



3d Consulting Services
Making Selling Simple

Sensational Subject Lines

***20 Tried, Tested & Proven Subject Line
Templates That Compel Prospects To
Open Your Emails & Take Action***

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Introduction:

Hello, and welcome to Sensational Subject Line Templates.

In this training we're going to be covering "How to Compel Your Prospects to Open Your Emails and Take The Action You Want Them To!"

Opened or NOT Opened.

The success of every email campaign, every mini-course, every newsletter, every autoresponder message, every solo mailing ... **i.e. every email you send** ... is determined by one of those two options.

Opened or NOT Opened.

- **If your mailing *is not* opened** by your subscriber, then you have absolutely zero chance of getting that prospect to respond to whatever is inside. Ouch.
- **If your mailing *is* opened**, then it's up to your copy (the words you use) inside the email message to get the reader to respond as you want.
(Hint: This is by far the better of the two options :-)

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. You decide which is which. :-)

The success or failure of an email campaign is dependent firstly upon getting your prospects to **open your emails**.

You don't need to make this any more complicated than that.

And the magic ratio for email marketing is simple...

The number of prospects who RESPOND to your mailings is directly proportional to the number of prospects who READ your mailings.

It's a numbers game.

If you have 1,000 prospects 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 prospects.

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

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

Of course, getting your prospects 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 Prospects Who Open Your Email!

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 Prospects and customers.

So, 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.

These templates are just that – templates. They are “copy & paste” easy. You don’t have to think a bit.

Of course, you certainly can customize these subject lines as much or as little as you’d like to meet your specific needs. Simply choose your favorite subject line from the options below to go with your email message, personalize the subject line a bit (if you want to), and click send.

You will want to personalize the subject line with the first name of the recipient. (All good CRM systems have this feature built in.)

Then, sit back and watch your prospects ***perk up and pay attention*** like never before.

Template 01: Works Like Crazy!

Subject: “For _____, this works like crazy”

Overview: This is a great results-driven subject line that is certain to get your prospects 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”.

Good 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 prospects, 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.***

Template 02: Why Your Won't!

Subject: “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”.

Good 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.

Template 03: How To Survive...

Subject: “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.

Good 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 prospects 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.

Template 04: Almost Too Easy

Subject: “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 pounds next week” garbage that many people are promising.

Good 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.

Template 05: The Biggest Mistake

Subject: “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 prospects 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?

Good 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.

Template 06: The Real Secret

Subject: “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.

Good 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.

Template 07: The Fastest Way

Subject: “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.

Good Examples:

- The fastest way to make £500 online
- The fastest way to lose 5 kilos
- 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 pounds online,” but rather “the fastest way to make £500 online”. Not “50 kilos”, but “5 kilos”. 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.

Template 08: Questions Answered

Subject: “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 prospects 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 prospects to submit their most wanted question to you.

Good Examples:

- *Get your model train questions answered*
- *Get your acne questions answered*
- *Get your insomnia questions answered*
- *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 prospects to open your emails and take a look inside, and this one is a surefire winner in that regard.

Template 09: What Works

Subject: “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.

Good 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.

Template 10: Need To Know

Subject: “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.

Good 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 new 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.

Template 11: Here's A Shortcut

Subject: “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.

Good 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 prospects 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.

Template 12: How I

Subject: “How I _____”

Overview: Let me ask you another simple question: why do your prospects 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 prospects. Your insights and thoughts and experiences are important to your prospects. So when you reveal how you PERSONALLY accomplished some specific, desirable result, then there is no question that your prospects will be interested enough to read your email message.

Good 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.

Template 13: Not Today

Subject: “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 prospects 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?

Good 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 prospects, 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...

More Good Examples:

- "I also wanted to let you about a very special offer that's available for the next 10 people who respond..."
- "Just a reminder that today is the deadline for..."
- "There's also a great free report you download at..."
- "And I'm excited to tell you about my new product at..."
- "While you're resting, don't forget to sign up 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.

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

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

More Good Examples:

- 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.

More Good Examples:

- No lesson from Tim Dodd 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.

Template 14: The Checklist

Subject: “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 prospects delving deeper into the mailings you send out.

Good 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.

Template 15: The Best Way I Know

Subject: “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.

Good 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.

Moving on...

Template 16: “About Your

Subject: “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?

Good Examples:

- About your diet
- About your baby
- 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. What you have then is...

Good Examples:

- About your dog, Buster
- About your baby, Jacob
- About your winter home in Key West
- About your Ford Focus

Come on – there’s no way we don’t open that email to see what it’s about!

Template 17: A Great Resource

Subject: “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.

Good 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.

Template 18: Get What You Need

Subject: “ _____: 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”.

Good 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...

Template 19: This Ruins Most

Subject: “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.

Good 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 training...

Template 20: Break The 'Rule'

Subject: “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.

Good 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.

That’s all for now. We’ve covered some really, really powerful tips and templates you can begin using immediately to see greater results with your own email campaigns.