

Twitter Thread by Chase Dimond | Email Marketing Nerd



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How to write subject lines that get 20% to 30%+ open rates

// THREAD //

The more opens your emails get, the more sales you make.

A great subject line can make the difference between \$10,000's (or more).

Here are 7 types of high-performing subject lines (with examples + tips):

Subject Line #1 - List

People love lists.

(want proof? Publications like BuzzFeed made billions solely off lists...)

Examples:

"3 of our biggest best-sellers"

"The 7 most shocking marketing mistakes you might be making"

"6 Actionable Tips To Improve Your Email Marketing"

Subject Line #2 - Urgency

Urgency is a fundamental of direct response advertising

Deadlines & Time Restraints are great ways to get email opens + make sales

Examples:

"Last Chance to Get 20% Off Storewide!"

"Buy One Get One Free Sale! (4 Hours Left)"

Subject Line #3 - Mystery

Curiosity is a very strong desire to play with for great subject lines

Subject lines that NEED to be opened to answer a question in the prospects mind = \$\$\$

Examples:

"We've got something for you..."

"Hey, Chase! We have a special offer for you"

Subject Line #4 - Question

Questions are another great way to pique curiosity + get the click

These subject lines create an open loop in your prospects mind + gain attention

Examples:

"What's next for Facebook Ads in 2021?"

"How safe is your retirement fund?"

Subject Line #5 - Discount/Offer

Sometimes, being direct is best.

If you have a sale, offer, or discount - say it!

Pro Tip: Combine with urgency for even better results.

Examples:

"Buy One Get One Free! (Limited Time)"

"FLASH SALE! Get 10% Off Storewide (12 Hours Only)"

Subject Line #6 - Personalized

"A person's name is to him or her the sweetest and most important sound in any language."

- Dale Carnegie

These help you stand out + grab attention.

Examples:

"Hey Chase, special offer for you..."

"Thought you'd want to see this, Chase!"

Subject Line #7 - Story

Use this for colder audiences.

Guide them from

-Rags to riches

-A great discovery

-How someone achieved something epic

Take them from A to B and make your product the *magical ingredient* that made it possible

Want more subject line examples?

My Master Campaign Calendar Guide includes 96 unique email content ideas, including 2-3 sample subject lines for each.

Get the email marketing blueprint + never run out of campaign ideas again:

<https://t.co/qHWdoQ6N6l>