

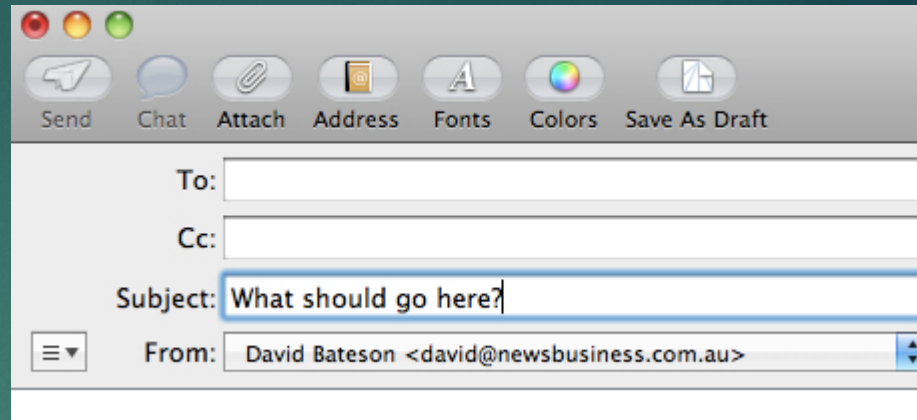


All about subject lines

EXCERPT FROM E-NEWSLETTER PRESENTATION

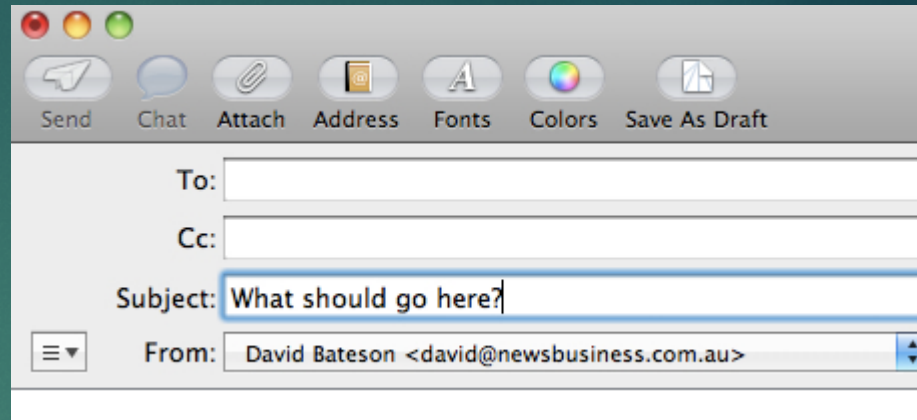
AMY COLE

Subject Line Types



- ▶ **Direct subject line** – “Make no bones about it, we have the info YOU need to make an informed decision about fertilizer”
- ▶ **Playful** – “The broke lady’s guide to grocery shopping at Kroger”
- ▶ **Curiosity inducing**- “Winners and losers of the spice war of 2016”?

Subject Line Types



- ▶ **Personalized** – use location, time, personas and more to take reader feel like the email is just for them. “Carla’s Guide to the healthiest restaurants in Texarkana”
- ▶ **Call to action** – “Don’t miss Mediterranean cooking Friday night”
- ▶ **Don’t do it!** – “Do not commit these garden atrocities”


Subject Line Types

- ▶ Make it valuable or helpful – “Agent advice, proven results”
- ▶ Create a sense of urgency – “Limited seating in cooking class”
- ▶ User numbers!
“3 surefire ways to get moving in March”

HOW TO WRITE A GOOD SUBJECT LINE



Avoid spammy symbols (*%!@\$), write in easy to understand English and DON'T SHOUT!



Keep the subject line straightforward (roughly 30-40 characters is ideal).

