

Subject Line Secrets

How to Compel *Your* Subscribers *to Open* Your Emails *and* Take Action Now!

Paul B Evans

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10:10
Abundant Life

Introduction:

We're going to be talking about "***How to Compel Your Subscribers to Open Your Emails and Take Action Now!***"

Opened **or** not opened.

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 absolutely zero chance 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.

Sidebar: 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 RESPOND to your mailings is directly proportional to the number of subscribers who READ 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 CAN 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 Part 1, our "Tips" section...

Part 01:
Subject Line
Tips

Subject Line Secret 01: **“Abide by the DOs and DON'Ts”**

And the first Subject Line 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 dis-service.

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 any-

one 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 course 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 keep in mind when designing your email subject lines.

Subject Line Secret 02: **“Create a Brand”**

Number two is to “**Create a brand**”. As I mentioned earlier, you can brand your newsletter or course 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 “Sales Caffiene,” I know it’s from Jeffery Gitomer and I immediately read it because I know it’s valuable. Jefferey’s been doing it for as long as I can remember.

And I’ve been reading his newsletter 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."

The reason Gitomer's mailings get my attention (and the attention of countless others) is because I equate "Sales Caffiene" 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

[Sales Caffeine]

[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 to-day'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 “market-
ing” 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 exam-
ples and case studies and exhibits of
other successful ads, headlines, tes-
timonials, 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 teleseminars 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

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...

Subject Line Secret 04: **“Use Personalization Differ- ently”**

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 competi-
tive 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.

Here are some examples...

- * Paul Evans here with a quick question
- * Paul Evans wants you to join his inner circle
- * Paul Evans is trying to reach you

Despite the fact that I'm using my name in each of these examples, do you see that the focus is not on "Paul Evans" but rather on the subscriber?

"Paul Evans here with a quick question" - it's not about me, it's about a question for the SUBSCRIBER.

"Paul Evans wants you to join his inner circle" -is about the SUBSCRIBER being asked to do something.

"Paul Evans 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:

* Jimmy and Joe write an ebook together

* Jimmy and Joe have lunch at the Big Seminar

* Jimmy answers Joes travel questions

* Jimmy 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.

Subject Line Secret 05: **“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.

Subject Line Secret 06: **"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.

Example 01: "Your account has been terminated".

A lot of membership sites use this tactic. The owner would receive notifications from time to time that subscribers had cancelled their payment through Paypal. Now, sometimes members had requested this and sometimes there was a mistake somewhere in the billing process at Paypal.

Either way, when the owner received 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."

As you can imagine, this was one of the best most effective email campaigns of all-time.

Think about it: Wouldn't YOU open an email that read "Your account has been terminated"? You'd wonder WHAT ACCOUNT?

The email went on to explain what benefits they'd be missing out on if they discontinued and offered them a bribe to rejoin. And it works very well.

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

Again, this 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.

Subject Line Secret 08: **“Check Your Magazine Stand”**

In one of the earlier tips, I mentioned how to create a swipe file by getting a free email account and joining a variety of lists to watch how others are using subject lines.

Well, tip #8 provides you with another source for finding ideas for your subject lines and that is to **“Check Your Magazine Stand”**. If there is one thing that magazine publishers have absolutely mastered is the art of getting our attention with short, eyeball-locking headlines.

I mean, they know how to pull us over to take a closer look, don't they?

- Get Organized! 24 great ideas...
- Walk off the pounds! 84 great tips...
- Are you headed for a heart attack?
- 6 secrets of staying young
- 5 steps to staying sane with a stubborn child
- 28 tax-slashing moves you can't afford to miss

I mean, magazine publishers are good. Real good. And, with a gazillion magazines all cluttered together, all wanting to find a new home at our place, they've got to be good.

The idea is simple: Look for magazines that are related to the general topic of your list and your offer and scan their covers for ideas you can use for subject lines.

And, if you think this only works for business related lists, think again. I was at the magazine rack today and purchased the current issue of a magazine called "*Birds and Blooms*".

Now, I don't know how you could find anything more NON-business than "gardening".

And let me read from the front cover, because this is a perfect example of finding great, attention-grabbing headlines you can use for email subject lines.

There are four headlines on this particular cover. Here they are...

- * Pull-Out Planner: Create Your Dream Garden
- * 37 Secrets for a Blooming Backyard
- * Tomatoes: Double The Yield, Half The Work
- * 21 Ways to Attract Birds and Butterflies

Honestly, how much more non-business can you get than tomatoes and butterflies? And yet, here is great marketing at work. These headlines

just seem to pull your eyes in their direction, which is exactly what you want to do with your subject line.

It's all about getting attention. That rings a bell somewhere, doesn't it? 😊

Spending an hour in front of the magazine section of your bookstore or newsstand is a great way to brainstorm ideas for your subject lines.

Subject Line Secret 09: “Remember ‘Headline Rules’ Apply”

Tip #9, “**Remember ‘headline rules’ apply**”. That is, most of what you’ve been taught for years about writing headlines for salesletters, whether online or offline, apply to subject lines as well.

Let’s talk about a few of those “rules” for a few minutes. There are seven that I want to quickly mention...

- **Write to one person at a time.**
Firstly, “write to one person at a time.” How many subscribers read your mailings? One person at a time. Don’t ever forget that. When you craft your subject line, don’t write it to a list, write it to an individual on that list. Don’t say “anyone”, say “you”. The best subject lines are the ones that speak to the one person at his computer on the other end of the line.
- **Be 100% specific.**
Secondly, “be specific.” The more specific your subject line can be, the better. It’s not “increase your profit”, it’s “increase your profit by 300%”. It’s not “lose weight fast”, it’s “lose 10 pounds fast”. It’s not “house break your dog”, it’s “house break your dog in 48 hours”. Be specific.

- **Write a dozen or more before making a decision.**

Thirdly, “write a dozen or more before making a decision.” You never, ever, ever want to take your first draft of a subject line and use it. I don’t care how great it sounds or how perfect it feels, put it aside and write 11 more versions of it and then choose which one is best. Better still, have someone else choose for you.

- **Keep it in harmony with your message.**

Whatever subject line you choose absolutely must be relevant to the message of your mailing itself, preferably with the opening paragraph of your message.

- **Test, test, test.**

Next, “test, test, test”. As with anything else related to marketing, you gotta test to see what works best. Even slight improvements can mean a substantial amount of extra profit. With email messages, test several versions of your subject lines on smaller portions of your list before you broadcast your mailing to the entire list.

- **Don’t forget – emotion.**

Next up, “don’t forget – emotion”. It is emotion that drives us to take action. It is that which stirs our emotion which grabs our attention. It is emotion that will ultimately get us to open your email. What pain are you going to eliminate? What pleasure will you increase? What shocking revelation will you

share? What sentiment will you stir up?
What gratifying result will you promise?
Emotion produces response. Got it?

