



Enjoy 99 of the most effective
and wildly-successful, Email Subject Lines
that helped us build multiple 6 and 7
figure businesses!

EMAIL HOOKS

Find more leads and increase your sales!

Message MastersTM

Marketing Made Easy | MessageMasters.ca

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Are You Ready?

It's time to start generating more leads, increasing your sales and enjoying more success. Of course, it's not going to come easy. It takes dedication, hard work and dare I say, a little bit of luck.

The good news is you've taken the first step by choosing this resource, "Email Hooks: 99 of the most effective and wildly-successful, Email Subject Lines!" These are the same email subject lines that we used to get more people to open our emails and helped us build multiple 6 and 7 figure businesses!

Half the battle in any email marketing plan is getting your target market (potential clients, customers etc.) to actually open your email blasts. To persuade more people to open your email, you need a "Hook."

A hook is something that will help capture your target market's attention and entice them to open your email. Without a proper "Hook" your email will undoubtedly fail to get opened and read, and will probably get deleted. That's not what you want in your email marketing plan.

Email Hooks: 99 of the most effective and wildly-successful, Email Subject Lines!, gives you the opportunity to put these wildly-successful, email subject lines to work for you in your email marketing plans.

J. Brett Abbey

President

<http://messagemasters.ca>

Introduction

Email Hooks: Enjoy 99 of the most effective and wildly-successful, Email Subject Lines that we've used to build multiple 6 and 7 figure businesses!

At Message Masters™ we have found that we consistently receive the most email opens with email subject lines that denote Curiosity, Negativity or a Benefit. That's why we've divided this eBook into two sections as follows:

- [Section 1: Our Tried and True, Top 15 Email Subject Lines](#)
In this section, we've included our very best email subject lines that helped us build multiple 6 & 7 figure businesses. We included short descriptions with each of these email subject lines to help you work these email subject lines into your specific business.
- [Section 2: Top Email Subject Lines](#)
In this section, we've included Eighty-Four (84) of the best email subject lines that we and several other top online marketers consider to be effective in email marketing campaigns. As always, we encourage you to edit these email subject lines to work for you in your business.

Table of Contents

SECTION 1

Tried and True, Top 15 Email Subject Lines	7
Curiosity-Inducing Email Subject Lines	7
Negative Email Subject Lines	9
Benefit-Oriented Email Subject Lines	11

SECTION 2

Top Email Subject Lines from Around the World	14
Teaser Lines	14
I Want That	14
Urgent, Act Now!	15
Curiosity	16
The Future	16
Problems and Fears	17
Quest for Knowledge	17
Numbers & Lists	17
Shock	18
It's Not About Us, It's About You	19

Section 1

Our Tried and True, Top 15 Email Subject Lines

Over the years, we have found that email subject lines that denote Curiosity, Negativity or a Benefit produce the most email opens. Below you will find 15 of our “**Tried and True, Top 15 Email Subject Lines**” that we’ve used to help us build multiple 6 & 7 figure businesses. These are not in any particular order. Please use these email subject lines as is, or edit and adapt them to your specific business and needs. Either way, we’re sure you will enjoy these attention-getting messages.

Curiosity-Inducing Email Subject Lines

Nothing drives curiosity more than asking a question. That's because, psychologically, people need to answer the question. In many cases, the reader already thinks they know the answer, and your email subject line is merely feeding their need for affirmation.

In our case, curiosity was one of our biggest factors in achieving extraordinary open rates. Of course, you have to ensure that your email content answers the question for the reader. For example, if you say, "Are you Ready?" in your subject line, you might follow that up with "Are you ready to stop the pain from (whatever their problem is). Here are some curiosity-inducing email subject lines that have worked extremely well...

Are you...?

Fill in the rest of the question with something that pertains to your specific target market. We once used the email subject line, "*Are you ready?*" which drove people to open the email to find out what they might be ready for. If you're a business consultant, you could ask, "*Are you going to keep losing business?*" In an email targeted to employees, we once used the line, "*Are you tired of making your boss rich?*" Can you imagine how many people opened that email? We can!

Did you see this?

Whatever your product or service is, this line can help you increase your open rates. People generally don't want to miss out on anything, so they are curious and more inclined to see what "this" is. For example, if you're a life coach, you could use this email subject line to entice people to open your email, especially if your email content talks about helping people achieve their goals. This email subject line will work with any product or service and can help you get people to open your emails.

