Autoresponder
Money
Machine

Tips

MyNAMS PROFIT PLANNERS

Presented by

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Power Words for Open-Worthy Email Subject Lines

Now

Creating urgency is an incredibly effective method of getting your emails opened. The short, direct and imperative nature of the word 'Now' is an excellent way to do just that.

Use it to encourage action by including 'open' in subject line phrases.

>   **Examples**:
>
>   *Open This Email Now*
>
>   *Read Now*
>
>   *Don't Open This Now!*

Welcome

Another word that's loaded with familiar connotations, 'Welcome' is the most popular word for your first contact with a new email list member.

>   **Examples:**
>
>   *Welcome to Our Tribe!*
>
>   *Welcome, [Name]*
>
>   *Welcome!*

Top

Use the word 'Top' when you're creating list emails. It's another quick and to-the-point word that people associate with brief and important information.

>   **Examples**:
>
>   *The Top Ten Ways to [Action]*
>
>   *The 5 Tops Ways to Use [Product]*
>
>   *The Top Secret Tip for [Benefit]*

How To

People love the opportunity to increase their knowledge and offering a 'How to' is another effective way to get a read. It's also a great follow-up message after a purchase.

> **Examples**:
>
> *How to Use [Product] to [Benefit]*
>
> *How to [Action]*
>
> *How to Get [Result]*

New

Another favorite, 'New' offers exactly what it says – something different. You're playing to people's intrinsic desire to be ahead of the game and be involved in something original.

> **Examples**:
>
> *New Post: [Blog Post Title]*
>
> *New: [Product]*
>
> *Here's a new way to get [Result]*

Vs.

The benefit of using 'Vs.' in an email again lies in the nature of the word itself. If you remember that people generally don't want to spend too long reading an email, using quick descriptive words are a great promise of an easy read.

> **Examples**:
>
> *[Topic] vs [Topic]*
>
> *[Past State] vs [Present/Future State]*

Mistakes

Words with negative connotations are also extremely effective in catching interest. Use a word like 'Mistakes' to encourage the inquisitive 'where am I going wrong?' part of your readers.

Examples:

The Most Common Mistakes People Make When [Topic]

Mistakes You're Making When [Action]

Are you making this mistake?

Flash Sale

This one works for time sensitive offers and combines two separate ideas that readers love. The word 'Sale' speaks for itself… but adding the 'Flash' before that creates a sense of urgency that does wonders for open rates.

Examples:

Flash Sale: [Product][Discount]

Flash Sale – 24 Hours Only!

STOP!

Hard to ignore, this kind of command will stop the casual inbox-scroller in their tracks. Just be careful not to overuse this type of subject line or your readers will become blind to it.

Follow the command with an action for maximum effect.

Examples:

STOP! Read this before you [Action]

STOP [Action]!

Proof

You're competing against a barrage of other emails to get opened, so it's good to remember that your reader has probably seen a lot of it before… and might well be wary. Use a word like 'Proof' to validate your email content before they've even opened it.

Examples:

Proof That [Product] Really Works

Social Proof to [Validate Claim]

Your proof is inside…

You/Your

Using the word 'you' or 'your' in the subject line immediately makes people feel the email is specifically for them and personalizes it more. At the same time, avoid using 'I' or 'we', unless you're revealing something interesting and personalizing it that way. Eg, 'You'll never believe what I saw….'

If you have people's names in your autoresponder database, you can also use tags to put their first name into the subject line and take personalization to the next step!

> **Examples**:
>
> *Did you see this?*
>
> *Here is Your Tip of the Day*
>
> *[Name], can I ask you a question?*

More proven words and phrases to get your emails opened…

Word/Phrase	Example
What if…?	What if You Could [Action]?
Do	Do [Action] to [Get Benefit]
Avoid	Avoid [This] to Improve [This]
Try	Try [This] to Do [That]
Hack	12 Hacks to [Action]
Benefit	The Top Ten Benefits of [Product]
The Death	The Death of [Topic]
Advice	Proven Advice for [Audience]
You	You, the Authority on [Topic]
Imagine	Imagine that You Could [Action]
Lesson	The No.1 Lesson For The [Audience]
Problem	The Problem with [Topic]
Help	Can I help you?
Idea	Here's an Idea for [Topic]
+	[Topic] + [Related or Opposite Topic]

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