



BEUTIFUL

60 of the *best* Email Subject Lines

Do you want your email content opened, read, and clicked?

It all starts with the subject line.

While they may seem like a small part of your message, they're one of the very first impressions you have on your email recipients.



Thinking of sending an
email...but wonder,
**WHAT TO PUT IN THE
SUBJECT LINE?**

I've created some helpful emails but couldn't find the right subject to make sure it peaked interest. After a few failed emails, I've learned you should spend just as much time crafting the subject as you do creating the content...Kinda crazy, huh?

Bottom line, **what good is the perfect email if it's going to get a "thumb swipe left?" You know, DELETED** 😞! Now do I have your attention?

Creating a good subject line shouldn't be scary – BUT you do have to put some thought into it! One of the best ways to learn how to give your emails catchy subject lines is to see what makes you click "open" inside of your personal inbox.

Think about it! When you opened an email, it was because the subject was either clever or they used some witty trigger words that sparked your curiosity. And now you're wondering..."WHAT'S IN THIS EMAIL FOR ME!" That's why it's so important to craft subject lines that are compelling enough to get people to click through. When creating an engaging subject line remember to personalize it, ask a question, make people wonder... whatever you do, put a little thought behind it (and REMEMBER to be honest with your subject line to keep the trust of your subscribers!)

Use the subject lines on the next few pages as a guide or inspiration for the next time you're staring at your computer thinking, **"What the heck do I put in the subject line of my email?"**

I hope this guide helps jazz up your subject lines, ease your stress, so you can focus on writing!

Engaging Subject Lines Aren't Hard...

I promise, it isn't as scary as you think.



PIQUE INTEREST

- 10 Things You'd Never Know About (Topic)
- You're Gonna Want To Read This!
- The Biggest Secret To (Topic)
- What Are You Doing (Enter Month and Day)? Open Up!
- Big Things Come From the Smallest Beginnings...
- I Bet You'd Never Guess (Subject)
- Need a mood-lift? Open me!
- 3 Things You Can Do Today For a Better Week



EDUCATE

- Let These Tools Do A Little of the Work For You!
- (Free Guide) Title Of Your Freebie
- Here's \$1,137 of Goodies (you're welcome)
- Here's My Exact Guide To (Topic)
- 5 Ways To Solve (Problem)
- Stop Wondering How To: (Topic)
- The #1 Guide Your Business Needs Right Now
- The Cheat Sheet You've Been Waiting For... (Download Today!)
- This Can Save You 8 Hours of Work This Week



CREATE URGENCY

- Today Only: (% Off or Share Sale Details!)
- (Tick-Tick-Tick) Only A Few More Hours Left To (Fill in Promo)
- 26 Spots Left...
- Are You in Or Are You Out? (Enter Offering Title)
- Ends Today! 50% Off for Email Subscribers
- Extended One More Day! (Insert Promo Info!)
- Sales Ending: Don't Miss Your Chance
- Doors Closing! This Is It!



Here's An Idea

TEST YOUR SUBJECT LINES

The easiest way to determine how well your email subject lines are doing is to A/B test them.

A/B testing involves sending one subject line to half of your email list and a different subject line to the other half. You can see which subject line has the highest email open rates and which one has the most click-throughs to determine which one is a success.



SPARK CURIOSITY

- 12 Things You'd Never Guess About (Topic)
- What I'm FOCUSING On This Month
- The Never Before Told Secret About (Topic)
- What You Really Should Know About (Topic)
- See You Today?
- What I'm FOCUSING on this Month (With You!)
- Are You Reactive or Proactive
- I Never Heard Back from You...
- Is This The Hottest Career in Marketing?
- Try This on Instagram to get results.



ASK QUESTIONS

- Can I Help You With (Topic?)
- Are You Tired Of (Topic?)
- Who Else Is Waiting For (Topic?)
- Is This Common Mistake Holding Your Business Back?
- Can I Give You Some FREE Marketing Tips?
- What's The Biggest Struggle You're Facing in Your Business Today?
- What The Heck Should I Post?
- Ever had this problem? Tell me about it.
- What Problem Can We Solve for You Today?
- Afraid to stand-out?



HUMANIZE IT (SHARE YOUR STORY)

- That One Time I (Fill In The Blank)
- You'll Never Guess What My Husband Said To Me...
- Are Your Dogs Barking Too?
- From My Tiny, St. Louis Home Office (To You!)
- Calling All Yoga Pants Lovers
- I Messed Up Big Time...
- The Most Embarrassing Thing Happened (I Can't Believe I'm Telling You!)
- A little life update + catch up with me!



SPEAK DIRECTLY TO YOUR AUDIENCE

- A (Free) Gift From Me To You.
- You Were On My Mind.
- I Created This Specifically For You.
- An Exclusive Offer (Just For You)
- First Name, You Came To Mind!
- I'm Ready to help you reach your [goal].
- You. Are. Gold

GREAT SUBJECT LINES

Remember, your email subject lines are the gateway to your emails. Overlook them, and you'll struggle to get higher open rates. But, spend time crafting curiosity piquing, engaging subject lines and you'll find that more people open your emails which leads to more click-throughs and more sales. Make use of marketing automation to test your subject lines and improve your existing ones for better results.



DID YOU FIND THIS HELPFUL?
SAVE IT AND SHARE IT!

If you LOVE these tips, follow us on [FACEBOOK](#) and/or [INSTAGRAM](#)

I can't wait to see you!

www.BEUTIFULYESU.com

