

How to write subject lines that get you opened

with **Jeff Molander**
Sales Communications Coach

**You must know
you're being opened**

Quick question?



Who is emailing me (is this spam)?
What do they want?
How long will this take?





DO make Subject lines

- Specific yet also vague
- Unclear (tension)
- Believable
- Provocative yet credible
- As short as possible

Avoid Subject lines that

- **Are specific about your intent**
- **Are bizarre (too vague)**
- **Sound like a newsletter**
- **Ask a yes/no question**
- **Sound familiar**

Printer security breach

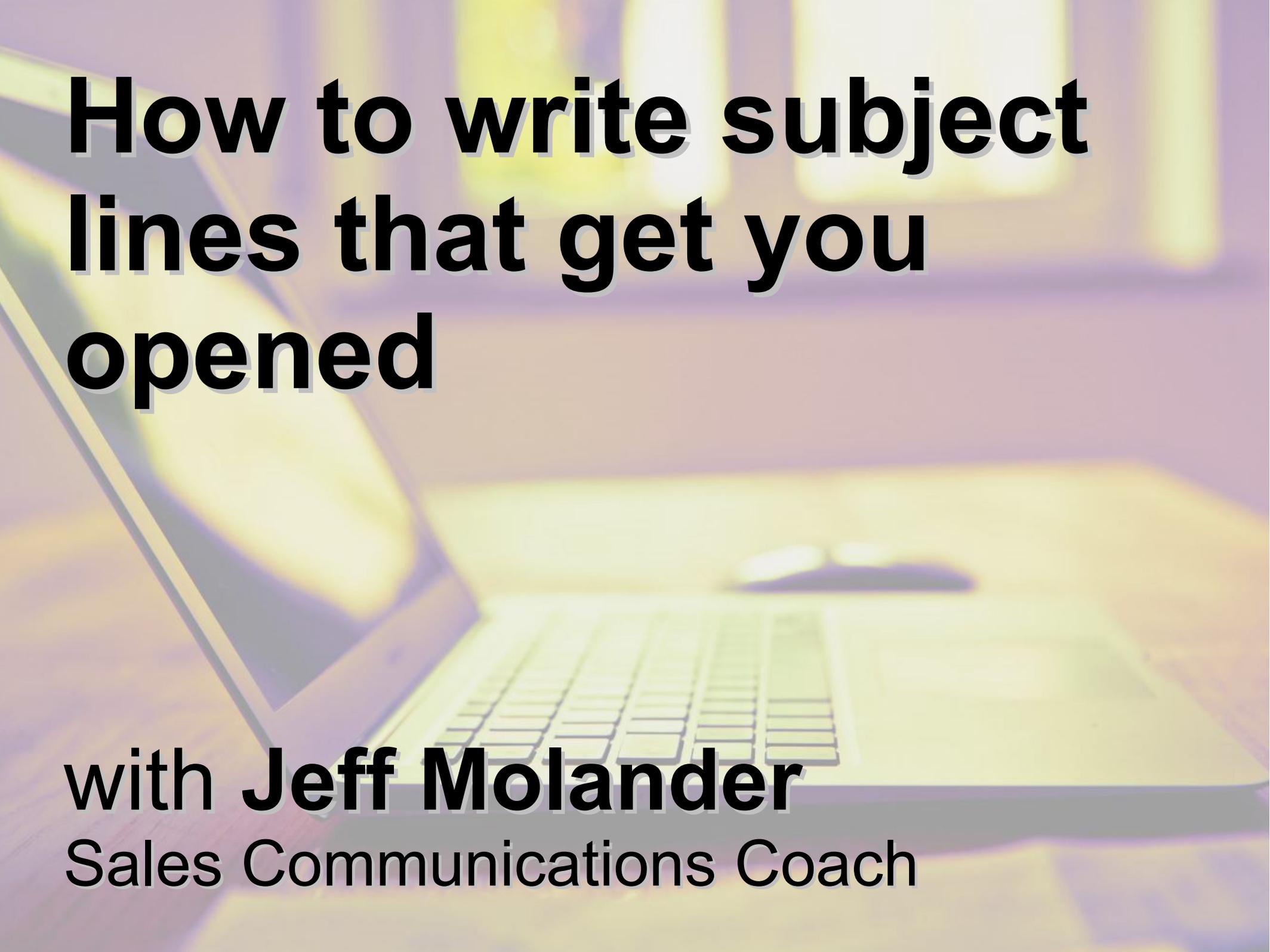
Protected from this?

Advantages of _____

FDA QS Reg: WTF?