- **Write from your subscribers' point of view.**

And, finally, "write from your subscribers' point of view." It doesn't matter what you want or what you think or what interests you or what is most important to you. It only matters what your subscribers' think. The better you know your list, the better you'll be able to push their hot buttons in your subject line. Get to know your subscribers, their wants and needs, their interests and desires. And create subject lines that come from THEIR point of view, not yours.

So, again, remember that traditional "headline rules" apply to subject lines as well.

Subject Line Secret 10: **“Intentionally Be Negative”**

That brings us to tip number ten, and that is, “***In-
tentionally be negative.***”

Anyone who’s been involved in marketing at all, or who has done any research about marketing, knows that there are two universal, immutable (that means they apply to everyone and they don’t ever change 😊) – there are two universal, immutable motivators that are behind virtually every buying decision we make in life.

All marketing comes down to focusing on the two great desires of mankind, which are...

- Increase pleasure.
- Decrease pain.

In a nutshell, that’s what all human beings basically want in life: we want to increase pleasure and decrease pain.

Now, the majority of email subject lines tend to focus on increasing pleasure. They generally focus on what TO do as opposed to what NOT to do; they generally focus on the positive instead of on the negative.

Now, I know without a doubt that it’s NOT because speaking of “decreasing pain” isn’t effective, because it is. It’s been a hallmark of effective marketing for far longer than you and I have been

around and it will be effective long after we've gone.

And, I've even tested it in my own email campaigns with VERY good results, so it works in email as well.

And I'm not the only one. I'm on about a gazillion lists – I've already told you about one of my secrets of getting a hotmail account and just subscribing to all kinds of lists to study their habits – and what I've noticed is that those marketers who I've generally categorized as the brightest of the bunch DO in fact use the "negative consequence" approach to email marketing – focusing on "decreasing pain".

None of us want to miss out. None of us want to be unprepared. None of us want to walk into a brick wall. None of us want to experience delays or setbacks or any other painful result.

So, when an email subject line comes along that in some way warns us or empowers us or equips us to avoid failure, we're probably going to take a closer look.

How about some examples?

The 1 mistake most gardeners make

Checklist: Are you overstressed?

Here's the bad news about college

5 Ways to Avoid Bankruptcy

The scary truth about carbs

Spyware may have infected your PC

Obviously, in your email you'll want to **POINT TO A SOLUTION.**

You get to be the knight in shining armor. You get to be the hero. It's one of the classic marketing scenarios: point out a problem and point to your solution.

No one wants pain and if you've got the right remedy, you'll be the one to profit.

Subject Line Secret 11: **“Be Casual”**

Moving on to tip #11, which is “***Be casual***”. Let me ask you a question – which do you usually read first ... something that obviously looks like it’s a promotional mailing, or something that appears to come from a friend or relative?

Unless you’ve got issues with your Cousin Jenny or your little sister is getting too smart for her own good, you’ll almost always go for the messages that are more ***intimate***.

You should write that word down and circle it. Intimate.

Intimate isn’t business-like. Intimate isn’t forceful. Intimate isn’t marketing mumbo-jumbo. Intimate isn’t stiff and stuffy and rehearsed.

Intimate is closeness – and closeness is casual.

(Most of us would never apply for a bank loan in our pajamas, but we would lounge around with our spouse clad in our favorite t-shirt and a pair of boxer shorts. Closeness is casual.)

Sometimes the best approach to a subject line is to be very casual. Again, let’s look at some examples...

Just checking in

I'm back

Quick question for you

When I get to the office

When you get a few minutes

It's been a while

Sorry I forgot about you

A quick message from

What do you think?

Ooops!

I need your help

I hope you noticed two things about these particular subject lines as I read them:

(1) Firstly, they were all very brief, weren't they? They weren't long and drawn out. They were very concise. Isn't that how you usually communicate with close friends and relatives?

(2) Secondly, they were all very intimate, weren't they? They were casual. Not "in your face". They sound like something that was sent to you and you alone ... and that, my friend, is the ultimate tactic for getting people to open your emails and take a look ...

when they are convinced you are talking to them, they'll read.

Be casual. This ain't an executive board meeting. It's a simple communication between you and the guy or gal on their other end of the line. Not a nameless, faceless number on your list, but a real live human being who trusts you enough to stay subscribed to see what you've got to say to him. Not what you've got to say to a gazillion other people, but what you've got to say to him.

Subject Line Secret 12: **“Be Cryptic”**

Tip #12 – which is to “*be cryptic*”. Now, when I say “be cryptic” I’m not suggesting that you encode your emails so your recipient will need some kind of special viewing glasses or a code book to cipher what you’re sending her.

Nor am I suggesting that you use symbolism that only a person who realized “Animal Farm” wasn’t really about about animals or a farm would understand what you’re saying. By the way, if you don’t know what the reference to “Animal Farm” means, then I’ve been too cryptic. ☺

No, when I say “be cryptic” I mean this: say what you want to say in a unique, original way.

Here’s the thing: It’s unlikely that you’ll ever send out an email to your list members that someone else hasn’t already sent out in one form or another. In fact, MANY, MANY people have likely already sent out similar messages.

If it’s a promotional mailing for a new product, do you think you’re the first to do it? Of course not.

If it’s an affiliate program you’re promoting, do you think you’re the first to promote it? Of course not.

If it's a free article, do you think you're first to offer a free article? Nope.

If it's a joint venture request, do you think you're the first to request a JV? Not on your life.

We do very, very little that hasn't been done before. And we do very, very little that isn't being done at the same time we are doing it right now.

Those things we can't control. But, what we can control is the manner in which we do what we do.

That's where the "be cryptic" idea enters the room.

Say what you want to say in a unique, original way.

Let me give you a real life example, again, that I learned from Jimmy D. Brown.

He wanted to find new joint venture partners for a special promotion that he was putting together for his **email marketing home study course**. He had a database of ezine publishers for quite some time and decided that it would be a great place to find joint venture partners for the project.

So, instead of doing what everyone else was doing, "(name), would you JV with me" "(name), how about a 50/50 split", "(name), here's yet another joint venture request", he decided to do something different.

Here it is in his own words...

My subject line read, "About buying a solo mailing to your list".

In my email I opened up explaining that I was about to conduct a special promotion for my course and that I was interested in sending a mailing to their list. I enquired about pricing and availability ... and then, I made my offer.

I pointed out that another option was for them to run my ad as an affiliate and keep 50% of all of the earnings, which would likely be much more than their ad fees. I further explained that I would customize a sales page with their name, hard-coded order link, etc.