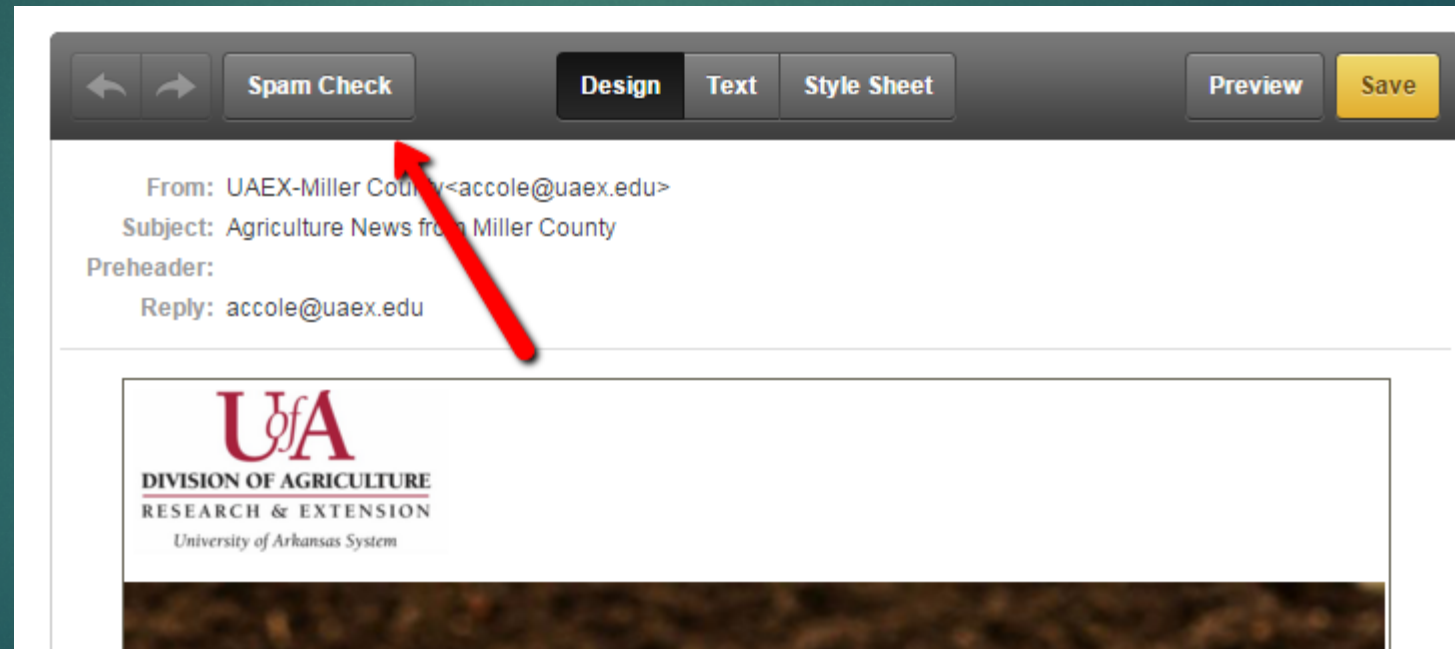
No Nos in Subject Lines

- ▶ Excessive punctuation??!!
- ▶ Avoid 'Free!'
- ▶ No special characters
- ▶ Personalized subject lines –"It's your birthday month, Carla! Celebrate with us!"
- ▶ Avoid all capital letters