Do you want (reward)?

All you have to do here is drop in the "reward" people are looking for at the end of this email subject line. So if you're a real estate agent, you might say, "*Do you want to sell your house quickly?*" If you're a business consultant, you might say, "*Do you want 10 new clients, now?*" Once you make someone curious, they will be driven to open your email to find out how they can reap the reward. We used a similar email subject line that worked extremely well. All we said was, "*Do you want this?*" People opened the email, curious about what they might receive.

How ...?

We used the email subject line, "*How much do you want?*" in an email campaign that was targeted to companies that wanted to do business with China. In the preview window, readers saw, "The Billion dollar Chinese market is now open for business." Combine that with "*How much do you want?*" and it's easy to see how our servers overloaded with people trying to open this email and get to the website. You could use a similar strategy by asking, "*How much do you want to earn this year?*" Or "*How fast can you get to 100K in sales?*" Remember, curiosity will drive people to open your email.

What...?

The “what” line opens up hundred’s of possibilities for you. You could ask, “*What do you need today?*” Or “*What is your biggest pain?*” People love to talk about their needs and problems. So offer them a chance. This is a great example to use when you need to assess what your email list needs or wants from you. You could ask, “*What is your biggest problem with getting new clients?*” Once you hear back what their problems are, you can create content, a webinar or a paid course to address those problems.

Negative Email Subject Lines

Many people will tell you that people don’t like negative things and only positive email subject lines work. In our years of experience, we’ve found the opposite to be true. We learned that when you use a negative email subject line, it allows you the opportunity to provide a positive message in the content of your email.

For example, if you were selling webinars, you could say, “*Do not do a Webinar!*” in your email subject line. This will make readers curious and they will want to know why not. Then, in your email content you can say, “*Do not do a Webinar unless you’re prepared to get 20 new clients this week.*” Here are some negative email subject lines that turned out to be very positive...

Jane, don’t open this email!

Have you ever been told to not do something? What’s the first thing you want to do? That’s right! Now you want to open it even more. This line drives curiosity, especially when you use a person’s name. Of course, make sure your email content turns this negative into a positive and show how your product/service will help them.

Ignoring this email is like throwing away \$100

Let's say you are offering a \$100 discount (or whatever discount you choose!). You can easily send out an email with the subject line saying, "Get \$100 off!" The problem with this is everyone says it that way. You need to be different, stand out and get noticed. That's why you might want to take a more negative approach and say, "Ignoring this email is like throwing away \$100." Which email subject line would entice you to open the email? This can be a very successful line to use.

You don't want to see this

We used this line in a campaign for coaches and our open rates shot up like crazy. Why? People don't like to be told what to do, and the more you tell them, the more they'll want to do the opposite. In the email, we talked about the success that other coaches were experiencing and said if you're not getting the same success, you probably don't want to see this. We also let them know that if they want to be like these other coaches and enjoy more success, then contact us. And they did. See how a negative can turn out positive?

Your Presentation Sucks

This email subject line achieved one of the highest open rates from any email campaign. Why? Probably, because most business professionals who present to potential clients and don't get the business, are always left wondering why. Did they do a terrible job in their presentation? Did they talk too fast? So when you tell them, "Your presentation sucks" they definitely want to know why. And many opened our email to find out. Of course, we did get one respondent who replied to our email and said, "Your email sucks!" Obviously, you can't please all the people all the time.

I know what you did wrong

Here's a creative little line that we used to entice readers to open a follow up email. Wouldn't you want to know what you did wrong? In this case, when people opened the email, we explained to them that what they did (wrong) was not follow up on the other 2 emails we previously sent them. And that is why other entrepreneurs who did reply to the previous emails are now showing sales increases of over 30% and more! Most marketers don't bother with people who don't respond to an email campaign, and end up leaving money on the table. Always follow up!

Benefit-Oriented Email Subject Lines

As a professional copywriter and creative marketing director for many years, J. Brett Abbey knows how to emphasize benefits over features. If someone wants to lose weight, you don't talk about a diet. No one cares. But if you can talk about the benefits of losing weight, more people will be interested. For example, the benefits of losing weight include, my clothes will fit better, I'll be more attractive, healthier and I'll feel better. Think of it. Which email subject line would entice you? A Feature oriented line that says, "Great Writing Course with Online Modules" or a benefit oriented line that says, "*Write a Blockbuster in 30 Days!*" Here are some benefit-oriented email subject lines that brought some amazing benefits...

