**101 Fill-In  
The-Blanks**

Pick Out

One Of These

Effective Templates For Your Next   
Mailing!

**Email Subject  
Line Templates**

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**Introduction**

Your email subject line is the most important part of your email. That’s because it has one job: to get attention and get the open. If it fails, your entire email fails.

So how do you write an awesome email subject line? Simple – just fill in the blanks on the following templates! Take a look…

**1. [Something bad happened]—now what?**

*Example: Your product launch bombed – now what?*

**2. [Option 1 or Option 2] – which is better?**

*Example: PPC or Facebook ads – which is better?*

**3. Last chance: [get some benefit/discount/etc]!**

*Example: Last chance to get 75% off!*

**4. [This thing] disappears in 24 hours…**

*Example: This $50 off coupon code disappears in 24 hours…*

**5. [Buy something now] and save [$X amount]…**

*Example: Buy Inbox Economics now save $25…*

**6. How to [get a benefit] on a shoestring budget…**

*Example: How to start a business on a shoestring budget…*

**7. How absolutely anyone can [Get a Benefit]…**

*Example: How absolutely anyone can write an amazing novel…*

**8. [Number] weird ways to [Get a Benefit]…**

*Example: 3 weird ways to get rid of belly fat…*

**9. How to [Get a Benefit], fast…**

*Example: How to get rid of aphids, fast…*

**10. Who else wants to [Get a Benefit]?**

*Example: Who else wants to catch trophy fish?*

**11. The #1 best way to [Get a Benefit]…**

*Example: The #1 best way to choose a puppy…*

**12. How safe [is your object]?**

*Example: How safe are your online accounts?*

**13. [Some process] made easy…**

*Example: Getting rid of cellulite made easy…*

**14. I’m pulling the plug [on some offer]…**

*Example: I’m pulling the plug on this early-bird offer tonight…*

**15. Are you making these [type of] mistakes?**

*Example: Are you making these copywriting mistakes?*

**16. How [some specific thing][resulted in some bad thing]…**

*Example: How my addiction destroyed my career…*

**17. Are you afraid of [some task]?**

*Example: Are you afraid of testing and tracking?*

**18. Get the insider secrets to [some topic]…**

*Example: Get the insider secrets for profitable product launches…*

**19. Do you ever [feel or act some way]?**

*Example: Do you ever hate trying on bathing suits?*

**20. How to think like [some successful person]…**

*Example: How to think like a wealthy entrepreneur…*

**21. Ever dream about [some good thing]?**

*Example: Ever dream about traveling to Europe?*

**22. You’ll never believe what this [type of person] did…**

*Example: You’ll never believe what this waitress did to start a business…*

**23. Start [getting some benefit] for just [low dollar amount]…**

*Example: Start getting targeted traffic for just $1…*

**24. How I [did some astonishing thing]…**

*Example: How I got on the New York Times bestseller list…*

**25. FLASH SALE: [description]**

*Example: FLASH SALE: Four hours, $40 off!*

**26. The quick and easy way to [Get a Benefit]…**

*Example: The quick and easy way to lose 10 pounds…*

**27. Why [something bad happens]…**

*Example: Why businesses fail…*

**28. Here’s why some [people] almost always [get good results]…**

*Example: Here’s why some runners almost always win their races….*

**29. Is [something you thought was a good thing actually doing a bad thing]?**

*Example: Is your novel putting people to sleep?*

**30. The ultimate guide to [getting some benefit]…**

*Example: The ultimate guide to remodeling your kitchen…*

**31. The ultimate list of [some type of thing]…**

*Example: The ultimate list of email subject line templates…*

**32. A surprising way to [get a benefit]**

*Example: A surprising way to get a promotion…*

**33. How to simplify [some process]**

*Example: How to simplify conversion testing…*

**34. Want [some benefit]? Read this…**

*Example: Want more traffic? Read this…*

**35. What’s even better than [some good thing]?**

*Example: What’s even better than eating chocolate cake while dieting?*

**36. The article every [type of person] needs to read…**

*Example: The article every parent needs to read…*

**37. Why you need [some thing]…**

*Example: Why you need this meal-planning app…*

**38. Where to get [some good thing]…**

*Example: Where to get the best hotel discounts…*

**39. Can you [get a good result] without [some specific thing]?**

*Example: Can you land a $100,000 job without a college degree?*

**40. The science behind [some topic]**

*Example: The science behind melting fat…*

**41. Save [time/money] with these [type of] hacks…**

*Example: Save time with these productivity hacks…*

**42. Don’t [take some action] until [you do some other thing]…**

*Example: Don’t buy a DSLR camera until you read this…*

**43. Should you [take some action]?**

*Example: Should you upload your book to Kindle?*

**44. [Something useful] for [some group of people]…**

*Example: Delicious, easy recipes for dieters…*

**45. How to get your first [desirable result]…**

*Example: How to get your first book deal…*

**46. Improve [some result] fast…**

*Example: Improve your golf swing fast…*

**47. Skip the [type of] learning curve…**

*Example: Skip the car-buying learning curve…*

**48. Avoiding [some bad thing]…**

*Example: Avoiding dangerous toxins in your foods…*

**49. The secrets behind [some topic or result]…**

*Example: The secrets behind writing $1 million copy….*