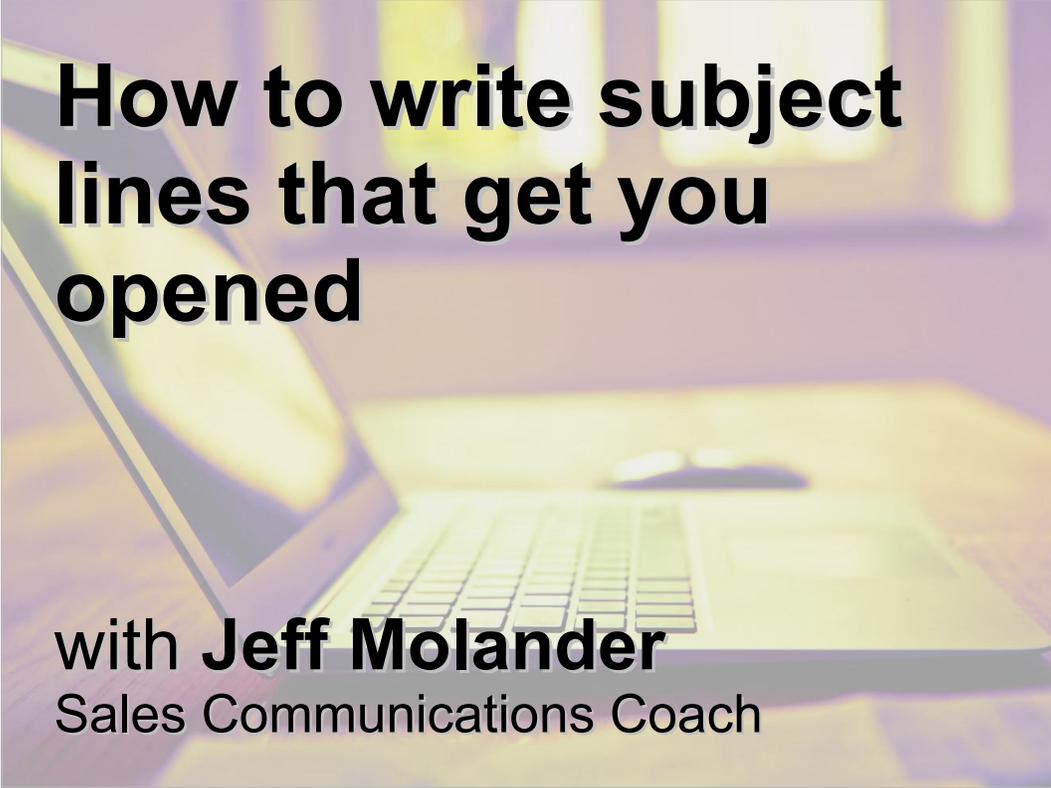
Questions?
Comments?
Complaints?
Ideas?





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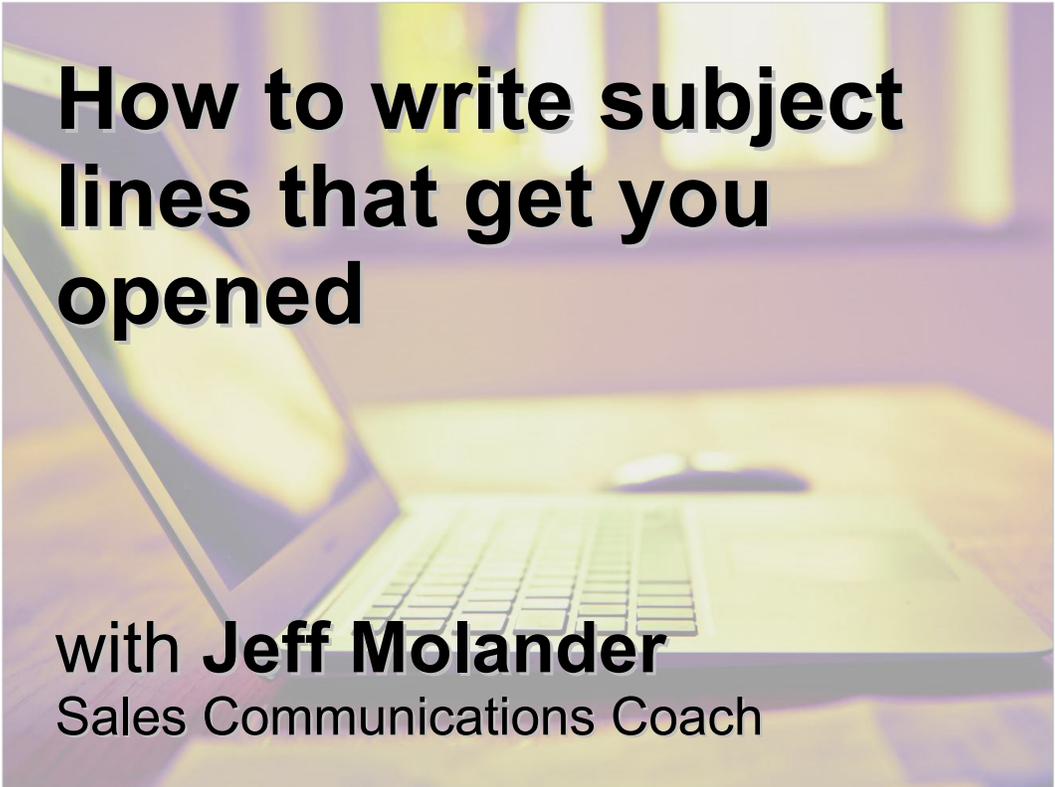
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