

# Ten Subject Line Templates That Will Get Your List Messages Opened

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**NOTICE: You Do NOT Have the Right  
to Reprint or Resell this Report!**

You Also MAY NOT Give Away,  
Sell or Share the Content Herein

These templates are just that – templates. They are “copy & paste” easy. You don’t have to think a bit.

And, after everything you just absorbed in the **Prospects manual** – aren’t you glad? ;) I promised you this was easy!

Of course, you certainly can customize these subject lines as much or as little as you’d like to meet your specific needs. Simply choose your favorite subject line from the options below to go with your email message, personalize the subject line a bit (if you want to), and click send.

As I mentioned in the **Prospects** manual you might wish to personalize the subject line with the first name of the recipient. (All good autoresponders have this feature built in.)

Then, sit back and watch your subscribers ***perk up and pay attention*** like never before.

## Subject Line Template 01: "For \_\_\_\_\_, This Works Like Crazy"

**Template:** "For \_\_\_\_\_, this works like crazy"

**Overview:** This is a great results-driven subject line that is certain to get your subscribers to open up and take a closer look. The idea here is to use the classic combination of "*Desirable result + driving mechanism*". I've already included the "*driving mechanism*" – "this works like crazy". That's what produces the desirable result, the basis of what your message is about.

Your job is to provide the "*desirable result*" in the provided blank. "For \_\_\_\_\_ - you would insert your desirable result right there – this works like crazy".

### Examples:

- For losing weight, this works like crazy...
- For longer tee shots, this works like crazy...
- For relieving headaches, this works like crazy...
- For saving a marriage, this works like crazy...
- For avoiding bankruptcy, this works like crazy...

Obviously, you want this desirable result to be something that  
(a) is highly sought after or highly interesting to your subscribers, and  
(b) is directly related to what you are going to share in the email itself.

This subject line is great for just about any kind of mailing, whether it is a content mailing or a promotional mailing.

People open it for one reason and one reason only: ***it promises to reveal something that produces a result they want to achieve.***

## Subject Line Template 02: "Why Your \_\_\_\_\_ Won't \_\_\_\_\_"

**Template:** "Why Your \_\_\_\_\_ Won't \_\_\_\_\_"

**Overview:** One of the basic human motivations for response is driven by a fear of failure. This subject line is the exact opposite of the first one we looked at which hinted at producing results – this one hints at NOT producing results.

The idea is to plug in a desirable result and then an appropriate negative statement at the end after the word "won't".

### Examples:

- Why your diet won't work
- Why your business won't succeed
- Why your list won't make you money
- Why your vacation won't be fun
- Why your credit won't be restored

Who could resist opening up to see WHY? Not many of us, I can tell you that.

If your result is something that we WANT to achieve, then certainly we'd want to read your email to find out what might prevent us from achieving the result. It's a great time to reveal a mistake or a problem or a hindrance ... and then offer your product or service as a solution, which will produce profit for you.

## Subject Line Template 03: "The Biggest Mistake \_\_\_\_\_ Make"

**Template:** "The biggest mistake \_\_\_\_\_ make"

**Overview:** Again, here is a subject line that focuses on the negative or adverse result – things your subscriber wants to avoid if he is going to achieve the desirable results he is after.

The difference with this subject line and others that offer a sort of warning or caution is the emphasis here is on the word "biggest". This isn't just a mistake, it's the BIGGEST mistake. It's the number one, most common error that folks make regarding a particular topic and curiosity alone will get your subscribers to open up JUST TO SEE WHAT IT IS.

Yes, they'll certainly be concerned about whether or not they are making this particular mistake, but even more than that, they'll want to know WHAT this particular mistake is. What IS the "biggest" mistake?

### Examples:

- The biggest mistake wives / husbands make
- The biggest mistake first-time parents make
- The biggest mistake dieters make
- The biggest mistake car buyers make
- The biggest mistake ferret owners make

Obviously, the biggest mistake would be a matter of your opinion, so it's open to your own objective perspective, which makes this one an easy subject line to work into your mix. And, it definitely is effective.

