



144 Catchy Email Subject Lines Templates

Benefit Emails

How To [Desired Result] In [Timeframe]

EX: How to burn fat in 30min/day

What If You [Negative Result]?

EX: What if your conversion rates drop?

[Target Market]! Here's How To [Desired Result]

EX: Designers! Here's how to charge premium prices

The Most Common [Topic] Mistakes [Target Market] Make

EX: The most common dating mistakes men make

The Art Of [Topic]

EX: The art of gardening tomatoes

Cool [Topic] Trick [Desired Result]

EX: Cool content marketing trick doubles traffic

The Secret To [Desired Result]

EX: The secret to training your puppy

[Desired Result] Without [Negative Result]

EX: Read faster without forgetting what you read

How To [Desired Result] Even If [Objection]

EX: How to build muscle even if you're skinny

You, A [Desired Result]?

EX: You, a best selling author?

How To Avoid [Negative Result]

EX: How to avoid burnout

Are You Making These [Topic] Mistakes?

EX: Are you making these cooking mistakes?

Controversial Emails

The Death Of [Topic]

EX: The death of email marketing

The War Against [Topic]

EX: The war against meat eaters

The Great [Topic] Hoax Of [Year]

EX: The great fat loss hoax of 2017

The Truth About [Topic]

EX: The truth about the banking industry

My Problem With [Topic]

EX: My problem with email popups

My Big [Topic] Mistake

EX: My big copywriting mistake

Why I Hate [Topic]

EX: Why I hate social media

The Case Against [Topic]

EX: The case against the gig economy

The [Topic] Conspiracy

EX: The vegan conspiracy

The End Of [Topic]

EX: The end of America

[Topic] Armageddon

EX: Marketing armageddon

In Defense Of [Controversial Topic]

EX: In defense of crooked politicians

Authority Emails

[Authority's Name] [Topic] Secret

EX: Harry potters marketing secret

What [Authority Name] Says About [Topic]

EX: What Gary Bencivenga says about sales copy

[Authority's Name] Forgotten Secret

EX: Benjamin franklin's dog training secret

[Topic] Tips From [Authority's Name]

EX: Tennis tips from Roger Federer

[Institution's Name] [Topic] Secret

EX: Harvard's college acceptance secret

The [Topic] Secret [Authority's Name] Almost Took To His Grave

EX: The copywriting secret David Ogilvy almost took to his grave

The [Authority's Name] Method Of [Topic]

EX: The steve jobs method of public speaking

The [Authority's Nickname] Best [Topic] Secret

EX: The prince of print's best copywriting secret

[Topic] Secret Hidden Inside The [Source Of Information]

EX: Muscle building secret hidden inside tomb

Lost [Topic] Tip From The [Source Of Information]

EX: Lost stock trading tip from the bible

[Authority's Name] Prophecy

EX: Benjamin franklin's prophecy

[Topic] Secrets From [Authority's Nickname]

EX: Conversion secrets from the original copyhacker

Weird Emails

[Authority's Name] Shocked By [Unusual Thing]

EX: Gary vaynerchuck shocked by weird facebook ad

The [Topic] Nazi

EX: The texting nazi

[Topic] Lessons From A [Unusual Source]

EX: Graphic design lessons from a talking doll

Crazy [Target Market] [Desired Result]

EX: Crazy cubicle worker gets six pack abs

Encyclopedia Of [Topic] [Monster]

EX: Encyclopedia of copywriting monsters

[Monster] [Topic] Tips

EX: Sasquatch sales tips

[Topic] Secrets Of A(n) [Adjective] [Monster]

EX: Muscle building secrets of a sneaky Sasquatch

Easy Peasy, [Topic] Squeezy

EX: Easy peasy, deadlift squeezy

Crazy [Name] Tries To [Desired Result]

EX: Crazy Dan tries to get ripped

Deranged [Name] Does It Again

EX: Deranged Dan does it again

I Like [Adjective] [Topic] And I Cannot Lie

EX: I like easy recipes and I cannot lie

Warning For [Target Market] From The Future

EX: Warning for baby boomers from the future

Pop Culture Emails

One [Topic] Book To Rule Them All

EX: One dating book to rule them all

There's No Crying In [Topic]!

