20 Subject Lines

Power Words for Open-Worthy Email Subject Lines

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I invite you to enroll in my "Autoresponder Emails That Convert: How to Create an Effective Emails Series" online course in the Inspired Influencers Academy:
www.inspiredinfluencers.com
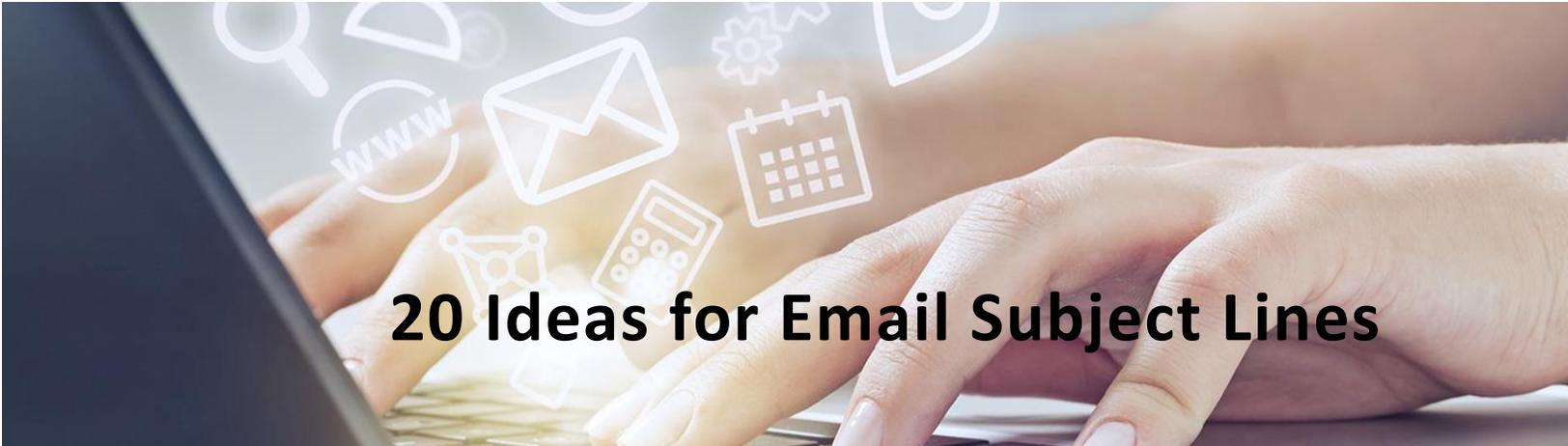
20 Ideas for Email Subject Lines