## Subject Line Template 04: "The Fastest Way To \_\_\_\_\_"

**Template:** "The fastest way to \_\_\_\_\_"

**Overview:** Now we focus on being "fast". We all want results – and, let's face it – we all want them as quickly as possible. We live in a fast food world that promises instant results and that's what we want. So, the key here is that word "fastest". This isn't just a way to success with a particular topic; it's the FASTEST way to success with a particular topic.

Additionally, I've found that if you can plug in SPECIFIC results it makes this one so much more effective.

### Examples:

- The fastest way to make \$500 online
- The fastest way to lose 5 pounds
- The fastest way to play guitar chords
- The fastest way to speed read 75 pages
- The fastest way to cut insurance costs by 25%

Notice in my examples that I didn't make outlandish claims, I made reasonable claims. It wasn't the "fastest way to make a million dollars online," but rather "the fastest way to make \$500 online". Not "100 pounds", but "5 pounds". Not "play guitar", but "play guitar chords".

There are two reasons for this:

- (1) If a subscriber believes they can actually do what you mention in the subject line, they are more likely to open up and take a look, and
- (2) Your subscriber will subconsciously think they can INCREASE the results by DUPLICATING what you share inside.

In other words, if you mention the "fastest way to lose 5 pounds" I automatically think, "I can increase whatever they mention and lose 10 pounds". That may or may not be the case, but that's what I'm thinking. I'll take a look because your claim is BELIEVABLE and I think ACHIEVABLE.

## Subject Line Template 05: "Get Your \_\_\_\_\_ Questions Answered"

**Template:** "Get your \_\_\_\_\_ questions answered"

**Overview:** This is a great information gathering subject line to use when you want to survey your database. Now, I'm not going to go into the merits of getting to know your subscribers because that's a completely different call altogether.

What I will say is this: if you aren't regularly surveying your database – maybe once a month – then you aren't making the most money you can from your database.

The more you know about them – what they WANT to know from you, what they are most likely to buy – the easier it is to provide them with quality content they can use and the easier it is to make offers that they will say "Yes" to. So, this is a great subject line to gather information with, by allowing your subscribers to submit their most wanted question to you.

### Examples:

- Get your model train questions answered
- Get your acne questions answered
- Get your insomnia questions answered
- Get your digital photography questions answered
- Get your toy poodle questions answered

Now, you can promise to answer the top 5 for free in a report or training call or give a free copy of your completed product to all those who submit a question or whatever you choose as far as the offer inside. That's another call – I'm just showing you how to get subscribers to open your emails and take a look inside, and this one is a surefire winner in that regard.

## Subject Line Template 6: "Something Every \_\_\_\_\_ Needs To Know"

**Template:** "Something every \_\_\_\_\_ needs to know"

**Overview:** Once again we have the "curiosity" factor in play. What is it that I need to know? That word "needs" is very powerful and compelling. It gives the impression that something is a necessity, that it is required.

What I have found to work really well here in my own testing is when you tie this in with a special emphasis on "first-timers", "beginners" or "newbies". Because they are inexperienced, they are more likely to not only recognize they do have needs because of their lack of knowledge, but also will be eager to learn those things that you feel are necessary or required for success.

### **Examples:**

- Something every new mother needs to know
- Something every college freshman needs to know
- Something every first-time car buyer needs to know
- Something every beginner bird watcher needs to know
- Something every bride-to-be needs to know

Why do you think the Dummies® books have sold so successfully? Newcomers to the subject want to know what they need to know. And that's why they'll open this email up and take a look inside.

## Subject Line Template 7: "Here's A Shortcut For \_\_\_\_\_"

**Template:** "Here's a shortcut for \_\_\_\_\_"

**Overview:** When I say "shortcut" what comes to your mind? Think about it for just a second. You likely envision something that is "faster", something that is "easier", something that gives an "advantage", something that "reduces expenses or effort" – all of which are highly desirable.

We all want to take the shortcuts in life – the easiest, fastest, most advantageous path to our destination. Which explains why this subject line continues to be among my most opened in my niche marketing. It doesn't matter if it's rose gardening or entertaining inlaws or boosting metabolism or racing radio-controlled cars, we all want a shortcut.