Get 10 clients in 10 days!

Tell your prospects exactly what they are going to get with your product or service. Don't make the mistake of telling your prospects what your produce or service does, how it works or what you care about. Prospects only want to know what they will get from using your product or service. In this case, they will want to know how to get 10 clients in 10 days and will most likely open your email. Then your email should go on to clearly tell them how. In this example, you can substitute "10 clients" for whatever your prospects want, need or wish for.

Earn money while you sleep

We sent this email subject line to people interested in online selling and received a “whack” of replies. Why? People love to make money, especially when it takes no effort of their part. We explained in the email that by creating online products and developing an automated system, you could be selling items around the world, even while you’re sleeping. Adjust the line as you see fit with your business. For example, you could say, “*Earn \$1,200 in your pajamas.*” Use whatever dollar figure works with your business. You get the idea! Remember! Be different. Stand Out. Get Noticed.

Master your presentations

We know that most people who are afraid, nervous or dread giving a sales presentation, want to get better. So we created this email subject line that offered people a benefit they wanted. We also created another email subject line that said, “*Present like a Master.*” Both lines were very successful as they entice people to open the email to find out how they can achieve this wanted benefit. As always, edit this line to work with your business. You could say, “*Master your Marketing*” or “*Coach like a Master.*” Simply insert the word(s) that work with your prospect’s needs.

Become a (field) expert

Who doesn’t want to become an expert in their field? This is a line that will entice many prospects to want to know how they can become an expert in their field. And if your product/service can help them achieve that goal, then they will open your email. Obviously you can adjust the “field” to whatever type of expert your prospects desire. For example, if you’re selling a gardening book or course, you could say, “*Become a Gardening Expert.*”

0 to 100k in 60 days.

Nothing moves people like money. One of the greatest, motivating forces is and always will be money. It's a benefit that many people desire. However, today you need to be careful. Using the word money in your email subject line could trigger many anti-spam filters. They hate words like "money" and "free" in a subject line. Better to use words that suggest money, than the actual word itself. You can adapt this line to your specific business. For example, If you're selling a book course about ways to make money, you could say, "*10 ways to 100k in 100 days*" (or whatever).

Section 2

Top Email Subject Lines

All great copywriters and online marketers maintain an extensive file (some call it a “swipe file”) of great Email Subject Lines. These ready-to-go lines help to inspire writers and help them break through moments when they are at a loss for words. You should do the same. These additional 84 Email Subject Lines are ones that we and other top online marketers (who send millions of emails per year!) have enjoyed. As you will note in the Email Subject Lines on the pages that follow, curiosity is still and always will be, the greatest motivator. Enjoy...

Teaser Lines

A teaser email subject line reveals little about your actual product/service, but let's your audience know that something is coming. So, keep them guessing and they will want to know what's going to happen. Try any of these teaser lines...

- The (insert date, eg. 24th) is your day
- Next week will be too late
- This (insert day of week), you'll see...
- On (insert date), say goodbye to (insert problem) e.g. your boss
- Your future starts today

I Want That

People want things. And if you can provide the things they want, they'll gravitate to you. Be sure to develop a list of possible needs, wishes and wants of your potential clients. Then use some of these captivating email subject lines to capture your potential clients' attention with things that they want. Where you see the word “(insert)” in the brackets below, simply insert the word or words that tie your product/service to your readers needs, wishes or wants.

For example, in the line “*Who else wants to (insert),*” depending on your target market, you could insert any of the following:

For entrepreneurs ... *Who else wants to make money?*

For financial advisors... *Who else wants to retire early?*

For health/wellness coaches ... *Who else wants to live life longer?*

Have a look at these “*I Want That*” type lines and adapt or edit them to work for you in your email marketing.

- Who Else Wants to (insert)?
- Want to (insert) sooner?
- Best (insert) for under (price)!
- Finding Your Perfect (insert)
- Have a (insert) you can be proud of
- Plan your Perfect (insert)
- Enjoy your (insert) now
- Make a Fortune with a Foolish Idea
- Get the money you deserve
- Get (insert) in Half the Time
- Enjoy more (insert) with less effort
- Finding Your Perfect (insert)
- Get your (insert) now
- Steal our best (insert)

Urgent, Act Now!

