

A top-down view of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard, containing the text "Subject Lines" in white. The background is a grayscale image of a desk with a laptop, a small potted plant, a pair of headphones, and a book.

# Subject Lines



**What is the  
purpose of a  
Subject Line?**

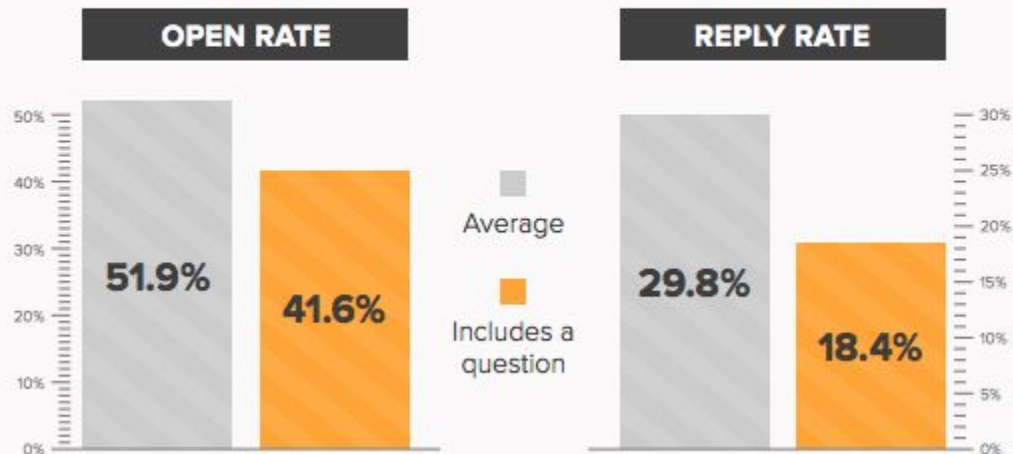
A person wearing a grey sweater is looking down at a smartphone. A large blue diamond is overlaid on the image, containing two numbered points in white text. The background is a blurred office or workspace.

**1. Increase Open  
Rate**

**2. Increase Reply  
Rate**

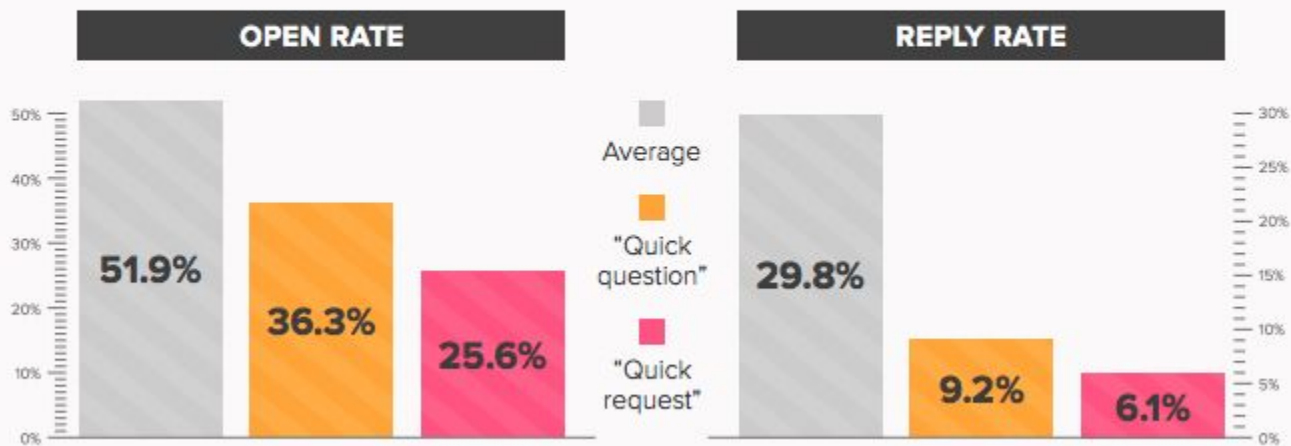
## Don't Do This:

### Subject line that includes a question



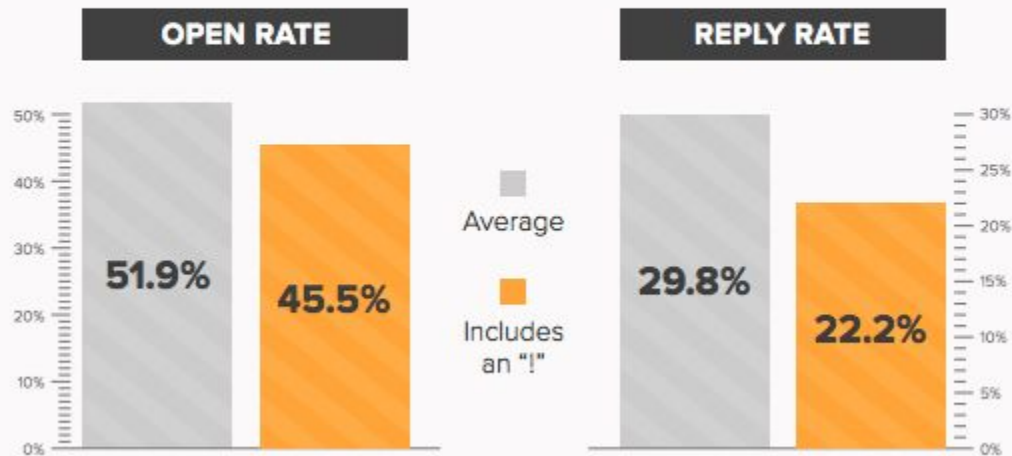
Or This:

