

MODULE 3, SESSION 2



SELLING FOR AUTHORS

How to Write Email Subject Lines

What You'll Learn:

- » How to hook readers right off the bat with the right subject lines
- » The importance of certain words and phrases
- » Examples of headlines that can get the click



Judging an Email

- » We all do it
- » If an email doesn't seem like it's for us...
- » We're not going to open it



It's Not Something You Tack On

- » Much like descriptions, we tend to throw something together
- » Subject lines may be more important than the email content itself
- » Take the necessary time to get people inside



Another 80% Rule

- » Most people will stop
- » You have a limited window to get their attention
- » If you've ever gotten 20% or lower open rates...
- » Poor, unengaging subject lines could be why



Readers Love Free

- » If you're giving something away, don't be coy
- » The word "free" increases open rates
- » Email #1 and #5 should use this word
- » Don't use it if you aren't giving something away



Readers Love Hooks

- » Module 4 will help you come up with stellar hooks for your books
- » Think about the movie poster
- » Think about your genre's readers
- » What would make you want to read?



General vs. Specific

- » Subject lines that are intriguing and vague get more opens
- » But they get fewer clicks
- » Subject lines that aren't open to interpretation get fewer opens
- » But they get more clicks
- » Specifics may be helpful on Emails #4, #6, and all future discount emails



How Do I Write a Killer Subject Line?

- » Write 20, Keep 1
- » In prose, we write once and then edit
- » In copywriting, you need options and you need to push yourself
- » A great opportunity to train your stream-of-consciousness



Subject Line Examples

- » Get your free novella inside
- » Why did the murderer cross the road?
- » I've dropped my vow of secrecy
- » Elves, wizards, and a powerful weapon
- » Get My Books Free Forever
- » [Special Offer] A discount on my series
- » Help me help you



Resources

- » Topic Generator at HubSpot.com/blog-topic-generator
- » Title Maker at Portent.com/tools/titlemaker
- » Google images of magazine covers



Recap

- » Better subject lines get you better results
- » Vague headlines get more opens, specific headlines get more clicks
- » Write 20 to get 1 stellar option