EX: There's no crying in fitness!

Need For [Topic] Speed

EX: Need for writing speed

Love The Smell Of [Topic] In The Morning

EX: Love the smell of copy in the morning

The First Rule Of [Topic]

EX: The first rule of dog training

Show Me The [Desired Result]!

EX: Show me the sales!

I Will Have My [Noun], In This Email Or The Next

EX: I will have my chocolate, in this email or the next

May The [Topic] Force Be With You

EX: May the fat loss force be with you

Silly Wabbit, [Topic] Is For Kids

EX: Silly wabbit, ecommerce is for kids

[Process To Result]. Or Do Not. There Is No Try

EX: Run. Or do not. There is no try.

You Merely Adopted [Topic]

EX: You merely adopted copywriting

And Thus, The 4th Age Of [Topic] Began

EX: And this, the 4th age of cooking began

List Emails

[Number] [Topic] Mistakes You're Making

EX: 7 fat loss mistakes you're making

[Number] Little Known Ways To [Desired Result]

EX: 5 little known ways to double sales

[Number] Hacks To [Desired Result]

EX: 9 hacks to clean out your computer

The Top [Number] Ways To [Desired Result]

EX: The top 3 ways to build your biceps

[Number] Secrets To [Desired Result]

EX: 7 secrets to double conversions

The [Number] Deadly Sins Of [Topic]

EX: The 7 deadly sins of copywriting

My [Number] Favorite Ways To [Desired Result]

EX: My 5 favorite ways to cheat on my diet

[Number] [Topic] Myths Debunked

EX: 11 content marketing myths debunked

[Number] [Topic] Fatalities

EX: 5 video marketing fatalities

[Number] Psychotic Reasons Why [Negative Result]

EX: 3 psychotic reasons why you're losing money

The Worst [Number] Ways To [Desired Result]

EX: The word 5 ways to get abs

[Number] Classified [Topic] Lessons

EX: 7 classified muscle building lessons

Contrast Emails

[Topic] Do's And Don'ts

EX: Muscle building do's and don'ts

From [Before] To [After]

EX: From fat to ripped

The David And Goliath Of [Topic]

EX: The David and Goliath of copywriting

[Desired Result] By [Takeaway]

EX: Big biceps by walking

[Topic] Secrets Of A [Disadvantaged Hero]

EX: Gold secrets of a one legged man

[Disadvantaged Hero] [Desired Result]

EX: Poor Romanian strikes gold

[Topic] vs [2nd Topic]

EX: Sales vs marketing

Happy To Have [Negative Result]

EX: Happy to have low conversion rates

[Disadvantaged Hero] From [Location]

EX: Short street fighter from Arkansas

[Disadvantaged Hero] Strange [Topic] Secret

EX: Ugly guy's strange dating secret

[Process To Action] This, Not That

EX: Eat this, not that

[Desired Result] With [Small Task]

EX: Get ripped with walks on the beach

Seasonal Emails

[Seasonal Figure] [Adjective] [Topic] Tip

EX: Cupids lovely dog training tip

[Topic] Tip From [Seasonal Figure]

EX: Sales tip from the easter bunny

Have I Got A [Season] [Topic] Tip For You

EX: Have I got a Christmas fat loss tip for you

[Adjective] [Seasonal Figure]'s [Topic] Secret

EX: Fat santa's muscle building secret

This [Season] [Topic] Tip Isn't For Everyone

EX: This new years real estate tip isn't for everyone

Secret [Topic] Tip For This Holiday Season

EX: Secret stock trading tip for this holiday season

Seasons Greeting From The [Disadvantaged Hero]

