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### SUBJECT LINES

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What are the 4 reasons people click or open newsletters?

Take 2 of your newsletter ideas from the last worksheet and write 2 subject lines that appeal to curiosity triggers.

Take 2 of your newsletter ideas from the last worksheet and write 2 subject lines that appeal to direct benefit triggers.

Take 2 of your newsletter ideas from the last worksheet and write 2 subject lines that appeal to urgency + scarcity triggers.

Take 2 of your newsletter ideas from the last worksheet and write 2 subject lines that appeal to proof or testimonial triggers.

Take 2 of your newsletter ideas from the last worksheet and write 2 subject lines that appeal to whichever triggers you want!