



**CLICK AND  
GROW  
RICH**

**EMAIL  
SUBJECT LINE  
SECRETS**

# Subject Line Template 01:

## "For \_\_\_\_\_ , This Works Like Crazy"

Template: "For \_\_\_\_\_ , This Works Like Crazy"

Overview: This is a great results-driven subject line that is certain to get your subscribers to open up and take a closer look. The idea here is to use the classic combination of "Desirable result + driving mechanism". For example, the "driving mechanism" here is "this works like crazy". That's what produces the desirable result, the basis of what your message is about. Your job is to provide the "desirable result" in the provided blank. "For \_\_\_\_\_ - you would insert your desirable result right there – this works like crazy".

Examples:

- For losing weight, this works like crazy...
- For longer tee shots, this works like crazy...
- For relieving headaches, this works like crazy...
- For saving a marriage, this works like crazy...
- For avoiding bankruptcy, this works like crazy...

Obviously, you want this desirable result to be something that (s) is highly sought after or highly interesting to your subscribers, and (b) is directly related to what you are going to share in the email itself. This subject line is great for just about any kind of mailing.

People open it for one reason and one big reason: ***it promises to reveal something that produces the biggest result they want to achieve.***

# Subject Line Template 02:

**"Why Your \_\_\_\_\_ Won't \_\_\_\_\_"**

Template: "Why Your \_\_\_\_\_ Won't \_\_\_\_\_"

**Overview:** One of the basic human motivations for response is driven by a fear of failure. This subject line is the exact opposite of the one above which hinted at producing results – this one hints at NOT producing results. The idea is to plug in a desirable result and then an appropriate negative statement at the end after the word "won't".

## Examples:

- Why your diet won't work
- Why your business won't succeed
- Why your list won't make you money
- Why your vacation won't be fun
- Why your credit won't be restored

Who could resist opening up to see WHY? Not many of us, I can tell you that. If your result is something that we WANT to achieve, then certainly we'd want to read your email to find out what might prevent us from achieving the result. It's a great time to reveal a mistake or a problem or pain.... And then offer your product or service as a solution which will produce a profit for you.

# Subject Line Template 03:

"How to Survive \_\_\_\_\_"

Template: "How to Survive \_\_\_\_\_"

**Overview:** The thrust of this subject line is to help relieve the pain or discomfort of a situation that the subscriber is either already going through about earlier – two things we all want in life... increase pleasure and decrease pain. If your subject line promises to minimize or eliminate some source or discomfort in our lives, then certainly we'll read what you have to say on the subject. "How to survive ... " – you just supply the hardship in that blank.

**Examples:**

- How to survive divorce
- How to survive bankruptcy
- How to survive a heart attack
- How to survive the real-estate crisis
- How to survive menopause

**Alternatives:** Some alternative ideas would be "How to deal with...", "How to overcome...", "How to get past..." Same idea.

As with any other subject line, it's important that you get to know your list. What are the hardships and difficulties that they most face? Build smaller sub-targeted lists where your main subscribers can opt in for specialized information on very precise topics, and you'll be able to really skyrocket your open rate with this particular subject line.

# Subject Line Template 04:

## "This \_\_\_\_\_ Tip Is Almost Too Easy"

Template: "This \_\_\_\_\_ tip is almost too easy"

**Overview:** In addition to being motivated by the results that we desire – our passions and pursuits in life – one thing that catches our eye is the word “easy”. The word “easy” is grossly overused in internet marketing language, but it’s still relatively minimal in most other markets. And, regardless of what market your list is focused upon, when used in conjunction with the word “tip” it doesn’t have anywhere near the same sense of hype as the “it’s so easy to make a million dollars next week” garbage that many people are promising.

### Examples:

- This pick-up tip is almost too easy
- This dieting tip is almost too easy
- This homeschooling tip is almost too easy
- This allergy tip is almost too easy
- This stress relief is almost too easy

People want things that they can easily apply to whatever pursuit they are interested in. It consistently ranks up there at the top among the email messages that produce the best results and it is universally applicable to any niche, so there’s no reason why you shouldn’t begin profiting from it too.

# Subject Line Template 05:

## "The Biggest Mistake \_\_\_\_\_ Make"

Template: "The biggest mistake \_\_\_\_\_ make"

Overview: Again, here is a subject line that focuses on the negative or adverse result – things your subscriber wants to avoid if he is going to achieve the desirable results he is after. The difference with this subject line and others that offer a sort of warning or caution is the emphasis here is on the word "biggest". This isn't just a mistake, it's the BIGGEST mistake. It's the number one, most common error that folks make regarding a particular topic and curiosity alone will get your subscribers to open up JUST TO SEE WHAT IT IS. Yes, they'll certainly be concerned about whether or not they are making this particular mistake, but even more than that, they'll want to know WHAT this particular mistake is. What IS the "biggest" mistake?

