

## **Email Subject Lines**

The email subject line is even more important than what you include in your email because the subject line is what will get the lead to open the email in the first place.

If you have a valuable and convincing email, it doesn't matter if the lead doesn't open the email to read it. Using tactics such as urgency, curiosity and personalization can help get more leads to read your emails.

Luckily, this is something you can watch and tweak over time to see which subject lines resonate best with your audience and receive the highest open rates.

Below you'll find some example subject lines you can use:

- {subscriber first name}, quick question for you
- Are you available for a quick 10-minute chat?
- {insert name}, I want to help you get more customers
- 3 quick changes to get more {insert industry} customers
- Do you experience this in your business?
- How much revenue is your business losing by not doing this?
- See exactly how this {industry name} customer {insert percentage} more customers
- How can I help you?
- Idea for {insert topic around goal}
- Let's chat
- Do you have 10 minutes?
- I thought you might find this helpful