

My 10 Favorite Email Subject Line Formulas

The Ultimate [Topic] Cheat Sheet

How to Get [Insert Benefit]

My Go-To [Website/Blog/Location] for [Topic]

A Quick Way to [Insert Task]

How to [Topic] in 5 Minutes or Less

Here's a Tool I Use To [Topic]

My Favorite [INSERT HERE]

5 Ways to Increase [Benefit]

3 Quick Tips to [Solve a Problem]

How to [Do Something]

More Tips to Create Irresistible Email Headlines

- Keep them short and to the point (this is important as emails are being accessed more and more on smart phones).
- Make the Title About Your Audience and how they will benefit from reading your email.
- Spark Curiosity.
- Be Human. Write your headline and email as if you're writing to your best friend.
- Don't be too cute or clever. This will only confuse readers.
- Write as if you were talking to one person on your email list.