Now, I FULLY INTENDED to buy advertising in the newsletters that had them available and were compatible with my needs - and I DID buy. So, I wasn't lying or misleading. But, at the same time, more than 3/4ths of those who responded took me up on my joint venture proposal and we launched a successful campaign.

It's all about doing what you're going to do anyway - and what others are doing even as you do it - but doing it in such a way that it is masked as something different. It's cryptic. Don't be mis-

leading, mind you, or dishonest, but certainly you can not be transparent either.

The idea is to present your message in a way that doesn't automatically put the reader on the offensive because they've seen it all before, and, at the same time, once again separate yourself from your competition and grab the attention of your subscribers.

Which makes it a big-time winner.

Subject Line Secret 13: **“Write It Early”**

Let’s move on to lucky number 13. Now, what I’m about to tell you isn’t going to be sexy. When I first say it, it’s going to sound like something that you wouldn’t give a second thought to, but if you just take a few seconds to ponder this and let it sink into your head, you’ll see why it is **ABSOLUTELY CRITICAL** to your success with subject lines.

Tip #13 is to “**write it early**”. And what I mean by that is to write your subject line **BEFORE** you write the message itself. Pay attention here, because this is absolutely critical.

Write your subject line **BEFORE** you write the email message itself.

What tends to happen is this: Folks spend 90% of their time carefully crafting their email message and they’ve got it all just perfect and then moments before they blast it out to their list, they spend 30 seconds writing a subject line.

What a monumental mistake!

Your subject line is your **HEADLINE**. You wouldn’t spend days crafting a salesletter and then throw in just any ol’ headline at the top would you?

Of course not.

Your subject line is your headline. Write it first. Spend as much – if not more – time on it than on your email message itself. It's that important.

In fact – listen closely – in fact, if your subject line isn't a winner then your subscribers won't even read that carefully crafted email message of yours!

Do you see what I'm saying here? Are you hearing me? You are absolutely wasting money if you spit and polish your email message until it shines and then throw out some penny ante subject line.

It's like serving a filet mignon on a garbage can lid. Nobody's gonna take a bite.

If you don't write it first, at least, at least spend an ample amount of time on it. However long you spend on the copy of the email message itself, spend at least that long on the subject line.

Subject Line Secret 14: **“Make The Most Of Your ‘Welcome’ Message”**

Pop quiz: Out of ALL of the emails your subscriber will EVER receive from you, which one are they most likely to read? Come on, think about it for just a minute.

Out of all of the emails your subscriber will EVER receive from you, which one are they most likely to read?

You guessed it – your VERY FIRST message. That brings us to tip #14, which is to ***“Make the most of your ‘welcome’ message”***.

If there is ONE email that you can almost guarantee subscribers will read, it is that initial message they receive upon joining your list. You know the one, “Hey Henry, thanks for joining My list – here is the information you requested, here is lesson one, blah, blah, blah”.

Your subscribers are their hottest towards you right then. They are excited about you. They’ve made the conscious decision to join your list and they are anticipating that first email from you.

Don’t waste that moment!

While you certainly don't want to scare off your subscribers by immediately bombarding them with a bunch of "in your face" offers, it IS a perfect time to coax them towards your most desired result.

Offer them a discount.

Invite them to join your affiliate program.

Give them an article to distribute.

Ask them to answer a survey.

Gather additional information about them.

Offer them an affiliate incentive.

Give them an additional freebie.

Invite them into your mastermind group.

Give them a 24 hour only offer.

There are lots of things you can do right there in that "welcome" message. Fire away. They are warm towards you. They are most likely to do something that is beneficial to you (and them) right there at that moment.

Don't let them cool off. Take action. Get them to take action.

Subject Line Secret 15: **“Ask A Revealing Question”**

Up next, tip #15, is to “***ask a curiosity-building question***”. That is, use your subject line to ask a question that can only be answered by reading your email.

The question should pique your subscribers’ curiosity while at the same time pointing them to the body of your email for more details.

Some examples include...

Have you been blacklisted? Check here...

Are you using this traffic tool?

Is your computer safe? Check this...

How physically fit are you? Take the test...

Did you forget to renew your insurance?

Vacation Checklist: Done all 22 things?

Questions have long been a mainstay in headlines, and they serve as great subject lines IF you strate-

gically use them to l-e-a-d your subscriber to r-e-a-d your emails.

There are four simple keys...

Key 01: Answered only upon investigation. Your subscriber must be required to open your email and actually read your message in order to answer the question asked.

Key 02: Targeted for subscriber interest. Go after those things that MOST interest your subscribers. Again, survey them to determine what they most want and then structure your question to push that hot button. If I have a marketing list, I could use "Are you using this traffic tool", "are you using this email tool", "are you using this affiliate tool" or "are you using this keyword tool" among many others. Knowing which of those my subscribers most want makes it much more effective in using the question.

Key 03: Hinted at a solution inside. If you ask a question, you should always hint at a solution that you'll be revealing in the text of your email message. Include short endings like:

Check this...
Take the test ...
Details...

Checklist inside...
Find Out...

Key 04: Related to the content of your message. Whatever you do, make certain that what you include in your email message MATCHES up with the subject line. If you ask a question, offer a way for them to determine an answer. Use tests, checklists, research, lists, and so forth to allow subscribers the opportunity to answer your question ...and, of course, provide them with some offer that ties in so you can make a profit.

Again, a great way to get folks to OPEN YOUR EMAILS and investigate further.

Subject Line Secret 16: **“Understand The Purpose”**

Well, we have tip #16 and that is to “**Understand the purpose**”. Let me ask you another question – what is the purpose of your subject line?

Now, you’ll almost certainly answer back something like this...

The purpose of my subject line is to get the recipient to open up my email and read the message inside.

And, if you said that, you’d be HALFWAY correct.

Getting your subscribers to open the email and read the message inside is HALF of its purpose, the first half. But, that’s certainly not all of it.

The purpose of your subject line is
(a) to get the recipient to open up
and read the message inside, and (b)
to remain open to taking action.

Most people forget that second part. They do whatever they can do to get subscribers to open up and take a look and, in doing so, they oftentimes ruin their opportunity to produce an action, and in many cases, they lose a subscriber forever.

If you simply get your subscriber to open an email at any cost, you'll ruin your reputation, you'll destroy trust and you can even get into legal problems by using deception.

Avoid trickery. Avoid false claims. Avoid hype.

Those things may get your subscriber to open your email once, but not twice.

And once you've lost them, they ain't coming back.

Understand the purpose of your subject line is more than to get folks to open up no matter what – it should also keep your subscribers in the right frame of mind to take action on the item inside.

Subject Line Secret 17: **“Use Tips Lists”**

Up next we have tip #17 – tip #17 is to “*use tips lists*”.

While there are some occasional exceptions to this rule, the number one, overwhelming top dog reason why subscribers opted in to any of your lists is this: ***they want information***.

