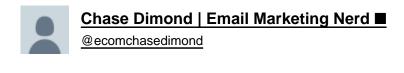
Twitter Thread by Chase Dimond | Email Marketing Nerd





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/qHWdoQ6N6I