



Unleash Your Email Awesomeness!

Activity 4: Write Subject Lines that Get Opened



Activity 4: Write Subject Lines that Get Opened

Overview

In “Unleash Your Email Awesomeness” Lesson 4, you learned 10 powerful tips on how to craft subject lines that catch people’s attention and inspire them to click on your email to read it:

1. Keep it short & sweet
2. Keep it simple
3. Focus on a benefit
4. Avoid sounding salesy or fake
5. Use numbers
6. Ask a question
7. Get personal
8. Add urgency
9. Add white space to longer subject lines
10. Test it!

Here’s your chance to put your learning into action! Feel free to refer to the resource, **50+ Subject Lines You Can Steal & Make Your Own** for inspiration and ideas.

I. Brainstorm possible subject lines

1. Decide the topic and purpose of your email. Ideally, your email should help you achieve one of your current business goals, e.g., to book more clients or encourage people to share your free content with a friend.

Write the topic and purpose here or write it in your journal.

2. Brainstorm a list of benefits and valuable and/or cool things to know about that topic. Focus on the aspects that are going to be most interesting and relevant to

your ideal clients or customers.

Write the benefits & cool things to know here:

3. Choose the 3 benefits or angles that you think are most powerful and list them below or write them in your journal.

4. Choose your favourite benefit or angle and explore some of the different ways you could write it up as a subject line. You may want to use the handout: ## Subject Lines that Get Opened for ideas.

Record your subject line ideas here:

II. Select the winner

5. Once you have brainstormed a good number of possible subject lines, go through the list and identify your 3-5 favourites.

List them here or write them in your journal.

6. Send your 3-5 favourite options and email them to yourself. Look at them in your inbox. Which one jumps out at you most? Write it below.

III. Refine & review

7. If none of the subject lines immediately jump out at you, play with them a bit longer. Look for ways to shorten them by eliminating any unnecessary words or make them more powerful by replacing a weak word with a stronger word. You may also play around with rephrasing a statement as a question or looking for ways to add more white space into a longer subject line.

Add any new subject lines you come up with here:

8. Mail the new subject lines to yourself and compare them to the first batch. Which one stands out the most now?
9. Continue to play with your ideas and refine your subject lines until you send one to yourself that stands out as the clear winner to you.

10. Once you have chosen your subject line, make sure it aligns and makes sense with the rest of your email.

IV. Take it further

11. Create a “swipe file” of subject lines you like. Take a few minutes to explore your inbox every day and make note of any subject lines that catch your attention and compel you to click on them. Then copy and paste them into your personal swipe file and then review them for ideas whenever you’re looking for inspiration for something to use in an email.

Your subject line is **the most important piece of copy** in your entire email! Put in the time and effort to write a good one.