

1. {First Name} x {Company Name}
2. {First Name}, {Pain Point}
3. Check it out, {First name}
4. {Prospect's Name}, here is a personal note
5. Looking forward to meeting you at {Conference Name}, {First name}
6. Your comment on {post} was insightful
7. Congrats {First name}! Have you thought of {business value}?
8. {Prospect Name}, Thanks from {Your Company}.
9. {First Name}, I just missed you!
10. Goodbye, {Prospect's Name}
11. How are you dealing with {Pain Point}?
12. Thinking about {specific goal}?
13. Are you making these mistakes?
14. Question about {Goal}
15. Where shall we start?
16. Are you ready for?
17. Can you help me out?
18. Want to talk about {Topic}?
19. Can you point me in the right direction?
20. {First Name}, What went wrong?
21. Subject Line examples with Mutual Connection:
22. {Mutual Connection} asked me to get in touch with you.
23. {Prospect's Name}, it's finally nice to connect with {Common Ground}.
24. Build your {team} like {favorite sports team}
25. BTW, {Mutual connection} told me to get in touch with you
26. {First Name}, I love {favorite facebook group} too
27. One Question. {question about favorite place}?
28. Things didn't work out here. How about {playing favorite sport} next weekend?
29. Short Subject Line Examples:
30. Hey!
31. Are you ready?
32. 26 seconds (or less).
33. Just tried calling you.
34. Oh! I forgot to mention.
35. Next Step?
36. Time to Part Ways
37. Moving On.
38. It's not you, it's me.
39. Adieu.
40. Get ready for {event}!
41. Only two weeks until {regulation law}.
42. One last quarter to go, on track to hit {specific target}?
43. Only few seats available for {conference/training classes/etc..}

44. Need help implementing {change due to a regulation}?
45. Key challenges in implementing {solution}.
46. {Prospect Name}, want to learn more about {solution}?
47. Resources to help with {pain point}
48. Ideas for {goal}
49. {Product Benefit}
50. Subject Line Examples with Humor:
51. NOBODY EXPECTS THE SPANISH INQUISITION!!
52. What are your views on Crocs?
53. How you doin'?
54. Did you see that ludicrous display last night?
55. Hello. My name's Forrest, Forrest Gump. You want a chocolate?
56. Your Netflix password?
57. I got the good stuff. Hit me up anytime.
58. Hello from the other side...
59. Are you ok?
60. Where is the love?
61. WILSOOOON!!
62. "Question about [goal]"
63. "[Mutual connection] recommended I get in touch"
64. "Hi [name], [question]?"
65. "Did you get what you were looking for?"
66. [the e.e. cummings subject line] (all lowercase letters)
67. "Hoping to help"
68. "A [benefit] for [prospect's company]"
69. "X tips/ideas for [pain point]"
70. "Idea for [topic the prospect cares about]"
71. "10x [prospect's company]'s traction in 10 minutes"
72. "I found you through [referral name]"
73. "We have [insert fact] in common ..."
74. "So nice to meet you, [Prospect]!"
75. "Feeling [insert emotion]? Let me help"
76. "Hoping you can help."
77. "Our next steps"
78. "X options to get started"
79. "You are not alone."
80. "10 mins -- [date]?"
81. "A 3-step plan for your busy week"
82. "[Prospect], I thought you might like these blogs"
83. "Here's that info I promised you"
84. "I'd love your feedback on that meeting"
85. "Do not open this email"
86. "Should I stay or should I go?"

87. "Know this about [topic of interest]?"
88. "Where is the love?"
89. "Permission to close your file?"
90. "Feeling blue? Like baby pandas?"
91. "If you change your mind about partnering with [your company]"
92. "'I love everything in this email!'"
93. "3 weekend ideas for you"
94. "Am I assuming correctly?"
95. "Netflix password?" (non-sequitur)
96. "Let's talk about [topic/idea]!"
97. "A [better/smarter/faster] way to [reach a specific goal]"
98. "Can I help you with [reaching a specific goal]?"
99. "Quick question regarding [project]"
100. "Hey [name], check this out"
101. "[Name], looking forward to seeing you at [event]!"
102. "Where do I even start?"
103. "Are you prepared to overcome [specific challenge]?"
104. "[Name], I need your advice"
105. "Have you been to [local establishment]?"
106. "Request to connect"
107. "Goodbye, [Name]"
108. "You missed it"
109. "Essential resources to help with [challenge]"
110. "Free to talk at [date]?"
111. "[Name] said we should connect"
112. "Let's cut to the chase"
113. "Have you solved your [challenge] yet?"
114. "You'll love this article, [name]!"
115. "I am the walrus!"
116. Warby Parker: "Uh-oh, your prescription is expiring"
117. JetBlue: "You're missing out on points."
118. Digital Marketer: "[URGENT] You've got ONE DAY to watch this..."
119. Digital Marketer: "Your 7-figure plan goes bye-bye at midnight..."
120. Digital Marketer: "[WEEKEND ONLY] Get this NOW before it's gone..."
121. Jersey Mike's Subs: "Mary, Earn double points today only"
122. Guess: "Tonight only: A denim lover's dream"
123. Grubhub: "Last Day To See What This Mystery Email Is All About"
124. Refinery29: "10 bizarre money habits making Millennials richer"
125. Digital Marketer: "Check out my new "man cave" [PICS]"
126. Digital Marketer: "Is this the hottest career in marketing?"
127. Thrillist: "What They Eat In Prison"
128. Eat This Not That: "9 Disgusting Facts about Thanksgiving"
129. Chubbies: "Hologram Shorts?!"

