



30 Great subject lines for your next email campaigns

When you want to communicate something about your brand or sell your stuff, email marketing is one of the most cost-effective ways to do so.

**A STUDY BY THE DMA FOUND THAT FOR EVERY
\$1 SPENT, EMAIL HAS AN AVERAGE
\$38 RETURN ON INVESTMENT(ROI).**

But because people receive more and more emails all the time, it can be challenging to stand out in their inboxes. Your best chance to get your message across is by crafting a great subject line.

Here are some ideas for you!

You Wouldn't Know [Topic], If It Hit You In The Face
EX: You wouldn't know these cooking recipes if it hit you in the face

Take The [Topic] World By Storm
EX: Take the social media world by storm

Chow Down On This [Topic] Email
EX: Chow down on this sales email

[Negative Result] Makes The Heart Grow Fonder
EX: Low conversion rates makes the heart grow fonder

[Topic] Tip As Fine As Frog's Hair
EX: Copywriting tip as fine as frog's hair

[Topic] Tip Discovered Between A Rock And A Hard Place
EX: Stock market tip discovered between a rock and a hard place

Let's Keep This [Topic] Tip Off The Record
EX: Let's keep this Instagram tip off the record

[Topic] In A Nutshell
EX: You Tube in a nutshell

The Holy Grail Of [Topic]
EX: The holy grail of digital marketing

How To [Desired Result] In [Timeframe]
EX: How to burn fat in 30min/day

What If You [Negative Result]?
EX: What if your conversion rates drop?

[Target Market]! Here's How To [Desired Result]
EX: Designers! Here's how to charge premium prices

The Most Common [Topic] Mistakes [Target Market] Make
EX: The most common dating mistakes men make

The Art Of [Topic]
EX: The art of content creation

Cool [Topic] Trick [Desired Result]
EX: Cool content marketing trick doubles traffic

The Secret To [Desired Result]

EX: The secret to training your puppy

[Desired Result] Without [Negative Result]

EX: Read faster without forgetting what you read

How To [Desired Result] Even If [Objection]

EX: How to build muscle even if you're skinny

You, A [Desired Result]?

EX: You, a best-selling author?

How To Avoid [Negative Result]

EX: How to avoid burnout

Are You Making These [Topic] Mistakes?

EX: Are you making these cooking mistakes?

[Topic] Do's And Don'ts

EX: Muscle building do's and don'ts

From [Before] To [After]

EX: From fat to ripped

The David And Goliath Of [Topic]

EX: The David and Goliath of sales

[Desired Result] By [Takeaway]

EX: Big biceps by walking

[Topic] Secrets Of A [Disadvantaged Hero]

EX: Gold secrets of a one-legged man

[Topic] vs [2nd Topic]

EX: Sales vs marketing

Happy To Have [Negative Result]

EX: Happy to have low conversion rates

[Process To Action] This, Not That

EX: Eat this, not that

Masters Of [Topic]

EX: Masters of content marketing