



My Best Subject Lines

~ From Dawn Mena, www.dawnmena.com

Here you've got 60+ subject lines I've used in my business and writing for my clients' email marketing. They have proven themselves as some of the best for getting attention and getting people to open and read what's inside. Many of these are non-specific and you can use them "as is." But some you want to tweak to fit your business, of course. Have fun and let me know how it works. I love to hear subject line success stories! ~ Dawn

1. You're all set
2. You will not believe this...
3. This blew my mind
4. I'm over it
5. And the winner of the contest is....
6. Worst email. Ever.
7. That time I lost \$10,000...
8. Just because you're the BEST
9. A new gift for YOU
10. Why I stopped (something important or shocking)
11. Free copy of my new book
12. Oops, I messed up
13. It's gotta be you!
14. Quick! I'm about to go punch something
15. I made them so MAD (here's why)
16. I wanted to throw my drink in her face



17. Want me to write your bio for you?
18. An email FULL of tips. You must open this newsletter!
19. Embarrassing admission
20. Your video is ready
21. I was shocked by what she said about me
22. Does this sound like you?
23. Today I reveal my secrets...
24. Quick note...
25. How I make the images for my blog posts
26. Can you meet with me on INSERT DATE HERE?
27. Your opinion, please?
28. Here's how to get started as a guest blogger
29. Freebie Friday
30. I crushed this!
31. What if I write your blog post this week?
32. I fixed that link
33. Do you struggle with this?
34. Bad news
35. When blog posts go bad
36. The secret to a great book cover – and examples of really bad ones
37. Are you up for this challenge?
38. This is about you
39. I just read the BEST book / blog / article etc.



40. Check out this new podcast / blog / etc.
41. Final Notice
42. The small mistake that can kill your biz
43. Unexpected ways to use your bio
44. How to shake off the shame
45. You're awesome
46. I feel pretty sheepish about this
47. Did I ask you this yet?
48. Please don't subscribe
49. Meet my new best friend
50. I thought of you for this
51. Forget this, and it'll really cost you
52. This is perfect for you
53. Five days to a braggable blog
54. Arrest me! I'm totally guilty
55. You aren't too busy for this one
56. A party you don't want to miss
57. The hardest person to write for...
58. If only we could...
59. Dying. Over. This. Idea.
60. Unforgettable bios I'm obsessed with
61. Ten different ways to say "Thank You"