

THE
TOP TEN
EMAIL SUBJECT
LINES THAT
GET **OPENED!**

Presented By:
Patricia Noel Drain

PATRICIADRAIN.COM

IS THIS YOU?

You spend *hours* creating the best content to send out to your email subscribers and then finally hit 'send', only to have it go unopened and in the trash.



Something I've come to learn in my experience is that you have to have a catchy subject line every. single. time.

After my own grassroots research as well as surveying what works for other successful entrepreneurs and business owners in email marketing, I've come up with the **Top Ten Email Subject Lines That Get *Opened!***

I'd love to hear from you. Do you have a subject line that has worked really well to get your emails opened?

Email me at patricia@patriciadrain.com and share!

Until we meet again,

Patricia



THE TOP TEN EMAIL SUBJECT LINES THAT GET OPENED

- 1. Questions**
 - Examples: Do you suffer from _____ (burnout, arthritis, etc)? Are you tired of the hype? Do you really think _____?
- 2. A Command**
 - Examples: RSVP Today. Subscribe now. See you tomorrow. Mark your Calendar.
- 3. Urgency**
 - Examples: Only 3 hours left! This is your last chance. Today only. Seats are limited.
- 4. Statistics**
 - Examples: 78 million people today are turning 65. 72% of us get this disease. I surveyed 100 people and here are the results.
- 5. Something of benefit to the reader**
 - Examples: Lose weight this week. Make money while you are sleeping. Earn \$1000 with this tool.
- 6. Targeted**
 - Examples: Calling all speakers. Calling all coaches. From author to New York Best Seller.
- 7. How-to...**
 - Examples: How to make this recipe. How to get promoted.
- 8. One Word**
 - Examples: Yikes! Oops. Sorry. Adorable.
- 9. Numbers in the title**
 - Examples: 3 ways to _____. The top 10 subject lines that get opened. The #1 must in order to _____.
- 10. Unexpected**
 - Example: He's just not that into you. Do what you love and the money will follow is simply not true. Five lies we were taught. My worst graduation gift