They didn’t join your list for ads. They didn’t join your list so you could convince them to buy something. They didn’t join your list so you could become chummy with their credit card.

They joined your lists because they want to **acquire some kind of information** from you.

- Now, having said that, do ya think there’s the possibility that they’ll open up your email if it appears that some desired piece of information is awaiting them inside?
- Do you think your subscribers will open up and read your message if your subject line indicates that some form of the very information they are trying to glean from you IS actually being revealed inside?

Short answer is: of course they will!

So, here's how you hint at or even shout at the fact that some kind of desirable information is inside your email:

Use a specific, targeted "tips list" in your subject line.

This is the easiest way to push your subscribers' "hot button" and get them to open your email for two reasons...

1. Subscribers are excited about obtaining information that is near and dear to their hearts. Nothing attracts us more than something we already have an attraction for. Let me say that again. Nothing attracts us more than something we already have an attraction for. Just the other day we were driving in Atlanta looking for a place to eat and there were a LOT of different options awaiting us - and they all looked good. And, then, we spotted a Ruby Tuesday and almost at the same time my wife, my little boy and I all shouted out, "Ruby Tuesday, let's eat there". Nothing attracts us more than something we already have an attraction for. They joined your list for specific information and when your subject line references it, you'll have folks saying, "Let's eat there". Let's open up and see what's on the menu, especially when you consider the

second reason and that is...

2. Subscribers are excited about the "thump" value of multiple ideas. People LOVE lots of ideas. Each one of them represents potential results. Do you get that? Each idea represents potential results. If I see "27 ways to lose weight" I naturally think that there must be at least 1 or 2 of them that will work for me. The more ideas are available, the more likely that I'll be able to actually see some kind of results in my life - which is all I want anyway - which means I'll be more likely to open your email and take a look inside. There is something incredibly alluring about bulk - about volume - about the "thump" value of getting a lot of stuff. Why do you think Ginsu was so successful? Why do you think buffets are so successful? The same principle applies to subject lines.

Use a tips list in your subject line and you'll definitely see a lot of action from your subscribers.

How about some examples?

27 simple ways to drop 5 pounds
16 shortcuts for wedding planners
Top 10 tips for baby's first month
101 ways to save money at the gas pump
55 keys to public speaking

Now, I don't want to state the obvious, but I will anyway – obviously, your email message must include details on what you mention in your subject line.

The good news is: it doesn't necessarily have to be content. Of course, you could include an article or a report or something in your email that reveals "27 simple ways to drop 5 pounds" or whatever and then use that free content to point your subscribers towards an offer. And, in many cases, that's certainly a winner.

But, you aren't limited to that.

This strategy also works great for solo mailings to promote an offer.

Marketing Exhibit™: "Get Messages Read"

When Paul Evans released "Get Messages Read" from ListDrivenProfits.com, some of his affiliates used this very type of subject line with tremendous results.

In the book, I share 24 ways to get your email messages past the spam filters into the inboxes of your subscribers.

Guess what made a great subject line?

24 ways to get your emails read

If you're on an internet marketing list or an email

marketing list or an ezine publisher list or any kind of list related to marketing via a list – do you think you could resist opening that message up for a closer look?

Of course not.

Inside, you would have read a solo mailing explaining that he had released a new product that shared 24 ways to get your emails read. Nothing but a promotional mailing. And, if you were like most who got that email, you'd have clicked on a link and went to his site, which is all anyone could hope to accomplish with a solo mailing.

You can use this tip for ANY type of mailing that involves multiple ideas, whether it's a content mailing or a promotional mailing.

Subject Line Secret 18: “Use The ‘Results & Time’ Formula”

Three more tips to go and then we’ll get to some email subject line templates that you can basically copy and paste to use in your own email promotions. Tip #18 is to “***use the ‘results and time’ formula***”.

1. Nothing grabs our attention more than an-
ticipated results.
2. Actually, there is one thing that grabs our attention more than anticipated results and that is anticipated results in an agreeable amount of time.
3. Actually, there is one thing that grabs our attention even more than that and that is an-
ticipated results in an agreeable amount of time **with no risk involved**.

That is, when you can promise results that we want to achieve and promise them in a time frame that is acceptable to us and remove any risk...you’ll not only get our attention, you’ll get our business.

One of the easiest ways to convince your subscribers to open up your email and read what’s inside is to use the “results and time” formula.

Here are some examples...

Stop smoking in 30 days or pay nothing
Lose 10 pounds in 10 days or its free
Find a date for Valentine's Day or get
a refund
Grow a beautiful lawn in 30 days or
your money back
Add 500 subs next month or I'll build
you a list

What a winning combination...

Anticipated Results
+Agreeable Amount of Time
+No Risk Involved

= Open Your Email And Take Action

Now, before we move on to our next tip, since we're talking about using time in your subject line, let me briefly mention that using a time deadline or a time limit is also a good idea.

Phrases like these are great to use in your subject line...

Next 24 hours

First 12 to respond

Looking for 5 qualified

Read this before Sunday

Ends on April 21

Subject Line Secrets: How to Compel Your Subscribers to Open Your Emails
And Take Action Now!

Use this to lose 10 pounds by Easter

Last chance today

Tonight's the preview call

Only 3 spots left

So, don't forget to use deadlines and limits as well. If you are honest in your deadlines and limits and you don't use them all of the time and your offer is desirable, then you're going to see positive results.

Subject Line Secret 19: **“Never Forget To Follow-Up”**

Let's move on to our 19th tip which is to “***never forget to follow-up***”. One of the biggest mistakes in email marketing is not following up.

Customers get on a list and that customer list is never or seldom used.

Affiliates join your affiliate program and join your affiliate list and every once in a while they are sent some promotional stuff for your latest product, but that's about it.

Leads are run through an eCourse, a series of lessons, and then once they complete the series they are inactive.

The lists grow stagnant and the profits dry up and they just sit there waiting to be mined.

Now, you'd probably agree with me – and you'd be right, of course ☺ - but, “*what does any of that have to do with subject lines?*”

Good question. And, as always, I've got a good answer. ☺

The answer is this: Follow-up subject lines not only get stagnant lists active and producing profit again, but they are also among the highest open rates of any type of subject line I've ever tested.

Let me give you some examples for all three: customers, affiliates and leads, which are your three primary types of lists.

Follow-Up With Customers. First, let's talk about following-up with customers. A customer buys your product and 24 hours later they receive an email from your autoresponder with one of these subject lines...

About your gidget order yesterday

Do you have any questions about your order?

Do ya think there's any chance they'll open that email and take a look? Of course they will.

So, here's your chance to not only give them some customer support by providing answers to the most frequently asked questions, but you also have THEIR ATTENTION, which means you can point them to another offer.