### Examples:

- The biggest mistake wives / husbands make
- The biggest mistake first-time parents make
- The biggest mistake dieters make
- The biggest mistake car buyers make
- The biggest mistake ferret owners make

Obviously, the biggest mistake would be a matter of your opinion, so it's open to your own objective perspective, which makes this one an easy subject line to work into your mix. And, it definitely is effective.

# Subject Line Template 06:

**"The real secret to \_\_\_\_\_"**

Template: "The real secret to \_\_\_\_\_"

Overview: This is a great subject line for revealing some little-known fact or resource, some seldom used strategy, some personal insight that most people don't know or think about. While, again, the word "secret" is oftentimes grossly overused in marketing mumbo-jumbo, that is actually what makes this subject line so effective. It plays on the fact that so-called "secrets" are a dime-a-dozen by stating that what's contained in this email is the REAL secret to achieving success with the provided topic.

## Examples:

- The real secret to fundraising
- The real secret to planning a wedding
- The real secret to beating a speeding ticket
- The real secret to teeth-whitening
- The real secret to acing any interview

It's the positive version of the "biggest mistake" subject line that we talked about previously, again focusing on the "curiosity" factor. What is the REAL secret to success in this area? People want to know. And that is good because they'll click on your email to find out what you have listed as the real secret.

# Subject Line Template 07:

"The Fastest Way To \_\_\_\_\_"

Template: "The fastest way to \_\_\_\_\_"

**Overview:** Whereas earlier we looked at the key of being "easy", now we focus on being "fast". Everybody wants results and they want them as quickly as possible. We live in a fast food world that promises instant results and that's what we want. So, the key here is the word "fastest". This isn't just a way to success with a particular topic, it's the FASTEST way to success with a particular topic. Additionally, if you can plus in SPECIFIC results it makes this one so much more effective.

## Examples:

- The fastest way to make \$500 online
- The fastest way to lose 5 pounds
- The fastest way to play guitar chords
- The fastest way to speed read 75 pages
- The fastest way to cut insurance costs by 25%

Notice these examples didn't make outlandish claims, but reasonable claims.

It wasn't the "fastest way to make a million dollars online," but rather "the fastest way to make \$500 online". Not "100 pounds", but "5 pounds".

Not "play guitar", but "play guitar chords". There are two reasons for this: (1) If a reader believes they can actually do what you mention in the subject line, they are more likely to open up and take a look, and (2) Your reader will subconsciously think they can INCREASE the results with MORE effort.

In other words, if you mention the "fastest way to lose 5 pounds" they automatically think, "I can increase whatever they mention and lose 10 pounds and take a look because your claim is BELIEVABLE and ACHIEVABLE.



# Subject Line Template 08:

## "Get Your \_\_\_\_\_ Questions Answered"

Template: "Get your \_\_\_\_\_ questions answered"

Overview: This is a great information gathering subject line to use when you want to survey your database. If you aren't regularly surveying your database maybe once a month, then you aren't making the most money you can from your database. The more you know about them – what they WANT to know from you, what they are most likely to buy – the more you know about them, the easier it is to provide them with solutions they want most, and the easier it is to make offers that they will say "Yes" to.

So, this is a great subject line to gather information with, by allowing your subscribers to submit their most wanted question to you.

### Examples:

- Get your email marketing questions answered
- Get your diet questions answered
- Get your sleep apnea questions answered
- Get your video-editing questions answered
- Get your social media questions answered

You can promise to answer the top 5 free in a report or training call or give a free copy of your completed product to all those who submit a question or whatever you choose as far as the offer inside.

This template for getting your readers to open your emails and take a look inside is a surefire winner.

# Subject Line Template 09:

"Here's An Example Of What Works For \_\_\_\_\_"

Template: "Here's an example of what works for \_\_\_\_\_ "

**Overview:** As human beings what we want more than anything are RESULTS.

Results are what we think will make us happy and that's how we want to live. And what better type of "result" is there than a real-life example of how someone achieved results, particularly if that person is an "average" person with no clear advantage over us. It's the classic "If they can do it" scenario.

This is a great subject line because it promises to provide an actual example of something that works for whatever the topic is focused upon and that's what people like to see.