1. "Did you see this yet?" Refer back to previous email, offer, gift, deal, etc.
2. "Tips for getting [this result]" Give specific tips for achieving a result people want
3. "A reader just asked me this..." Answer a question from your blog, a customer email, or from somewhere else ("Someone just asked this...")
4. "I need your help...." Ask subscribers a question that gets them thinking and helps you serve them.
5. "The Top 5 Lies About....." Create a series of emails with myths, lies, misconceptions, etc.
6. "What you need to know about....." ...but were afraid to ask.'
7. "7 Weird Ways to do...." Any kind of weird, strange, bizarre facts or ideas related to your market.
8. "Are you interested in...." Ask if they're interested in getting a specific result, then deliver the answer.
9. "Time Sensitive - Exclusive Coupon Code Inside" For when you're doing a limited-time offer.
10. "Only a few hours left for...." Remind people just before a coupon or deal is about to expire
11. "Enter to win...."
12. "Follow up to my previous email about..."
13. "The #1 Success Tip for...."
14. "Deal Alert: ..."
15. "Are you frustrated by....?"
16. "Free [gift/product/offer/service]"
17. "Introducing ....."
18. "Do you make these X mistakes in....?"
19. "Join me today to learn...."
20. "The X Keys to ....."
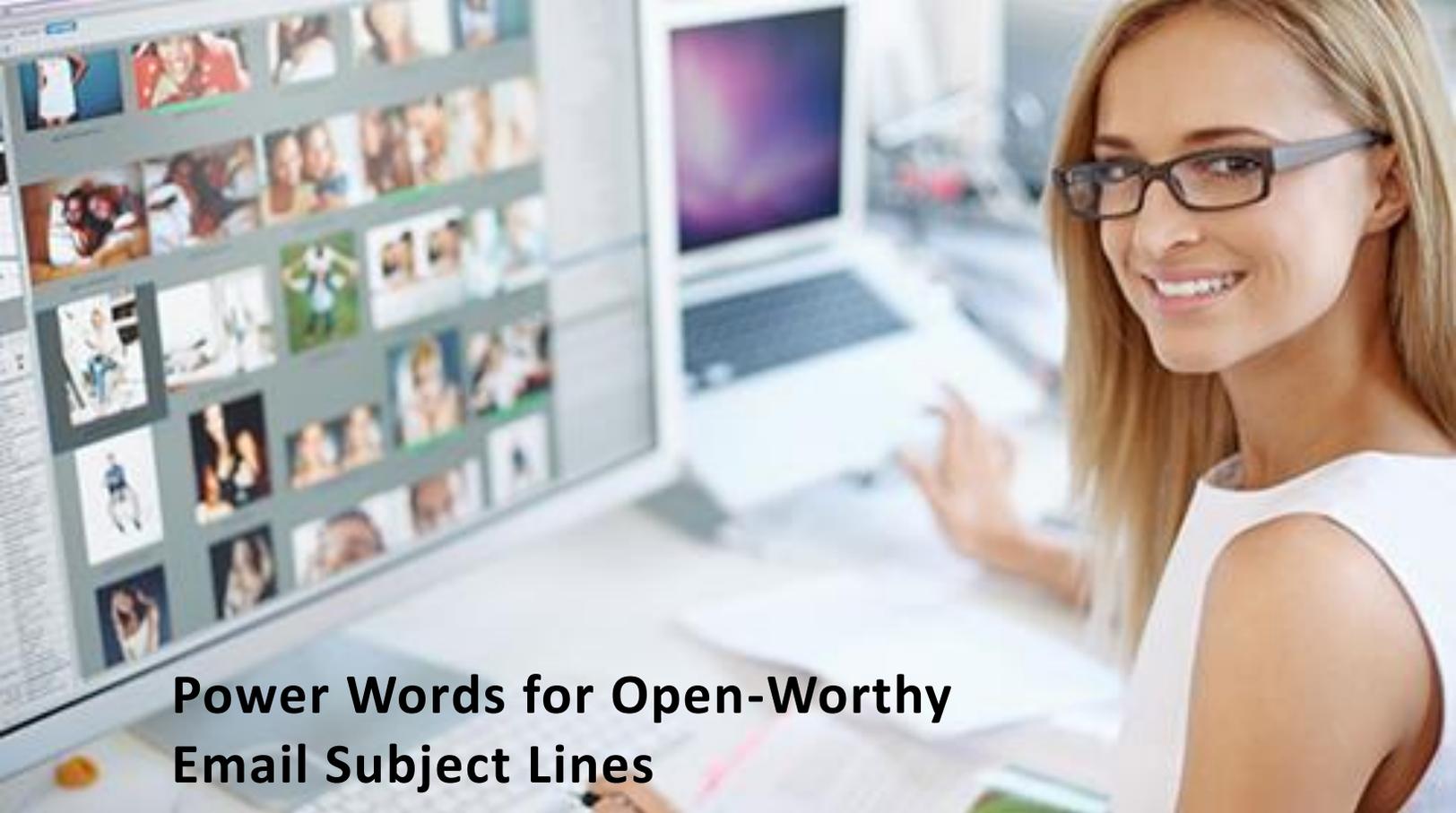
Power Words for Open-Worthy Email Subject Lines

Now

Creating urgency is an incredibly effective method of getting your emails opened. The short, direct and imperative nature of the word 'Now' is an excellent way to do just that.
Use it to encourage action by including 'open' in subject line phrases.

Examples:
Open This Email Now
Read Now
Don't Open This Now!

Welcome

Another word that's loaded with familiar connotations, 'Welcome' is the most popular word for your first contact with a new email list member.

Examples:
Welcome to Our Tribe!
Welcome, [Name]
Welcome!

Top

Use the word 'Top' when you're creating list emails. It's another quick and to-the-point word that people associate with brief and important information.

