

# Steal These Subject Lines

Want some subject lines that have gotten high open rates that you can use?

Feel free to copy, paste, and edit these email subject lines. Or, be inspired by them to write your own new subject line.

The basic formula for an email subject line that gets opened is:

Benefit to the reader + Curiosity = Opened Emails

The subject lines you're about to steal go one step further by using even more customized formulas that have been tested and work.

Your email list will likely respond better to three to five of these subject line formulas listed below. My audience loves "list" and "how to" subject lines. **Mix it up to avoid boring your subscribers.** Mix and match subject line types. Use a "keyword" in a "how to" subject line for bigger open rates.

## Two ways to use these subject lines like a pro

1. You can easily adapt each subject line to fit your need, for example:

*"21 Techniques All Camera Owners Should Know" might be modified to "12 Techniques Every Dog Owner Should Know"*

*"From lackluster to gangbuster job prospects might be modified to "From lackluster to gangbusters Facebook ads"*

Always test for any words, phrases, or emoticons that might trigger spam filters. Your email software usually scores this for you automatically.

2. I always like to test my subject lines for "emotional pull" using a **free** online tool, [www.aminstitute.com/headline](http://www.aminstitute.com/headline). In fact, I test my subject lines, headlines, cheat sheet names, and course names with this tool.

It's just one point of information about your subject line, though.

Not all high performing subject lines will score high. For example, keyword subject lines get sky high open rates, but don't always score well on the emotional index, so use your judgment.

### Keyword-based subject lines

- 21 Techniques All Camera Owners Should Know
- Are you tired of starving yourself?
- 9 exercises to relieve back pain – especially #6
- How to Build Relationships with Popular Bloggers (Even If It Scares You Silly)

### Curiosity “open loop” subject lines

- Every swimmer’s worst fear
- Avoid the “Hollywood Blockbuster” myth
- 7 creative email hacks
- I’d hate for you to miss this
- You are not alone
- Go from no idea to profitable business

### Benefit based subject lines

- Want more customers? (here’s how to get them)
- From lackluster to gangbusters job prospects
- Bring on the compliments!
- How to get rid of pesky mice without using poison
- Fear of Rejection: 2 Ways To Beat It, Backed By Research
- How To Quit Your Job, Move To Paradise and Get Paid To Change The World

### Offer based subject lines

- 30% off t-shirts today
- Overnight stay \$99
- Save 20% before July 30<sup>th</sup>
- Are you coming to the biggest party?

### “How to” subject lines

- In the doghouse? (here’s how to get out)
- How to get rid of that zit by tonight
- How to get your first 1,000 Facebook Fans

### Urgency subject lines

- Registration closing in 29 hours
- I’d hate for you to miss this
- I’m closing the door at midnight
- Deadline is midnight Dec 31<sup>st</sup> for your tax-free donation
- Would you burn \$200?

### “List” subject lines

- 7 Reasons You’ll Be Sorry You Missed This Event
- 10 Reasons to attend this conference

- 7 Lies Runners Believe
- 9 exercises to relieve back pain – especially #6
- 25 Valuable Lessons from Seriously Successful Writers
- 10 tools you can use to boost your conversions

### News subject lines

- Supreme Court rules...
- Breaking news
- Big news
- Breaking – Nepal hit again – immediate help needed
- This is big...

### Testimonial based subject lines

- “Why I became a member...”
- “Here’s how I get the most out of...”
- “I went from \$1500 per month to \$10,000 per month”
- “I needed a little help from my friends”
- “How I stopped losing money on Facebook ads (let me save you)”

### Issue-based subject lines (best for topics already trending in the news)

- General Mills will go 100% Cage-Free
- The difference you’ve made in Nepal
- Wildlife criminals get away with murder
- Mandy, Syrian refugees are counting on you

### Command subject lines

- Don’t wait, we need you right now
- Renew now for free Game of Thrones T-Shirt
- Your webinar is starting now (link inside)
- It’s not too late—register for our webcast
- Welcome to the family (please read)

### “Big Reveal” subject lines

- Here’s a backstage pass to our conference
- Use these SlideShare Secrets to Stack the Deck in Your Favor
- 8 Secrets to Email Your Readers Will Love
- 17 reasons why they joined (which one matters most to you?)
- Six Stunning Secrets to Help You Break Through Bloggers Block

### Targeted subject lines (can be geo-targeted or interest-based)

- You are vital to protecting Colorado’s wildlife
- Special offer for Denver area Members!

- Mandy, we still need 232 from Colorado
- The final vote is coming for Colorado's dogs
- Mandy O'Neill at Colorado College

### Controversial subject lines

- Why I loooooooooooooove unsubscribes!
- Women can't be trusted with money?
- What the Zuck?!
- Are you mom enough?
- Should we expose our national parks to oil drilling?

### Fascination subject lines

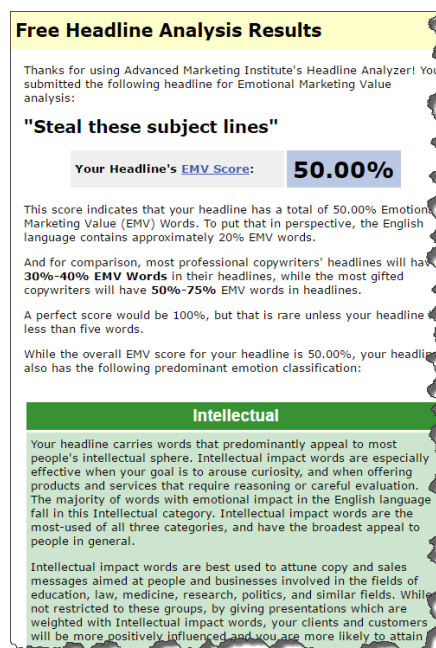
- 4 year old saves her mother who had collapsed
- You won't see this anywhere else on the internet
- At age 10, he won a gold medal at the Special Olympics. Now he's one of the best players in the NFL.

### Personalized subject lines

- It's time for Cooper's next visit
- Here's the download I promised you, Mandy
- Mandy, the deadline is today
- She needs your help, Mandy
- Don't miss this conference, Mandy

### Test the "emotional pull" of your subject line

- [www.aminstitute.com/headline](http://www.aminstitute.com/headline)



**Free Headline Analysis Results**

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

**"Steal these subject lines"**

Your Headline's EMV Score: **50.00%**

This score indicates that your headline has a total of 50.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75%** EMV words in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 50.00%, your headline also has the following predominant emotion classification:

**Intellectual**

Your headline carries words that predominantly appeal to most people's intellectual sphere. Intellectual impact words are especially effective when your goal is to arouse curiosity, and when offering products and services that require reasoning or careful evaluation. The majority of words with emotional impact in the English language fall in this Intellectual category. Intellectual impact words are the most-used of all three categories, and have the broadest appeal to people in general.

Intellectual impact words are best used to attune copy and sales messages aimed at people and businesses involved in the fields of education, law, medicine, research, politics, and similar fields. While not restricted to these groups, by giving presentations which are weighted with Intellectual impact words, your clients and customers will be more positively influenced and you are more likely to attain