**Examples:**

- Here's an example of what works for migraines
- Here's an example of what works for flabby bellies
- Here's an example of what works for colic
- Here's an example of what works for putting (golf)
- Here's an example of what works for selling a home

Note: If your subject line goes over 50 characters, you may want to put the topic at the front like this: "Migraine relief: Here's an example of what works..."

The key here is to provide a real-life example of someone who is doing something effectively that the reader can duplicate. This is a great way to actually convert fence-sitters into buyers in your follow-up sequence, if you can find someone who is using your product or service and provide a case study of the results they are achieving with your product or service.

# Subject Line Template 10:

## "Something Every \_\_\_\_\_ Needs To Know"

Template: "Something every \_\_\_\_\_ needs to know"

Once again we have the "curiosity" factor in play. What is it that they need to know? The word "needs" is very powerful and compelling. It gives the impression that something is a necessity, that it is required. What works really well here is when you tie this in with a special emphasis on "first-timers", "beginners" or "newbies".

Because they are inexperienced, they are more likely to not only recognize they do have needs because of their lack of knowledge, but also will be eager to learn those things that you feel are necessary or required for success.

### Examples:

- Something every new mother needs to know
- Something every college freshman needs to know
- Something every first-time car buyer needs to know
- Something every beginner bird watcher needs to know
- Something every bride-to-be needs to know

This is why the Dummies® books have sold so successfully? Newcomers to the subject want to know what they need to know. And that's why they'll open this email up and take a look inside.

# Subject Line Template 11:

"Here's A Shortcut For \_\_\_\_\_"

Template: "Here's a shortcut for \_\_\_\_\_"

Overview: When you hear the word "shortcut" what comes to your mind?

Think about it for just a second. You likely envision something that is "faster", something that is "easier", something that gives an "advantage", something that "reduces expenses or effort" – all of which are highly desirable.

We all want to take the shortcuts in life – the easiest, fastest, most advantageous path to your destination. This explains why this subject line can be among the most opened in niche marketing. It doesn't matter if it's rose gardening or entertaining in-laws or boosting metabolism or racing radio-controlled cars, we all want a shortcut.

Examples:

- Here's a shortcut for getting a great job
- Here's a shortcut for creating an ebook
- Here's a shortcut for boosting your memory
- Here's a shortcut for becoming a day trader
- Here's a shortcut for learning to play piano

**Pro Tip:** Here's a quick tip here for really producing profit with this particular subject line. When you can tie in some kind of product, software or service that fully or semi-automates the shortcut, then you've got a very good chance of getting the sale.

The point is this: If you can provide your subscribers with a quality shortcut, but then also promote a product, software program or service that automates that shortcut, you're likely to get a sale.

# Subject Line Template 12:

"How I \_\_\_\_\_"

Template: "How I \_\_\_\_\_"

Overview: Why do your subscribers listen to you? If you can't answer that question, then it's likely they won't be listening to you for very long. They listen to you because "you're the expert". You may not be called "Mr or Mrs Guru" and you may not speak at all of the events or be in the spotlight, but when it comes to your list, YOU ARE THE EXPERT.

Your opinion counts to your subscribers. So when you reveal how you PERSONALLY accomplished some specific, desirable result, then there is no question that your subscribers will be interested enough to read your email.

Examples:

- How I built a huge list in 30 days
- How I dropped two dress sizes in 3 weeks
- How I permanently eliminated my headache
- How I trained an Olympic champion
- How I found my soul mate online

Above everything else, your people want to hear from YOU about how YOU accomplished something. That's what makes this subject line so appealing.

Give them your personal plan for achieving the results that they want to accomplish. They'll open up and selling will come easy.

# Subject Line Template 13:

## "No \_\_\_\_\_ Lesson Today"

Template: "No \_\_\_\_\_ lesson today"

Overview: This subject line is primarily used for follow-up sequences such as an online Course and there's virtually no way that your subscribers don't at least open up and take a look inside to find out WHY there isn't a lesson today.

Is something wrong? Is someone sick? Has something happened? Why isn't there going to be a lesson today?

### Examples:

- No affiliate marketing lesson today
- No dieting lesson today
- No parenting lesson today
- No homeschooling lesson today
- No time management lesson today

Now, this one needs a bit of an explanation as to what you include in the actual mailing itself. The idea here is to use the email message as a solo mailing for your best offer, whether it's your product or an affiliate link you are promoting, specifically something that converts really well. You'll have the attention of your subscribers so fire your biggest gun right here.