What about 3 or 4 days later after that email? What if they received an email from you that contains one of these subject lines...

5 Bonus Ways to Use Your New Gidget

How to Make The Most of Your Gidget

Free video for your Gidget

Is there any chance they'd open them up? You betcha. And, again, you'd have their attention to make them an offer or get them to take some action that will ultimately allow you to expand your bottom line.

And, you could continue to repeat that process over and over again. Follow-up emails almost always get opened.

Follow-Up With Affiliates. It doesn't just work with customers either. What about following-up with affiliates? Works great. An affiliate joins your affiliate program, they get the standard 'welcome' message with their affiliate details and other instructions.

What if 24 hours later they got an email from your autoresponder with one of these subject lines...

Lynn here - wanted to help you get
your first sale

Here's the quickest way to get an af-
filiate sale

I forgot to tell you this about your
affiliate link

Again, they'll most certainly open up and take a look. Continue to follow up with them with emails like these...

Have you tried this simple affiliate
trick...

\$50 more on your next affiliate check.

Follow-Up With Leads. Not only does it work with customers and affiliates, but also with leads. In addition to your standard email follow-up sequences, why not add these into the mix...

1. In response to yesterday's
_____ tip...

This would be a FOLLOW-UP message 24 hours after your first message to get them to go back and READ your first message. *"Jack, in yesterday's email lesson I revealed the easiest way to lose 5 pounds ... did you read it yet? If not, blah,blah,blah"* Getting leads to READ your emails is critical to getting leads to RESPOND to your emails.

2. I forgot to mention this in today's lesson...

You could mention just about anything in this email, an extra tip, an incentive, a deadline, just about anything. They'll open it because it appears that something important was left out ... and they won't want to miss out.

3. I missed your response to Friday's lesson

In Friday's lesson, you could have asked the lead for the main reason why

they haven't purchased your product, or what their most needed asset is, or what question they'd like to see you cover or any kind of question that needs them to respond. Again, this follow-up email will almost certainly get opened and you've got an opportunity to continue educating your subscriber and leading them to some course of action.

I hope you can see how important this is, how easy this is, and how profitable this is. Folks WILL open your follow-up messages because it's ADDING TO something they've already expressed or demonstrated an interest in.

Subject Line Secret 20: **“Gather & Embed ‘Other’ Personal Details”**

And the final tip that I want to mention is to
“gather and embed ‘other’ personal details”.

We talked a lot about personalization earlier. Well, here is a twist to personalization that almost NO ONE is using that is another great way to grab the attention of your subscribers and get them to open up and take a look.

The idea is to customize your subject line with personal details OTHER THAN your subscriber’s name.

If you’ve got a list for marketers or ezine publishers, get the name of their newsletter into your database.

If you’ve got a list for pet owners, get the name of their pet into your database.

If you’ve got a list for car owners, get the type of car they own into your database.

Then what can you do? How about these subject lines...

Need 2,000 subscribers for Advantage Marketing Strategies?

Try this obedience trick on Duke...

Here's how to improve your Camry's gas mileage...

What a tremendous, tremendous tool for improving your email open rates. Mark my words – more and more people are going to see how powerful this technique is and it won't be long until your competitors will be exploiting this to its fullest potential.

For now you can have the advantage in using this. For now.

Now, of course, you'll need to gather this information. Obviously, the easiest way to gather it is on your optin box. So, that's the first thing you'll want to do, add additional entry points on your optin form. Now, I recommend that you only add 1 or 2 additional fields, otherwise you'll push many people away who might see a bunch of questions as too time-consuming or some kind of invasion.

So, keep it simple – your 1 or 2 most important bits of data ... the 1 or 2 things that would be most valuable to your marketing. And that's going to depend completely upon the theme of your list and the target audience your list caters to.

Another way to gather the information – assuming you've already got a nice list, is to survey them. Give them some incentive for submitting the in-

formation and then merge their details into your existing database.

Note: For those list members that don't submit the additional fields, you can always insert a fixed "generic" placeholder in your mailings so your messages make sense. Instead of "*Try this obedience trick on Duke*" it would simply read "*Try this obedience trick on your dog*".

Again, just a powerful, powerful way to get folks to read your emails. Personalization works ... and here is a very unique way to use it.

So, there you have it, twenty tips for crafting subject lines that compel your subscribers to open your emails and take action now.

And, speaking of "now" – now it's time to move on to our second part, which I promise you will be dramatically quicker than our first part, it's time to move on to our second part where I'll be giving you twenty fill-in-the-blanks, copy and paste email subject line templates that you can begin using with your own email campaigns.

So, let's go ahead and just jump right in...

Part 02:

Subject Line Templates

What I'm going to do is very simple. I'm going to announce the subject line template itself, then give you a brief explanation of how to use it, and then just give you a handful of quick examples that were created by plugging in some specifics to the template.

Subject Line Template 01: **“For _____, This Works Like Crazy”**

Template: “For _____, this works like
crazy”

Overview: This is a great results-driven subject line that is certain to get your subscribers to open up and take a closer look. The idea here is to use the classic combination of “*Desirable result + driving mechanism*”. I’ve already included the “*driving mechanism*” – “this works like crazy”. That’s what produces the desirable result, the basis of what your message is about. Your job is to provide the “*desirable result*” in the provided blank. “For _____ - you would insert your desirable result right there – this works like crazy”.

Examples:

- For losing weight, this works like crazy...
- For longer tee shots, this works like crazy...
- For relieving headaches, this works like crazy...
- For saving a marriage, this works like crazy...
- For avoiding bankruptcy, this works like crazy...

Obviously, you want this desirable result to be something that (a) is highly sought after or highly interesting to your subscribers, and (b) is directly related to what you are going to share in the email itself. This subject line is great for just about any kind of mailing, whether it is a content mailing or a promotional mailing.

People open it for one reason and one reason only:
it promises to reveal something that produces a result they want to achieve.

Subject Line Template 02: **“Why Your _____ Won’t _____”**

Template: “Why Your _____ Won’t
_____”

Overview: One of the basic human motivations for response is driven by a fear of failure. This subject line is the exact opposite of the first one we looked at which hinted at producing results – this one hints at NOT producing results. The idea is to plug in a desirable result and then an appropriate negative statement at the end after the word “won’t”.

Examples:

- Why your diet won’t work
- Why your business won’t succeed
- Why your list won’t make you money
- Why your vacation won’t be fun
- Why your credit won’t be restored

Who could resist opening up to see WHY? Not many of us, I can tell you that. If your result is something that we WANT to achieve, then certainly we’d want to read your email to find out what might prevent us from achieving the result. It’s a great time to reveal a mistake or a problem or a hindrance ... and then offer your product or service as a solution, which will produce profit for you.