**50. An embarrassingly simple way to [get a benefit]…**

*Example: An embarrassingly simple way to impress your dinner-party guests…*

**51. The ideal [type of thing]…**

*Example: The ideal plot for your next thriller…*

**52. Let me send you this free [type of report, video, etc]…**

*Example: Let me send you this free home-remodeling video…*

**53. Why everyone is wrong about [some topic]…**

*Example: Why everyone is wrong about social media…*

**54. Here’s why you’ll never [get some desired result]…**

*Example: Here’s why you’ll never get your asking price for your home…*

**55. No [ideal situation or prerequisite]? No problem!**

*Example: No college degree? No problem!*

**56. Steal these [tools]…**

*Example: Steal these copywriting templates…*

**57. Get rid of [bad thing]…**

*Example: Get rid of fine lines and wrinkles…*

**58. Turn [bad thing] into [good thing]…**

*Example: Turn a cold list into your most profitable asset…*

**59. The [type of] survival guide…**

*Example: The backpackers’ survival guide…*

**60. Are you a [type of] zombie?**

*Example: Are you an affiliate marketing zombie?*

**61. Epic [type of] fails (and how to avoid them)…**

*Example: Epic gym fails (and how to avoid them)…*

**62. [Strategy, tool, platform, etc] is dead…**

*Example: Facebook is dead…*

**63. How to impress [some person or group]…**

*Example: How to impress your future mother-in-law…*

**64. Answers to your toughest [type of questions]…**

*Example: Answers to your toughest relationship questions…*

**65. [Getting some bad result?] Read this…**

*Example: Can’t get rid of the love handles? Read this…*

**66. I love this [type of tool, product, etc]!**

*Example: I love this brand-new social media site!*

**67. How to beat [some bad thing]…**

*Example: How to beat your competition…*

**68. [Do something] for dirt cheap?**

*Example: Go on a Hawaiian cruise for dirt cheap?*

**69. Super-charge [some result]…**

*Example: Super charge your email marketing…*

**70. [Type of] experts reveal [how to get a good result]…**

*Example: Financial experts reveal how to retire rich…*

**71. What [type of people] do when they [have a problem]…**

*Example: What bestselling novelists do when they get writer’s block…*

**72. How to solve your [type of] problem…**

*Example: How to solve your debt problem…*

**73. What type of [person] are you?**

*Example: What type of marketer are you?*

**74. Become a [type of] rock star…**

*Example: Become a copywriting rock star…*

**75. You, [a successful person]?**

*Example: You, a successful real estate agent?*

**76. Get [some result] fast…**

*Example: Get to the top of the bestsellers lists fast…*

**77. WARNING: [description]…**

*Example: WARNING: this food sabotages diets…*

**78. HURRY: [description]…**

*Example: HURRY, this webinar is almost sold out…*

**79. Never [do unwanted thing] again…**

*Example: Never cut yourself shaving again…*

**80. My favorite [way to do something or type of thing]…**

*Example: My favorite way to get traffic…*

**81. The key to [type of success] is…**

*Example: The key to landing your dream job is…*

**82. [Deadly/expensive/etc] [type of] mistakes…**

*Example: Deadly copywriting mistakes that kill conversions…*

**83. A step-by-step [type of] guide…**

*Example: A step-by-step guide to refinishing your cabinets…*

**84. This [type of thing] disgusts me…**

*Example: These marketers disgust me…*

**85. What’s your opinion of [type of thing]?**

*Example: What your opinion of Aweber?*

**86. Do you recognize these [type of] signs?**

*Example: Do you recognize these cancer warning signs?*

**87. The end of [some type of thing]?**

*Example: The end of email marketing?*

**88. How [some factor] destroys [some good result]…**

*Example: How your fear destroys your marriage…*

**89. You could be the next [type of] success story…**

*Example: You could be the next weight-loss success story…*

**90. Check out these astonishing [type of] results!**

*Example: Check out these astonishing Facebook ad results!*

**91. Download this [type of product]…**

*Example: Download this free organic pest control report…*

**92. [Number] surefire tricks for [getting some good result]…**

*Example: 7 surefire tricks for doubling your conversion rate…*

**93. Is [some bad thing about to happen]?**

*Example: Is your wife about to ask for a divorce?*

**94. The future of [some topic, strategy, industry, etc]…**

*Example: The future of online dating…*

**95. [Number] [types of things] that [deliver a benefit]…**

*Example: 5 common foods that boost your metabolism…*

**96. Did you ever think [you’d get some good result]?**

*Example: Did you ever think you’d be living in your dream home?*

**97. [Number] things [type of person] needs to know…**

*Example: 10 things every elementary teacher needs to know…*

**98. Here’s some [type of] magic…**

*Example: Here’s a little copywriting magic…*

**99. The silent killer that’s [giving bad results]**

*Example: The silent killer that’s attacking your heart…*

**100. Let’s [get some benefit] together…**

*Example: Let’s write your first novel together…*

**101. A freaky way to [get some benefit]…**

*Example: A freaky way to get top Google rankings…*

**Conclusion**

So there you have it – 101 fill in the blank email subject templates. Put these to work for you today to see what they can do for your open rates!

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