What you do is this: In your opening paragraph, let the subscriber know that there will be no lesson today because of some reason like "you know they've been working hard and they need a break". Tell them to enjoy themselves and really emphasize what's coming up in the next lesson you'll be sending out, something of high benefit to them so they remain interested and subscribed!

Then, you say something like this....

“I also wanted to let you know about a very special offer that’s available for the next 10 people who respond...”

“Just a reminder also that today is the deadline for...”

“There’s also a great free report you download at...”

“And I’m excited to let you know about my new product at...”

“While you’re resting, don’t forget to sign up for your free trial subscription to...”

Whatever transition you want to use, just move quickly from the fact that the next lesson resumes tomorrow or in a few days into some kind of compelling offer. You’ve got their attention, now get their action.

No \_\_\_\_\_ lesson today.

You can also use a couple of variations that are equally as effective:

**1. No “Name of Course” lesson today.** You would simply input the name of the course into the subject line....

- No “Internet MBA” lesson today
- No “Click and Grow Rich” lesson today
- No “Six Figure Small Events” lesson today

**2. No lesson from “Author Name” today.** In this one you would simply input the name of the author in the subject line if you have a well-established presence in your list.

- No lesson from Tyson Russell today
- No lesson from Daniel Miller today
- No lesson from Brett Fogle today

All of these accomplish the same thing: we want to know why there isn’t going to be a lesson, so we can open up to find the answer.

# Subject Line Template 14:

## "Here Is Your \_\_\_\_\_ Checklist"

Template: "Here is your \_\_\_\_\_ checklist"

**Overview:** One of the things that most human beings is a set of instructions that we can go by in order to make sure we do things correctly.

That's what offering a free checklist as your subject line is yet another great way to increase your open rate and get subscribers delving deeper into the mailings you send out.

### Examples:

- Here is your job interview checklist
- Here is your Facebook marketing checklist
- Here is your Instagram posting checklist
- Here is your weight-loss checklist
- Here is your social media checklist

Greater results can be obtained by ENTITLING the checklist. Not just "Here is your job interview checklist" but "Here is your 'Crushing Your Interview' checklist". Not just "Here's your weight-loss checklist" but "Here is your 'The healthy weight-loss checklist". A good name adds more desirability.

Obviously, in your email you'll want to provide the checklist. And your checklist is a PERFECT spot to make recommendations. For items in the checklist, refer them to your product or affiliate products for more information on that entry to the checklist.



A classic example is the “Setting Up An Internet Business” checklist where some of the steps would include “buying a domain name”, “finding a web host”, “creating a mini-site” etc. For most of those steps, you could provide a brief overview of them and then point them to resources to do the very things you instruct them to do... most of which make you money.

If there is one email subject line and corresponding email message that EVERY SINGLE LIST OWNER should have in their sequences somewhere, this is it.

# Subject Line Template 15:

"The Best Way I Know To \_\_\_\_\_"

Template: "The best way I know to \_\_\_\_\_"

Overview: This is just another really, really good subject line. They really are the best of the best, that really do produce results.

With this subject line the subscriber again calls upon YOUR personal insight. This time, it's not the fastest or the easiest, it's the BEST. You've evaluated all of your ideas and this one is at the top of the list.

## Examples:

- The best way I know to deliver a speech
- The best way I know to potty train a toddler
- The best way I know to boost sales
- The best way I know to ease back pain
- The best way I know to quit smoking

Who could resist reading these subject lines?

# Subject Line Template 16:

"About Your \_\_\_\_\_"

Template: "About your \_\_\_\_\_"

**Overview:** This subject line really generates a lot of curiosity. "What about my \_\_\_\_\_?" Is there something wrong with it? Do you have a question about it? Do you have some advice for it? What about it?

**Examples:**

- About your diet
- About your toddler
- About your list
- About your website
- About your spouse

A variation on this subject line might be "I have a question about your \_\_\_\_\_". Here's the thing: Let's say I'm a list owner and someone emails me and the subject line reads, "About your list" or "I have a question about your list" how could I not open?

And remember what we talked about earlier about using customized fields with special information? How about using those fields in conjunction with this subject line? What would you have...

- About your dog, Fido
- About your toddler, Jacob
- About your friend, Ken
- About your winter home in Key West

People will open these email just to see what's up!

# Subject Line Template 17:

## "A Great \_\_\_\_\_ Resource I Just Found"

Template: "A great \_\_\_\_\_ resource I just found"

Overview: This is a super subject line to use in promoting an affiliate link, especially if there is some kind of free information or discount involved at the affiliate site.

