some examples include:

* 2 free passes for you, Lucy
* The information Paul requested
* Username and password for: Nicole White
* Sorry, Ryan – I gotta disagree

Now, I do want to mention if you're going to use the
subscriber's name at the end of your subject line,
then keep it short. You don't want to cut off their
name by having a long subject line.

But, again, you're using their name, but it's in a
slightly different position, making it stand out from
the mass majority of others who have the standard
"Joe, here's blah, blah, blah".

6. The Partnership Personalization. The final type of
personalization that I want to mention that you can
use in your subject line is the "Partnership
Personalization".

What you'd do with this type is to merge both your
first name and the subscriber's first name into the
subject line.

Examples:

* Paul and Joe write an ebook together

```
* Paul and Joe have lunch at the Big Seminar
* Paul answers Joe's travel questions
* Paul trains Joe to write subject lines

Again, the idea is to create a sort of partnership
effect in the subject line.  This is a GREAT subject
line for a coaching offer or a survey offer or for
some kind of incentive offer.
```

So, there you have six unique ways to make personalization pay off for you. All of these make YOU different than most of your competition.

You always want to look for an edge over others, some way to stand out from others. Take what works and change it to make it better. Use personalization … but use it differently.

<u>Subject Line Secret 05:</u>
"Mention an Update, Upgrade or Upsell"

That brings us up to tip #5 which is to "***Mention an update, upgrade or upsell***" in your subject line. The idea here is to reference any existing software, ebook, report, ecourse, etc. that your subscribers have a copy of … and let them know that there is either an update, upgrade or upsell available for them to access.

This can be used in combination with both free and paid versions of existing products your subscribers may have obtained, and both lite or full versions.

Let's suppose you have an eBook that you released in 2006 entitled "***The Art of Dieting***".

How about this for an attention-grabbing headline for all of your previous owners of the product...

- ` 80% Discount for 2007 Edition of The Art of Dieting `

You could go on to explain in your email that previous owners receive the discount on buying the newly released edition of the course, explaining what the 2007 edition includes over its predecessor.

Or, let's suppose you sell a software program entitled "eBook Creator." And version 2 was the most recent release. How about...

- ` Last chance to upgrade to Version 3.0 of eBook Creator `

In this email you could mention that a discount is available only if they upgrade in the next 24 hours and this is their last chance to get the upgrade before the regular price is enforced.

Maybe you offer a "lite" version of your software and want those who have obtained a copy of it to upgrade to the "full" version...

- ` Here's how you password protect your ebooks with eBook Creator... `

In that email you could actually explain the process of password protecting ebooks using the full version of the software and mentioning how to upgrade from "lite" to the version that allows use of the feature.

Let's suppose you sell ANY kind of information product, how about sending this to your customers...

- `Supplement report for your order is NOW available`

Obviously, you could point out how the supplemental report enhances or expands upon information directly related to the topic of the product they've already purchased.

Again, the purpose is to get folks to open up your email and take a look at your message.

Anytime you can mention an updated version or an additional supplement to something that your subscribers already have in their possession, then they are most likely going to open your email to find out how to get their hands on the latest improvements or additions to that product.

<u>Subject Line Secret 06:</u>
"Be Provocative"

Up next, tip #6 is "***Be provocative***." In some cases, it works well to use controversy or shock to grab the attention of your subscribers.

> Now, let me preface this by saying that I don't endorse, recommend or teach that you should be immoral or deceitful. Certainly the idea of being "provocative" can be taken too far and I just don't agree with that practice at all.

When I say "be provocative" I am primarily suggesting that you use subject lines that "startle" your subscribers without "frightening" or "offending" them.

Let me give you a couple of examples that I've used.

> <u>Example 01:</u> "Your account has been terminated".
>
> Let's say, for example, that you receive notifications from time to time that subscribers have cancelled their membership/payment through Paypal. Now, sometimes members have requested this and sometimes there was a mistake somewhere in the billing process at Paypal.
>
> Either way, when you receive the cancellation, the member was automatically sent an email with the subject line, "Your account has been terminated." This email let them know that their payment had not been received and their account would be removed if they didn't update their payment within 72 hours."
>
> You may be surprised to know that this can be one of the most effective email campaigns of you may try.
>
> Think about it: Wouldn't YOU open an email that read "Your account has been terminated"? You'd wonder WHAT ACCOUNT?

You could go on to explain what benefits they'd be
missing out on if they discontinued and offered them a
bribe to rejoin. You'll be surprised how well it
works.

Example 02: "Your email list may not be working".

Imagine releasing a report or product on Email
Marketing. What if you sent out an email with the
subject line, "Your email list may not be working."

Now THAT is provocative! It's startling. "What's wrong
with my list"?

When subscribers opened the email, the message
explained how SPAM filters were preventing their list
members from getting their mailings and how his
product could help them avoid the spam filters.

Now, I don't recommend that you bully people into opening your
emails or you try to be offensive – you gotta maintain your integrity.
And certainly you want your subject line to be appropriate.

But, there ARE occasions when using a "startling" subject line really
goes well with the nature of your message and it certainly will grab the
attention of your subscribers and get them to open up and investigate
your mailing.

Subject Line Secret 07:
"Work in the News"

Let's see, we're up to number 7. Number 7 is "**Work in the News**." That is, make reference to some current or recent event that made a big splash in the news.

This is especially effective when it's "industry" news – news that is relevant, interesting and well known to your market.

- What the Can-Spam Act means to YOU...
- What I learned at the Big Seminar
- How to lose weight during the Oscars
- Applying the Passion of the Christ to Your Life
- 5 Lessons Learned from Barry Bonds
- "Survivor" tactics for financial planners
- Branding Lessons Learned from the Presidential Election Debates

If it was a big enough news story to get our attention in the first place, it's very likely to get our attention again when it applies to whatever interest got us to opt-in to your list.

Note: Obviously, the message of your mailing should coincide with your subject line and have relevance to the news story you are referencing.

> I know for a fact that this worked on me NUMEROUS times back when the Can-Spam act first hit. Every time I got an email from anyone that included a reference to Can-Spam in it, I automatically read it, because it was something important to me and my business.

Work the news into your subject line whenever relevant – especially news that is specific to the topic and focus of your list – and you should see a spike in your email open rate.

Closing

Well, folks, we've covered some really, really powerful secrets and templates you can begin using immediately to see greater results with your own email campaigns.

As always, I wish you much success with your lists, your business and your life.

Success Is Not An Accident,
Paul

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