Examples:
The Top Ten Ways to [Action]
The 5 Tops Ways to Use [Product]
The Top Secret Tip for [Benefit]

How To
People love the opportunity to increase their knowledge and offering a 'How to' is another effective way to get a read. It's also a great follow-up message after a purchase.
> **Examples**:
> *How to Use [Product] to [Benefit]*
> *How to [Action]*
> *How to Get [Result]*

New
Another favorite, 'New' offers exactly what it says – something different. You're playing to people's intrinsic desire to be ahead of the game and be involved in something original.
> **Examples**:
> *New Post: [Blog Post Title]*
> *New: [Product]*
> *Here's a new way to get [Result]*

Vs.
The benefit of using 'Vs.' in an email again lies in the nature of the word itself. If you remember that people generally don't want to spend too long reading an email, using quick descriptive words are a great promise of an easy read.
> **Examples**:
> *[Topic] vs [Topic]*
> *[Past State] vs [Present/Future State]*

Mistakes
Words with negative connotations are also extremely effective in catching interest. Use a word like 'Mistakes' to encourage the inquisitive 'where am I going wrong?' part of your readers.

> **Examples**:
> *The Most Common Mistakes People Make When [Topic]*
> *Mistakes You're Making When [Action]*
> *Are you making this mistake?*

Flash Sale
This one works for time sensitive offers and combines two separate ideas that readers love. The word 'Sale' speaks for itself… but adding the 'Flash' before that creates a sense of urgency that does wonders for open rates.
> **Examples**:
> *Flash Sale: [Product][Discount]*
> *Flash Sale – 24 Hours Only!*

STOP!

Hard to ignore, this kind of command with stop the casual inbox-scroller in their tracks. Just be careful not to overuse this type of subject line or your readers will become blind to it.
Follow the command with an action for maximum effect.

> **Examples**:
> *STOP! Read this before you [Action]*
> *STOP [Action]!*

Proof

You're competing against a barrage of other emails to get opened, so it's good to remember that your reader has probably seen a lot of it before… and might well be wary. Use a word like 'Proof' to validate your email content before they've even opened it.

> Examples:
> *Proof That [Product] Really Works*
> *Social Proof to [Validate Claim]*
> *Your proof is inside…*

You/Your

Using the word 'you' or 'your' in the subject line immediately makes people feel the email is specifically for them and personalizes it more. At the same time, avoid using 'I' or 'we', unless you're revealing something interesting and personalizing it that way. Eg, 'You'll never believe what I saw….'

If you have people's names in your autoresponder database, you can also use tags to put their first name into the subject line and take personalization to the next step!

> **Examples**:
> *Did you see this?*
> *Here is Your Tip of the Day*
> *[Name], can I ask you a question?*

More proven words and phrases to get your emails opened…

Word/Phrase	Example
What if…?	What if You Could [Action]?
Do	Do [Action] to [Get Benefit]
Avoid	Avoid [This] to Improve [This]
Try	Try [This] to Do [That]
Hack	12 Hacks to [Action]
Benefit	The Top Ten Benefits of [Product]
The Death	The Death of [Topic]
Advice	Proven Advice for [Audience]
You	You, the Authority on [Topic]
Imagine	Imagine that You Could [Action]
Lesson	The No.1 Lesson For The [Audience]
Problem	The Problem with [Topic]
Help	Can I help you?
Idea	Here's an Idea for [Topic]
+	[Topic] + [Related or Opposite Topic]

Recommended Tools:

The tools I most highly recommend for lead capture, email marketing, and relationship building are:

- **Constant Contact:** Email Marketing and Relationship Building - Sign up
- **Zoom:** Video and audio conferencing- Sign up
- Get today's most up-to-date equipment for your business - Shop Now
- **Thinkific** – the best platform for creating online courses - Sign up
- **Hootsuite:** Schedule your social media content - Get the Pro version
- **Instapage:** Get more conversions with eye catching landing pages - Sign up
- **Join our Academy:** Learn at your own pace accelerate your results - Sign up
- **Become an Authorized Story Academy or Inspired Influencers Leader:** I'm looking for leaders in every city. Be the first in your area – APPLY NOW
- **Subscribe:** get more great gifts CLICK HERE

I hope you find this guide useful. Want more? Here are some options to accelerate your learning and get a marketing system in place that works for you:

1. Sign up for Inspired Influencers Academy for only $47 per month for a limited time (that's $150 off every month!).
2. Or, Level up and get access to my full **Email Marketing Lab**, which includes a full copywriting course, access to more autoresponder examples, and a whole lot more.

Jennifer

Let's connect!
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