EX: Seasons greetings from an ugly pick up artist

[Season] Sucks For [Topic]

EX: Halloween sucks for email marketing

This [Topic] Email Is A Joyous Occasion

EX: This copywriting email is a joyous occasion

[Topic] Message From [Seasonal Figure]

EX: Men's style message from the grinch

[Seasonal Figure] And I Don't Get Along

EX: Cupid and I don't get along

[Topic] Advice For [Seasonal Figure]

EX: Fat loss advice for Santa Claus

Historical Emails

[Number Of Years] Year Old [Topic] Secret

EX: 2,000 year old filming secret

[Topic] Secret Hidden Inside [Old, Secret Location]

EX: CRO secret hidden inside of Aristotle's tomb

[Historical Figure]'s [Topic] Secret

EX: Cleopatra's dog training secret

[Topic] Secret From Ancient [Location]

EX: Fat loss secret from ancient Cambodia

Forgotten [Topic] Secret From The [Old Source Of Information]

EX: Forgotten muscle building secret from the dead sea scrolls

Forgotten [Topic] Secret From The [Time Period]

EX: Forgotten graphic design secret from the Renaissance

[Topic] Secret Hidden Inside [Old Source Of Information]

EX: Nutrition secret hidden inside of Buddhist manuscript

[Historical Figure] Discovers [Topic] Secret

EX: George Washington discovers stock trading secret

[Adjective] [Topic] Secret From The [Time Period]

EX: Weird jumping secret from the middle ages

[Number Of Years] [Old Civilization] [Topic] Secret

EX: 1,500 year old aboriginals running secret

[Topic] Trick Only The [Old Civilization] Knew About

EX: Fat loss trick only the Romans knew about

[Topic] Secret Unearthed From [Historical Figure's] Grave

EX: Copywriting secret unearthed from Constantin's grave

TV Shows & Movies Emails

[Celebrity] School Of [Topic]

EX: Bruce lee's school of self defense

The Pursuit Of [Topic]

EX: The pursuit of money

The Return Of The [Disadvantaged Hero]

EX: The return of the one legged golfer

The Beauty And The [Disadvantaged Hero]

EX: The beauty and the ugly pickup artist

[Topic] Reloaded

EX: Email marketing reloaded

House Of [Topic]

EX: House of muscle

Once Upon A Time In [Topic] Land

EX: Once upon a time in six pack land

It's Always Sunny In [Topic] World

EX: It's always sunny in cooking world

How To Get Away With [Desired Result]

EX: How to get away with being rich

True [Topic] Crime Story

EX: True dog training crime story

Secret Life Of The [Disadvantaged Hero]

EX: Secret life of the short street fighter

Masters Of [Topic]

EX: Masters of content marketing

Phrases Emails

You Wouldn't Know [Topic], If It Hit You In The Face

EX: You wouldn't know these chest exercises if it hit you in the face

Take The [Topic] World By Storm

EX: Take the dog training world by storm

You Can't Handle The [Topic] Truth

EX: You can't handle the persuasion truth

Chow Down On This [Topic] Email

EX: Chow down on this sales email

Forgive Your [Topic] Enemies

EX: Forgive your stock market enemies

[Negative Result] Makes The Heart Grow Fonder

EX: Low conversion rates makes the heart grow fonder

[Topic] Tip As Fine As Frog's Hair

EX: Copywriting tip as fine as frog's hair

[Topic] Tip Discovered Between A Rock And A Hard Place

EX: Stock market tip discovered between a rock and a hard place

Let's Keep This [Topic] Tip Off The Record

EX: Let's keep this youtube tip off the record

It's Not Over Until The [Topic] Lady Sings

EX: It's not over until the fitness lady sings

[Topic] In A Nutshell

EX: Snapchat in a nutshell

The Holy Grail Of [Topic]

EX: The holy grail of copywriting

Categories To Fill In:

[Negative Result]

[Topic]

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