Subject Line Template 03: **“How to Survive _____”**

Template: “How to survive _____”

Overview: The thrust of this subject line is to help relieve the pain or discomfort of a situation that the subscriber is either already going through or is facing the possibility of going through. Remember we talked about earlier – two things we all want in life ... increase pleasure and decrease pain. If your subject line promises to minimize or eliminate some source of pain or discomfort in our lives, then certainly we’ll read what you have to say on the subject. “How to survive _____” – you just supply the hardship in that blank.

Examples:

- How to survive divorce
- How to survive bankruptcy
- How to survive a heart attack
- How to survive with the Can Spam law
- How to survive menopause

Alternatives: Some alternative ideas would be “How to deal with...”, “How to overcome...”, “How to get past...” Same idea.

As with any other subject line, it’s important that you get to know your list. What are the hardships and difficulties that they most face? Build sublists

where your main subscribers can opt in for specialized information on very precise topics and you'll be able to really skyrocket your open rate with this particular subject line.

Subject Line Template 04: "This _____ Tip Is Al- most Too Easy"

Template: "This _____ tip is almost too easy"

Overview: In addition to being motivated by the results that we desire – our passions and pursuits in life – one thing that catches our eye is the word "easy". Now, I'll be the first to admit that the word "easy" is grossly overused in internet marketing language, but it's still relatively minimal in most other markets. And, regardless of what market your list is focused upon, when used in conjunction with the word "tip" it doesn't have anywhere near the same sense of hype as the "it's so easy to make a million dollars next week" garbage that many people are promising.

Examples:

- This pick-up tip is almost too easy
- This dieting tip is almost too easy
- This homeschooling tip is almost too easy
- This allergy tip is almost too easy
- This stress relief tip is almost too easy

This is one of my all-time most effective subject lines. People want things that they can easily apply to whatever pursuit they are interested in. It consistently ranks up there at the top among my email messages that produce results and it is universally applicable to any niche, so there's no reason why you shouldn't begin profiting from it too.

Subject Line Template 05: **“The Biggest Mistake _____ Make”**

Template: “The biggest mistake
_____ make”

Overview: Again, here is a subject line that focuses on the negative or adverse result – things your subscriber wants to avoid if he is going to achieve the desirable results he is after. The difference with this subject line and others that offer a sort of warning or caution is the emphasis here is on the word “biggest”. This isn’t just a mistake, it’s the BIGGEST mistake. It’s the number one, most common error that folks make regarding a particular topic and curiosity alone will get your subscribers to open up JUST TO SEE WHAT IT IS. Yes, they’ll certainly be concerned about whether or not they are making this particular mistake, but even more than that, they’ll want to know WHAT this particular mistake is. What IS the “biggest” mistake?

Examples:

- The biggest mistake wives / husbands make
- The biggest mistake first-time parents make
- The biggest mistake dieters make

- The biggest mistake car buyers make
- The biggest mistake ferret owners make

Obviously, the biggest mistake would be a matter of your opinion, so it's open to your own objective perspective, which makes this one an easy subject line to work into your mix. And, it definitely is effective.

Subject Line Template 06: **“The Real Secret To** **”**

Template: “The real secret to _____”

Overview: This is a great subject line for revealing some little known fact or resource, some seldom used strategy, some personal insight that most people don’t know or think about. While, again, the word “secret” is oftentimes grossly overused in marketing mumbo-jumbo, that is actually what makes this subject line so effective. It plays on the fact that so-called “secrets” are a dime-a-dozen by stating that what’s contained in this email is the REAL secret to achieving success with the provided topic.

Examples:

- The real secret to fundraising
- The real secret to planning a wedding
- The real secret to beating a speeding ticket
- The real secret to teeth whitening
- The real secret to acing any interview

It’s the positive version of the “biggest mistake” subject line that we talked about previously, again focusing on the “curiosity” factor. What is the REAL secret to success in this area? Enquiring

minds want to know. And that is good news for you, because we'll click on your email to find out what you have listed as that real secret.

Subject Line Template 07: **“The Fastest Way To** **”**

Template: “The fastest way to
”

Overview: Whereas earlier we looked at the key of being “easy”, now we focus on being “fast”. We all want results – and, let’s face it – we all want them as quickly as possible. We live in a fast food world that promises instant results and that’s what we want. So, the key here is that word “fastest”. This isn’t just a way to success with a particular topic, it’s the FASTEST way to success with a particular topic. Additionally, I’ve found that if you can plug in SPECIFIC results it makes this one so much more effective.

Examples:

- The fastest way to make \$500 online
- The fastest way to lose 5 pounds
- The fastest way to play guitar chords
- The fastest way to speed read 75 pages
- The fastest way to cut insurance costs by 25%

Notice in my examples that I didn’t make outlandish claims, I made reasonable claims. It wasn’t the “fastest way to make a million dollars online,” but

rather "the fastest way to make \$500 online". Not "100 pounds", but "5 pounds". Not "play guitar", but "play guitar chords". There are two reasons for this: (1) If a subscriber believes they can actually do what you mention in the subject line, they are more likely to open up and take a look, and (2) Your subscriber will subconsciously think they can INCREASE the results by DUPLICATING what you share inside. In other words, if you mention the "fastest way to lose 5 pounds" I automatically think, "I can increase whatever they mention and lose 10 pounds". That may or may not be the case, but that's what I'm thinking. I'll take a look because your claim is BELIEVABLE and I think ACHIEVABLE.

Subject Line Template 08: **“Get Your _____ Questions Answered”**

Template: “Get your _____ questions answered”

Overview: This is a great information gathering subject line to use when you want to survey your database. Now, I’m not going to go into the merits of getting to know your subscribers because that’s a completely different call altogether. What I will say is this: if you aren’t regularly surveying your database – maybe once a month – then you aren’t making the most money you can from your database. The more you know about them – what they WANT to know from you, what they are most likely to buy – the more you know about them, the easier it is to provide them with quality content they can use and the easier it is to make offers that they will say “Yes” to. So, this is a great subject line to gather information with, by allowing your subscribers to submit their most wanted question to you.

Examples:

- Get your model train questions answered
- Get your acne questions answered
- Get your insomnia questions answered

Subject Line Secrets: How to Compel Your Subscribers to Open Your Emails
And Take Action Now!

- Get your digital photography questions answered
- Get your toy poodle questions answered

Now, you can promise to answer the top 5 for free in a report or training call or give a free copy of your completed product to all those who submit a question or whatever you choose as far as the offer inside. That's another call – I'm just showing you how to get subscribers to open your emails and take a look inside, and this one is a surefire winner in that regard.