Subject line that includes “quick question” or “quick request”



Other This:

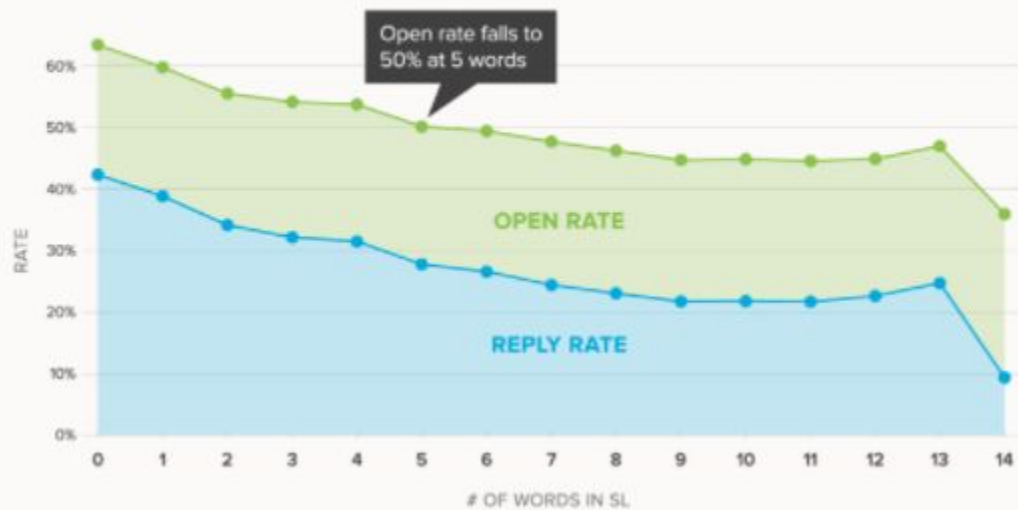
Subject line that includes an exclamation point





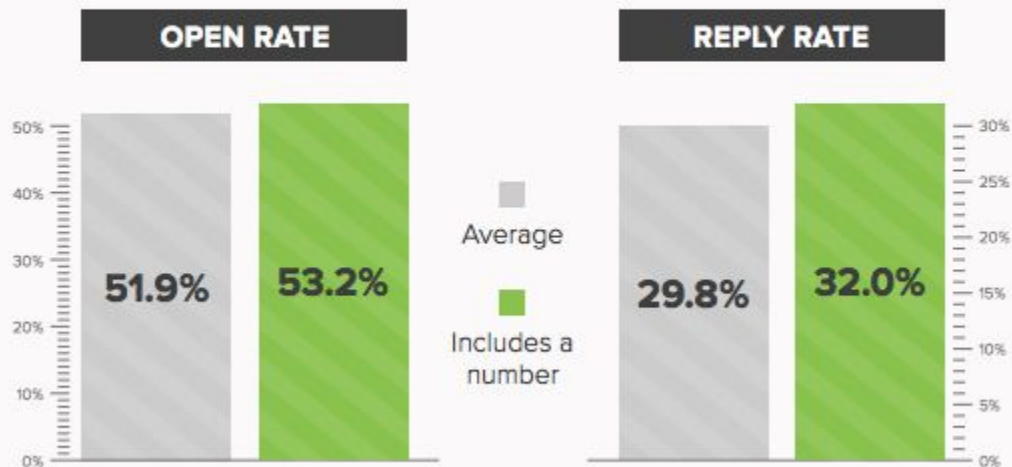
# Keep It Short

Subject line effectiveness decreases with each additional word



## Include Numbers:

Subject line that includes a number





## Other Good Words in Subject Lines

Word Used in Subject Line	Opens	Replies	Word Used in Subject Line	Opens	Replies
<b>call</b>	62.6%	35.1%	<b>intro</b>	61.6%	35.8%
<b>meeting</b>	60.5%	30.7%	<b>introduction</b>	52.6%	35.0%
<b>time</b>	59.5%	24.9%	<b>welcome</b>	65.3%	24.9%
<b>calendar</b>	33.1%	9.9%	<b>hey</b>	49.7%	18.6%



## Other Things That Work

- Use a Name
  - Your name or their name
- Use their company's name
- Refer to relevant competitors
  - Who are current clients
- Be A little Different
  - But not offensive or too salesy
- Use “Re:” on follow-ups



## My Go-To Subject Lines

- “Call with Elliot”
  - “Meeting with Elliot”
  - “Chat with Elliot”
- {Value add} like {similar client}
  - “Reduce Cost per Hire Like Facebook”
- {Value add} - {Company}
  - “Increase traffic to your site - Udemy”
- [blank]
- “This is a sales email”

A grayscale photograph of a person wearing a grey sweater, looking down at a smartphone held in their hands. A large, solid blue diamond is superimposed over the center of the image, partially obscuring the person's face and the phone. Inside the diamond, the text "Don't Forget to Get Personal" is written in white, sans-serif font.

**Don't Forget to Get  
Personal**