130. The Hustle: "A faster donkey"
131. Mary Fernandez: "? a surprise gift for you! {unwrap}"
132. Eater Boston: "Where to Drink Beer Right Now" (Sent at 6:45am on a Wednesday.)
133. OpenTable: "Licking your phone never tasted so good"
134. Groupon: "Deals That Make Us Proud (Unlike Our Nephew, Steve)"
135. The Muse: "We Like Being Used"
136. Warby Parker: "Pairs nicely with spreadsheets"
137. UncommonGoods: "As You Wish" (This is a reference to the movie The Princess Bride.)
138. Travelocity: "Need a day at the beach? Just scratch n' sniff your way to paradise..."
139. TicTail: "Boom shakalak! Let's get started."
140. Thrillist: "Try To Avoid These 27 People On New Year's Eve"
141. Baby Bump: "Yes, I'm Pregnant. You Can Stop Staring At My Belly Now."
142. Gozengo: "NEW! Vacation on Mars"
143. The Hustle: "Look what you did, you little jerk..." (This one is a hybrid curiosity/humor email. Here's what it says when you open it.)
144. Guess: "Don't wear last year's styles."
145. Fabletics: "Your Butt Will Look Great in These Workout Pants"
146. Jeremy Gitomer: "How Have You Progressed Since the Third Grade?"
147. Rapha: "Gift inspiration for the discerning cyclist"
148. La Mer: "Age-defying beauty tricks"
149. Pop Physique: "Get Ready. Keep the Pie Off Your Thighs Returns."
150. Rapha: "As worn in the World Tour"
151. Sephora: "Products the celebs are wearing"
152. Topshop: "Meet your new jeans"
153. Topshop: "Get a head start on summer"
154. HP: "Flash. Sale. Alert."
155. HP: "New must-haves for your office"
156. Seafolly: "A new product you won't pass on"
157. Guess: "25% off your favorites"
158. Rip Curl: "Two for two"
159. La Mer: "A little luxury at a great price"
160. Rapha: "Complimentary gift wrap on all purchases"
161. The Black Tux: "Get priority access."
162. "✓ 63-Point Checklist for Creating the Ultimate Optin Form"
163. Grow your email list 10X ✕ faster with these 30 content upgrade ideas"
164. Ramit Sethi: "How to email a busy person (including a word-for-word script)"
165. Digital Marketer: "Steal these email templates..."
166. Digital Marketer: "A Native Ad in 60 Minutes or Less"
167. Digital Marketer: "212 blog post ideas"
168. Pizza Hut: "Feed your guests without breaking the bank"
169. IKEA: "Where do all these toys go?"
170. IKEA: "Get more kitchen space with these easy fixes"

171. HP: "Stop wasting money on ink"
172. Sephora: "Your beauty issues, solved"
173. Uber: "Since we can't all win the lottery..."
174. Thrillist: "How to Survive Your Next Overnight Flight"
175. Guess: "Wanted: Cute and affordable fashions"
176. Evernote: "Stop wasting time on mindless work"
177. Duolingo: "Learn a language with only 5 minutes per day"
178. Nick Stephenson: "How you can afford Your First 10,000 Readers (closing tonight)"
179. Bonobos: "Hey, forget something? Here's 20% off."
180. Target: "The price dropped for something in your cart"
181. Syed from Envira: "Mary, your Envira account is on hold!"
182. Syed from Envira: "I'm deleting your Envira account"
183. Ugmonk: "Offering you my personal email"
184. Animoto: "Did you miss out on some of these new features?"
185. Pinterest: "Good News: Your Pin's price dropped!"
186. Unroll.Me: "⚠ Unroll.Me has stopped working"
187. Vivino: "We are not gonna Give Up on You!"
188. Guess: "Mary, check out these hand-picked looks"
189. Rent the Runway: "Happy Birthday Mary – Surprise Inside!"
190. Bonnie Fahy: "Mary, do you remember me?"
191. Kimra Luna: "I didn't see your name in the comments!?"
192. John Lee Dumas: "Are you coming?"
193. UrbanDaddy: "You've Changed"
194. Influitive: "So I'll pick you up at 7?"
195. James Malinchak: "Crazy Invitation, I am Going to Buy You Lunch..."
196. Brooklinen: "Vanilla or Chocolate?"
197. Sam from The Hustle: "I love you"
198. Ryan Levesque: "Seriously, Who DOES This?"
199. Jon Morrow: "Quick favor?"
200. Mary Fernandez: "you free this Thurs at 12PM PST? [guest blogging class]"
201. Mary Fernandez: "? your detailed results..."
202. "300% increase in revenue with a single optin + a neat growth trick from my mastermind!"
203. Revolution Tea: "Thanks for helping us"
204. Harry's: "Two razors for your friends (on us)"
205. Al Franken: "Yes, this is a fundraising email"
206. AYR: "Best coat ever"
207. Barack Obama: "Hey"
208. "[Company Name] Sales & Marketing Newsletter"
209. "Eye on the [Company Name] Update (Oct 31 – Nov 4)"
210. "[Company Name] Staff Shirts & Photos"
211. "[Company Name] May 2005 News Bulletin!"
212. "[Company Name] Newsletter – February 2006"

- 213. "[Company Name] and [Company Name] Invites You!"
- 214. "Happy Holidays from [Company Name]"
- 215. "Invitation from [Company Name]"