Subject Line Template 09: **“Here’s An Example Of What Works For _____”**

Template: “Here’s an example of what works for
_____”

Overview: Over and over and over again you’ll hear me say that what we as human beings want more than anything are RESULTS. Results are what we think will make us happy and that’s how we want to live. And what better type of “result” is there than a real life example of how someone achieved results, particularly if that person is an “average” person with no clear advantage over us. It’s the classic “If they can do it, I can do it” scenario. This is a great subject line because it promises to provide an actual example of something that works for whatever the topic is focused upon. And that’s what we like to see.

Examples:

- Here’s an example of what works for migraines
- Here’s an example of what works for flabby bellies
- Here’s an example of what works for colic
- Here’s an example of what works for putting (golf)

- Here's an example of what works for selling a home

Note: If your subject line goes over 50 characters, you may want to put the topic at the front like this: "Migraine relief: Here's an example of what works..."

The key here is to provide a real life example of someone who is doing something effectively that the reader can duplicate. This is a great way to actually convert fence-sitters into buyers in your follow-up sequence if you can find someone who is using your product or service and provide a case study of the results they are achieving with your product or service.

Subject Line Template 10: **“Something Every _____** **Needs To Know”**

Template: “Something every _____
needs to know”

Overview: Once again we have the “curiosity” factor in play. What is it that I need to know? That word “needs” is very powerful and compelling. It gives the impression that something is a necessity, that it is required. What I have found to work really well here in my own testing is when you tie this in with a special emphasis on “first-timers”, “beginners” or “newbies”. Because they are inexperienced, they are more likely to not only recognize they do have needs because of their lack of knowledge, but also will be eager to learn those things that you feel are necessary or required for success.

Examples:

- Something every new mother needs to know
- Something every college freshman needs to know
- Something every first-time car buyer needs to know
- Something every beginner bird watcher needs to know

- Something every bride-to-be needs to know

Why do you think the Dummies® books have sold so successfully? Newcomers to the subject want to know what they need to know. And that's why they'll open this email up and take a look inside.

Subject Line Template 11: **"Here's A Shortcut For** **"**

Template: "Here's a shortcut for
"

Overview: When I say "shortcut" what comes to your mind? Think about it for just a second. When I say "shortcut" what comes to your mind? You likely envision something that is "faster", something that is "easier", something that gives an "advantage", something that "reduces expenses or effort" – all of which are highly desirable. We all want to take the shortcuts in life – the easiest, fastest, most advantageous path to our destination. Which explains why this subject line continues to be among my most opened in my niche marketing. It doesn't matter if it's rose gardening or entertaining in-laws or boosting metabolism or racing radio-controlled cars, we all want a shortcut.

Examples:

- Here's a shortcut for getting a great job
- Here's a shortcut for creating an ebook
- Here's a shortcut for boosting your memory
- Here's a shortcut for becoming a day trader

- Here's a shortcut for learning to play piano

Tip: Let me also give you just a quick tip here for really producing profit with this particular subject line. When you can tie in some kind of product, software or service that fully or semi-automates the shortcut, then you've got a very good chance of getting the sale.

Just a quick, very generic example: I might share that a shortcut to success with customer support is to have a text file with my most asked questions and my responses to those questions so when a new customer asks a question all I have to do is copy and paste my response instead of retyping out a response. That's a shortcut. Now, I could also PROMOTE an autoresponder service that would actually automate the process of getting those answers to the customer, I could promote a package of template responses to the most asked questions, I could promote a customer-service help desk software or even a third-party company that provides customer service.

The point is this: If you can provide your subscribers with a quality shortcut, but then also promote a product, software program or service that automates that shortcut, you're likely to get a sale.

Subject Line Template 12: **"How I _____"**

Template: "How I _____"

Overview: Let me ask you another simple question: why do your subscribers listen to you? If you can't answer that question, then it's likely they won't be listening to you for very long. They listen to you because "you're the expert". You may not be called "Mr or Mrs Guru" and you may not speak at all of the events or be in the spotlight, but when it comes to your list, YOU ARE THE EXPERT. Your opinion counts to your subscribers. Your insights and thoughts and experiences are important to your subscribers. So when you reveal how you PERSONALLY accomplished some specific, desirable result, then there is no question that your subscribers will be interested enough to read your email message.

Examples:

- How I built a huge list in 30 days
- How I dropped two dress sizes in 3 weeks
- How I permanently eliminated my headaches
- How I trained an Olympic champion
- How I found my soul mate online

Above everything else, YOUR people want to hear from YOU about how YOU accomplished something. That's what makes this subject line so appealing. Give them your personal plan for achieving the results that they want to accomplish. They'll open up, and selling will come easy.

Subject Line Template 13: **“No _____ Lesson To- day”**

Template: “No _____ lesson today”

Overview: This may be my all-time favorite subject line template. It’s primarily used for follow-up sequences such as an eCourse and there’s virtually no way that your subscribers don’t at least open up and take a look inside to find out WHY there isn’t a lesson today. Is something wrong? Is someone sick? Has something happened? Why isn’t there going to be a lesson today?

Examples:

- No affiliate marketing lesson today
- No dieting lesson today
- No parenting lesson today
- No homeschooling lesson today
- No time management lesson today

Now, this one needs a bit of an explanation as to what you include in the actual mailing itself, so let me briefly explain the concept. The idea here is to use the email message as a solo mailing for your best offer, whether it’s your product or an affiliate link you are promoting, specifically something that converts really well. You’ll have the attention of

your subscribers, so fire your biggest gun right here.

What you do is this: In your opening paragraph, let the subscriber know that there will be no lesson today because of some reason like "you know they've been working hard and they need a break". Tell them to enjoy themselves and really emphasize what's coming up in the next lesson of the eCourse, some really key benefit to them so they remain interested and subscribed!

Then, you say something like this...

"I also wanted to let you about a very special offer that's available for the next 10 people who respond..."

"Just a reminder also that today is the deadline for..."

"There's also a great free report you download at..."

"And I'm excited to let you know about my new product at..."

"While you're resting, don't forget to signup for your free trial subscription to..."

Whatever transition you want to use, just move quickly from the fact that the next lesson resumes tomorrow or in a few days into some kind of compelling offer. You've got their attention, now get their action.

No _____ lesson today.

You can also use a couple of variations that are equally as effective:

1. No "Name of Course" lesson today. You would simply input the name of the ecourse into the subject line...

- No "Email Octane" lesson today
- No "Dieting for Dummies" lesson today
- No "Migraine Minute" lesson today

2. No lesson from "Author Name" today. In this one you would simply input the name of the author in the subject line if you have a well established presence with your list.

- No lesson from Paul Evans today
- No lesson from Ryan Deiss today
- No lesson from John Reese today

All of these accomplish the same thing: we want to know why there isn't going to be a lesson, so we open up to find the answer.