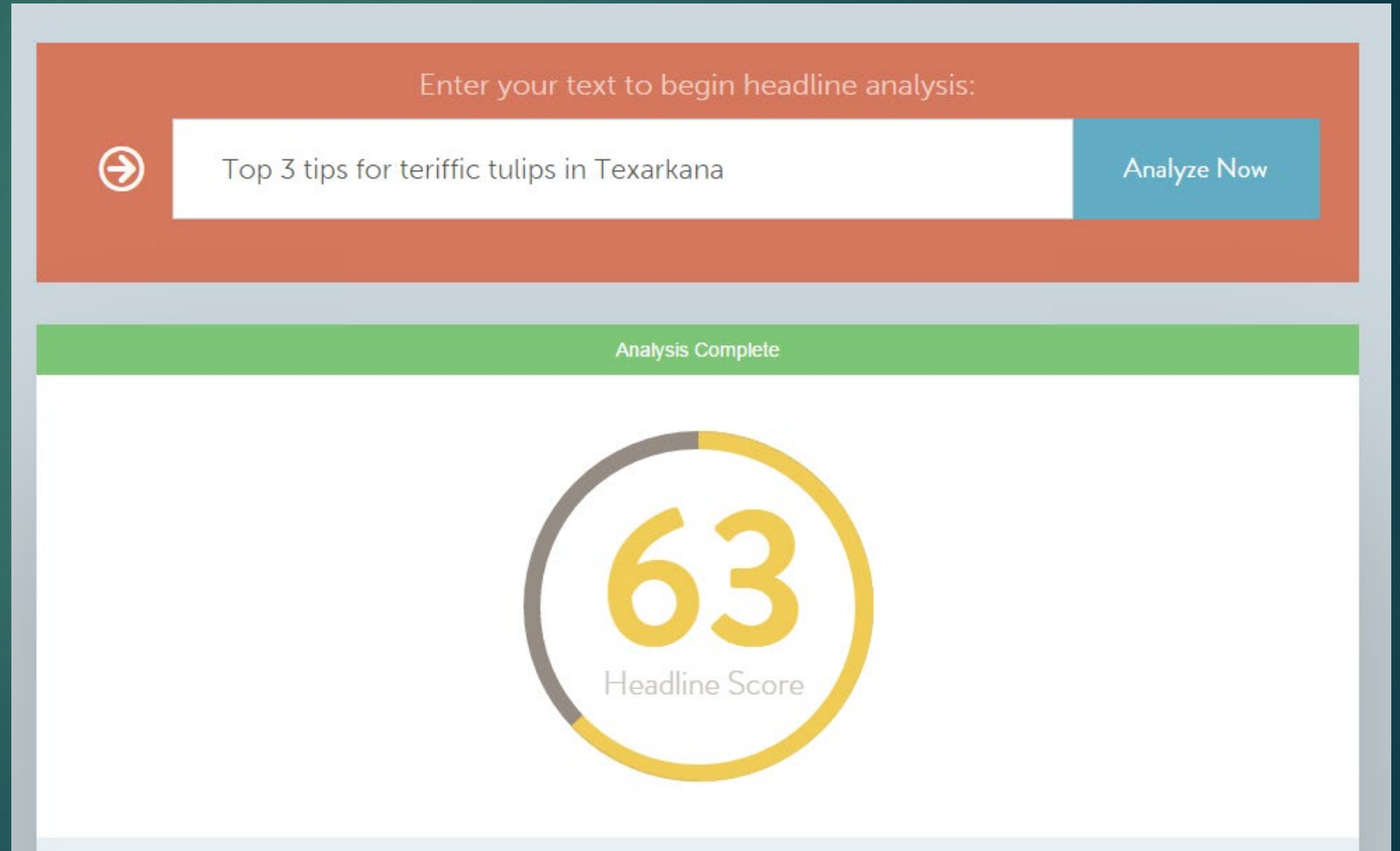
Spamminess

- ▶ Use the spam checker in CC



Headline Checker Tool

- ▶ <http://coschedule.com/headline-analyzer>



The screenshot shows the Coschedule Headline Checker Tool interface. At the top, there is a red header with the text "Enter your text to begin headline analysis:". Below this is a white input field containing the text "Top 3 tips for terrific tulips in Texarkana". To the right of the input field is a blue button labeled "Analyze Now". Below the input field is a green bar with the text "Analysis Complete". In the center of the page is a large circular graphic with the number "63" in yellow, and the text "Headline Score" below it. The circular graphic is partially filled with yellow, indicating the score.

Enter your text to begin headline analysis:

Top 3 tips for terrific tulips in Texarkana

Analyze Now

Analysis Complete

63
Headline Score

Headline Checker Tool

- ▶ <http://coschedule.com/headline-analyzer>

180+ Power Words From Copywriter Karl Stepp

FOR WRITING **EMOTIONAL HEADLINES**

| | | | |
|--------------|-------------------|------------|--------------|
| free | focus | remarkable | confidential |
| sale | wanted | obsession | sizable |
| new | absolutely lowest | surging | wonderful |
| professional | interesting | revisited | delivered |
| guaranteed | challenge | unique | secrets |
| special | lifetime | bargain | scarce |
| tested | highest | hurry | alert famous |