### Examples:

- A great discount hotel resource I just found
- A great free traffic resource I just found
- A great genealogy resource I just found
- A great model train resource I just found
- A great home improvement resource I just found

There is an element of newness and freshness here with the "I just found" reference at the end of the subject line, which brings a sense of urgency – we desire to be the first to know, the first to use.

Again, just another solid way to get folks to open your emails.

# Subject Line Template 18:

" \_\_\_\_\_ : Get The \_\_\_\_\_ You Need"

Template: " \_\_\_\_\_ : Get the \_\_\_\_\_ you need"

**Overview:** What an absolutely loaded subject line. It has involvement by identifying a specific people group in that first blank. It has benefit in promising a result in the second blank. And it stresses necessity and requirement in the phrase "you need".

**Examples:**

- Scrapbookers: Get the fonts you need...
- Dieters: Get the motivation you need...
- Race Car Drivers: Get the power you need...
- Singles: Get the pick-up lines you need...
- Golfers: Get the driving distance you need....

And, let me remind you that this template and all of the other templates work with ANY NICHE YOU CHOOSE. It doesn't matter what kind of list you publish to, these templates are universal.

Whether it's the cutthroat world of internet marketing or the serene setting of rose gardening, just plug in your specific details and you've got a winner. I hope you've been paying attention and have noted that in my examples I have used a WIDE VARIETY of different niche topics.

These templates WILL work for you if you just put them into practice.

# Subject Line Template 19:

"This Ruins Most \_\_\_\_\_"

Template: "This ruins most \_\_\_\_\_"

**Overview:** This subject line is one of the strongest. It goes beyond sharing a mistake or even the biggest mistake to the point of revealing something that can have a devastating effect on the subscriber if they fall victim to it. Again, we're talking about both awareness of a potentially destructive pitfall, with a provided solution, only this time the language is stronger in that it could "ruin" the results for the person on the other end of the line.

## Examples:

- This ruins most dieters
- This ruins most newlyweds
- This ruins most teachers
- This ruins most affiliates
- This ruins most child models

In this email, you'd want to reveal the most disastrous, destructive stumbling block that the subscriber might face, along with a solution for avoiding it. I'll give you a hint:

Provide a solution in your content in a brief, overview form so you do actually give them useful information, and then lead the subscriber to an offer to thoroughly explain the solution which allows you to make a sale.

# Subject Line Template 20:

**"Break This \_\_\_\_\_ 'Rule' For Success"**

**Template:** "Break this \_\_\_\_\_ 'Rule' for success"

**Overview:** The idea for this subject line is to expose something that is commonly accepted or most people believe and even teach as the standard way of doing something – expose this as a myth and then offer an explanation of how to do what you've been instructed not to do and find success anyway.

**Examples:**

- Break this dieting 'rule' for success
- Break this joint venture 'rule' for success
- Break this credit card 'rule' for success
- Break this matchmaking 'rule' for success
- Break this juicing 'rule' for success

**For Example:** One of the dieting "rules is not to eat anything within two hours of going to bed at night. Some people still love eating a late-night snack or lying in bed at night watching television or reading a book. So, If you find a way to break that "rule", eat a late snack and still lose 45 pounds.

A great subject line would be: "Break this dieting 'rule' for success."

Expose a 'rule' as a myth. That'll get them to open up and read!

# Subject Line Template 21:

**"Do You Make These Mistakes in \_\_\_\_\_"**

Template: "Do You Make These Mistakes in \_\_\_\_\_?"

Overview: Originally published at 'Do You Make These Mistakes in English?' and widely thought of the most copied subject or headline in history, this classis can be used in an almost unlimited number of email subject lines or Facebook ads. Who wouldn't want to know if they are making mistakes that other people may be judging them on?

Examples:

- Do you make these mistakes when golfing?
- Do you make these mistakes in the bedroom?
- Do you make these mistakes when speaking?
- Do you make these mistakes on camera?
- Do you make these mistakes when dating?

For Example: Many people feel apprehension when it comes to 'dating' or meeting someone for the first time as it is. The dating advice business is easily a \$100M a year business, with men as the primary buyer of information here.

So by asking 'Do you make these mistakes when dating?' will likely trigger an emotional response, with men wanting to know what they could be doing wrong. There's partially a survival instinct going on here, because if a man comes along with superior 'women getting' skills, the man may be out of luck.

This is a very powerful subject line or headline you can use in almost any application or scenario.

There you have it. 21 of the best email subject and social media headlines that you can put to use right away in advertising your business today!