Subject Line Template 14: **“Here Is Your _____ Checklist”**

Template: “Here is your _____ checklist”

Overview: One of the things that most human beings want – at least the human beings that I know 😊 - is a set of instructions that we can go by in order to make sure we do things correctly. That’s why offering a free checklist as your subject line is yet another great way to increase your open rate and get subscribers delving deeper into the mailings you send out.

Examples:

- Here is your interview checklist
- Here is your “Baby’s First Year” checklist
- Here is your wedding checklist
- Here is your dog obedience checklist
- Here is your travel checklist

I personally have seen greater results by ENTITLING the checklist. Not just “Here is your interview checklist” but “Here is your ‘Acing Any Interview’ checklist”. Not just “Here’s your wedding checklist” but “Here is your ‘The Perfect

Wedding' checklist". A good name adds more desirability to the checklist.

Obviously, in your email you'll want to provide the checklist. ☺ And your checklist is a PERFECT – just PERFECT – spot to make recommendations. For items in the checklist, refer them to your product or affiliate products for more information on that entry to the checklist.

A classic example is the "Setting Up An Internet Business" checklist where some of the steps would include "buying a domain name", "finding a web host", "creating a mini-site" etc. For most of those steps, you could provide a brief overview of them and then point them to resources to do the very things you instruct them to do ... most of which make you money.

If there is one email subject line and corresponding email message that EVERY SINGLE LIST OWNER should have in their sequences somewhere, this is it. It's the surest shot for making money with a list that I know of. Provide a checklist with useful steps and useful overviews and then point them to profit-generating resources.

Subject Line Template 15: **“The Best Way I Know To** **”**

Template: “The best way I know to
”

Overview: This is just another really, really good subject line. I hope you realize what you have here in these templates that I’m giving you. They really are the best of the best, that anyone can use for any type list, and they really do produce results here. Anyway, with this subject line the subscriber again calls upon YOUR personal insight. This time, it’s not the fastest or the easiest, it’s the BEST. You’ve evaluated all of your ideas and this one is at the top of the list.

Examples:

- The best way I know to deliver a speech
- The best way I know to potty train a toddler
- The best way I know to boost sales
- The best way I know to ease back pain
- The best way I know to quit smoking

Who could resist reading these emails? If I’m a smoker who is trying to quit and I see “The best way I know to quit smoking” there’s just no way

that I'm not gonna stop what I'm doing and read
that thing right then and there.

Subject Line Template 16: **“About Your _____”**

Template: “About your _____”

Overview: We have a subject line here that really generates a lot of curiosity. What about my _____? Is there something wrong with it? Do you have a question about it? Do you have some advice for it? What about it?

Examples:

- About your diet
- About your toddler
- About your list
- About your web site
- About your spouse

A variation on this subject line might be “I have a question about your _____”. Here’s the thing: Let’s say I’m a list owner and someone emails me and the subject line reads, “About your list” or “I have a question about your list” how could I not open?

And remember what we talked about earlier about using customized fields with special information? How about using those fields in conjunction with this subject line? What would you have...

- About your dog, Fido
- About your toddler, Jacob

Subject Line Secrets: How to Compel Your Subscribers to Open Your Emails
And Take Action Now!

- About your list, Amazing Diet Secrets
- About your winter home in Key West
- About your Ford Mustang

Come on – there's no way we don't open that email
to see what's up!

Subject Line Template 17: **“A Great _____ Resource I Just Found”**

Template: “A great _____ resource I just found”

Overview: This is a super subject line to use in promoting an affiliate link, especially if there is some kind of free information or discount involved at the affiliate site.

Examples:

- A great discount hotel resource I just found
- A great free traffic resource I just found
- A great genealogy resource I just found
- A great model train resource I just found
- A great home improvement resource I just found

There is an element of newness and freshness here with the “I just found” reference at the end of the subject line, which brings a sense of urgency – we desire to be the first to know, the first to use. Again, just another solid way to get folks to open your emails.

Subject Line Template 18: **“ _____: Get The _____ You Need...”**

Template: “ _____: Get the _____
you need”

Overview: What an absolutely loaded subject line. It has involvement by identifying a specific people group in that first blank. It has benefit in promising a result in the second blank. And it stresses necessity and requirement in the phrase “you need”.

Examples:

- Scrapbookers: Get the fonts you need...
- Dieters: Get the motivation you need...
- Hot Rodders: Get the power you need...
- Singles: Get the pick-up lines you need...
- Golfers: Get the driving distance you need...

And, let me remind you that this template and all of the other templates work with ANY NICHE YOU CHOOSE. It doesn't matter what kind of list you publish to, these templates are universal. Whether it's the cutthroat world of internet marketing or the

serene setting of rose gardening, just plug in your specific details and you've got a winner. I hope you've been paying attention and have noted that in my examples I have used a WIDE VARIETY of different niche topics. These templates WILL work for you if you just put them into practice.

Anyway, moving on to the last two templates...

Subject Line Template 19: **“This Ruins Most** **”**

Template: “This ruins most
”

Overview: This subject line is one of the strongest in the set. It goes beyond sharing a mistake or even the biggest mistake to the point of revealing something that can have a devastating effect on the subscriber if they fall victim to it. Again, we’re talking about both awareness of a potentially destructive pitfall, with a provided solution, only this time the language is stronger in that it could “ruin” the results for the person on the other end of the line.

Examples:

- This ruins most dieters
- This ruins most newlyweds
- This ruins most teachers
- This ruins most affiliates
- This ruins most child models

In this email, you’d want to reveal the most disastrous, destructive stumbling block that the subscriber might face, along with a solution for avoiding it. I’ll give you a hint: Provide the solution in your content in a brief, overview form so

you do actually give them useful information, and then lead the subscriber to an offer to thoroughly explain the solution which allows you to make a sale.

Well, that brings us up to the final template in the set...

Subject Line Template 20: **“Break This _____ ‘Rule’ For Success”**

Template: “Break this _____ ‘Rule’ for
success”

Overview: The idea for this subject line is to expose something that is commonly accepted or most people believe and even teach as the standard way of doing something – expose this as a myth and then offer an explanation of how to do what you’ve been instructed not to do and find success anyway.

Examples:

- Break this dieting ‘rule’ for success
- Break this joint venture ‘rule’ for success
- Break this credit card ‘rule’ for success
- Break this matchmaking ‘rule’ for success
- Break this juicing ‘rule’ for success

I’ll give you an example. One of the dieting “rules” that I’ve always been taught is not to eat anything within two hours of going to bed at night. Well, I happen to love eating my late night snack as I’m lying in bed at night watching television or reading a book. So, I found a way to break that “rule”, eat

my late night snack and still lose 45 pounds. Subject line: "Break this dieting 'rule' for success."

Expose a 'rule' as a myth. That'll get 'em to open up and read on.

Well, folks, we've covered some really, really powerful tips 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.

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