### Examples:

- Here's a shortcut for getting a great job
- Here's a shortcut for creating an ebook
- Here's a shortcut for boosting your memory
- Here's a shortcut for becoming a day trader
- Here's a shortcut for learning to play piano

**Tip:** Let me also give you just a quick tip here for really producing profit with this particular subject line. When you can tie in some kind of product, software or service that fully or semi-automates the shortcut, then you've got a very good chance of getting the sale.

Just a quick, very generic example: I might share that a shortcut to success with customer support is to have a text file with my most asked questions and my responses to those questions so when a new customer asks a question all I have to do is copy and paste my response instead of retyping out a response. That's a shortcut.

Now, I could also PROMOTE an autoresponder service that would actually automate the process of getting those answers to the customer, I could promote a package of template responses to the most asked questions, I could promote a customer-service help desk software or even a third-party company that provides customer service.

The point is this: If you can provide your subscribers with a quality shortcut, but then also promote a product, software program or service that automates that shortcut, you're likely to get a sale.

## Subject Line Template 8: "Here Is Your \_\_\_\_\_ Checklist"

**Template:** "Here is your \_\_\_\_\_ checklist"

**Overview:** One of the things that most human beings want – at least the human beings that I know – is a set of instructions that we can go by in order to make sure we do things correctly. That's why offering a free checklist as your subject line is yet another great way to increase your open rate and get subscribers delving deeper into the mailings you send out.

### Examples:

- Here is your interview checklist
- Here is your "Baby's First Year" checklist
- Here is your wedding checklist
- Here is your dog obedience checklist
- Here is your travel checklist

I personally have seen greater results by ENTITLING the checklist. Not just "Here is your interview checklist" but "Here is your 'Acing Any Interview' checklist". Not just "Here's your wedding checklist" but "Here is your 'The Perfect Wedding' checklist". A good name adds more desirability to the checklist.

Obviously, in your email you'll want to provide the checklist. ☐ And your checklist is a PERFECT – just PERFECT – spot to make recommendations. For items in the checklist, refer them to your product or affiliate products for more information on that entry to the checklist.

A classic example is the "Setting Up An Internet Business" checklist where some of the steps would include "buying a domain name", "finding a web host", "creating a mini-site" etc. For most of those steps, you could provide a brief overview of them and then point them to resources to do the very things you instruct them to do ... most of which make you money.

If there is one email subject line and corresponding email message that EVERY SINGLE LIST OWNER should have in their sequences somewhere, this is it. It's the surest shot for making money with a list that I know of. Provide a checklist with useful steps and useful overviews and then point them to profit-generating resources.

## Subject Line Template 9: "A Great \_\_\_\_\_ Resource I Just Found"

**Template:** "A great \_\_\_\_\_ resource I just found"

**Overview:** This is a super subject line to use in promoting an affiliate link, especially if there is some kind of free information or discount involved at the affiliate site.

**Examples:**

- A great discount hotel resource I just found
- A great free traffic resource I just found
- A great genealogy resource I just found
- A great model train resource I just found
- A great home improvement resource I just found

There is an element of newness and freshness here with the "I just found" reference at the end of the subject line, which brings a sense of urgency – we desire to be the first to know, the first to use.

Again, just another solid way to get folks to open your emails.

## Subject Line Template 10: "This Ruins Most \_\_\_\_\_"

**Template:** "This ruins most \_\_\_\_\_"

**Overview:** This subject line is one of the strongest in the set. It goes beyond sharing a mistake or even the biggest mistake to the point of revealing something that can have a devastating effect on the subscriber if they fall victim to it.

Again, we're talking about both awareness of a potentially destructive pitfall, with a provided solution, only this time the language is stronger in that it could "ruin" the results for the person on the other end of the line.

### Examples:

- This ruins most dieters
- This ruins most newlyweds
- This ruins most teachers
- This ruins most affiliates
- This ruins most child models

In this email, you'd want to reveal the most disastrous, destructive stumbling block that the subscriber might face, along with a solution for avoiding it.

I'll give you a hint: Provide the solution in your content in a brief, overview form so you do actually give them useful information, and then lead the subscriber to an offer to thoroughly explain the solution which allows you to make a sale.

Success is NOT an Accident,  
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