



Andrew

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One cold email can completely change your life.

Here are 10 ways to craft response-worthy subject lines:



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Your subject line is 80 cents of your dollar.

Here are 10 elements of response-worthy subject lines:

- Overcome Objections
- Out-of-this-world Idea
- Beginner Tips
- Time Frame
- Deep Desire
- Authority
- Timeliness
- Lists
- Negativity
- Curiosity

Let's cover each:



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OVERCOME AN OBJECTION

Boring:

How to use LinkedIn

Better:

How To Make Money On
LinkedIn

Best:

How To Make Money On
LinkedIn (without burning
yourself out)



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OUT-OF-THIS-WORLD IDEA

Boring:

I made breakfast

Better:

I made a massive egg sandwich

Best:

I made the world's largest egg sandwich (50 pounds!!!)



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BEGINNER TIPS

Boring:

How To Swim In The Pool

Better:

How To Swim In The Pool As A
Beginner

Best:

How To Swim Your First 800m
Without Stopping - Beginner
Swim Techniques



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GIVE TIME FRAMES

Boring:

I got lots of followers quickly

Better:

How I got 10k followers

Best:

10k Followers in 10 Days (MY
OPERATING SYSTEM!)



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HIT DEEP DESIRES

Boring:

How To Wake Up Early

Better:

How To Wake Up & Seize The
Day

Best:

How To Change Your Life In 4
Weeks



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RENT AUTHORITY

Boring:

Improve Your Presentations

Better:

How To Give A Good
Presentation

Best:

How To Present Like Steve Jobs
On His Best Day



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USE TIMELINESS

Boring:

Why people are unproductive at work

Better:

20 reasons people are unproductive at work

Best:

20 reasons "quiet quitting" is America's new epidemic



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USE LISTS

Boring:

Cool things you should buy

Better:

22 amazing things you should
purchase

Best:

The 22 BEST Purchases of 2022



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LEVERAGE NEGATIVITY

Boring:

Teslas aren't worth it

Better:

You shouldn't buy a Tesla

Best:

3 Reasons You Should NEVER
Buy A Tesla



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SPARK CURIOSITY

Boring:

Did you know low birth rates are an issue?

Better:

Low Birth Rates Worldwide Are A Problem

Best:

Why Elon Musk Says Low Birth Rates Are The Biggest Threat To Civilization



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Great subject lines get you up to bat more often.

If the subject line sucks,
no one's going to open your email.

If nobody opens your email,
nobody reads it.

If nobody reads it,
you don't make any money.

It's that simple...

... So work on your subject lines!

That's a wrap!

1. **Follow me here on LinkedIn** for more valuable content - I'm Andrew Mewborn ☀️

2. **Turn on the bell notifications in my profile**