Urgency can help people react to your email. When you combine urgency with a little curiosity, you can increase people’s response. That’s because people will be curious and want to make sure they don’t miss anything important. Try these 9 Urgent type Email Subject lines...

- Don’t miss THIS!
- Today Only! Don’t miss out!
- If you miss this...
- Tomorrow is too late for you...
- FLASH SALE: (insert %) Off sale ends...
- You have one last chance...
- THIS disappears at midnight!
- One day left to get your (insert)
- You’re about to lose...

Curiosity

Curiosity is one of the most effective ways to get people to open your email. As human beings, we are hard-wired with a strong desire to want to know or learn something. If your email subject line induces curiosity, your prospects will be driven to open your emails. Try these 24 “Curiosity-Inducing” Email Subject Lines...

- We're waiting for you...
- What your friends are saying.
- I made you a video...
- Can you (insert) at your age?
- What are you doing this weekend?
- Would you do this...?
- You don't win if you don't play
- Are you missing one of these?
- I didn't believe it, until...
- Is your marketing (insert)?
- Why does everyone want this?
- How does this guy do it?
- Don't Open This Email
- The (insert) is coming...
- Tired of Making Your Boss Rich?
- Have you ever seen this?
- I LOVE this thing!
- One for you, One for me.
- Does this suck?
- (insert %) higher (insert) using THIS...
- Can your (insert) be saved?
- Look what happened when I...
- Don't forget I told you so...
- I give THIS my highest recommendation

The Future

People look to the future all the time. They plan their business strategies, plan their lives and most of all plan for success. Use your email subject line to tap into people's future success. Give people an idea of what's in store for them (if they use your product or service), and they will be more inclined to open your email.

- Next year will be your year
- In 6 months, you'll see...
- Your future begins with this...
- How (insert) will impact your future
- It's a rags to riches story...

Problems and Fears

Your prospective clients have problems and fears. Subsequently, they are looking to solve their problems and reduce their fears. If you can address those issues in your Email Subject Line, chances are good that you'll also entice them to open your email looking for a solution. Try out these enticing email subject lines...

- How to beat the fear of (insert)
- How secure is your (insert)?
- (Insert) Do's and Don'ts
- Don't even think about doing this!
- How to Look and Act (insert)
- What Your (insert) is Not Telling You About (insert)
- Do NOT sell anything without this...
- Are you afraid of (insert)
- The Biggest Dangers of (insert)
- Finally, a solution to (insert)
- Get rid of your (insert) once and for all

Quest for Knowledge

People love to learn new things and keep up to date with the world around them. Use these simple "quest for knowledge" type email subject lines to entice people to open your emails more often.

- Great News: (insert) works!
- The real truth about (insert)
- How to Spot a Fake (insert)
- New (insert) drives demand
- Heard the news about (insert)?
- The Secret of successful (insert)
- What you need to know about (insert)
- (Insert \$) from a dead list!

Numbers & Lists

Some studies suggest that our brains are drawn to digits. Perhaps that's why so many top 10 lists are so successful. Incorporating numbers into your subject line can take advantage of this attraction to numbers and entice your prospects and clients to open your emails.

Try out these “numbers and list” type email subject lines. Adapt these lines to your target markets by inserting the word or words that will work best for your needs. Can you think of another list that would work with you email marketing?

- Don't make these 7 (insert) mistakes
- 10 (insert) Facts You Need to Know
- 10 ways to use your (insert)
- Top 10 Tips for hassle free (insert)
- (Insert Number) Reasons Why You Should Use (insert)

Shock

At Message Masters, we once sent out an email that said, “Your Presentation Sucks” and we received the highest number of opens to date. It was phenomenal! Of course, one person (out of thousands!) replied, “Your email sucks!” So, use shock type email subject lines lightly. And make sure you explain in your email why something sucks and how your product or service can help. Always turn a negative into a positive.

- Are You Crazy?
- Your (insert) Sucks! Here's why...
- You Can't Do That

It's Not About Us, It's About You!

The golden rule in messaging is "It's not about us, it's about you." That's a rule you should always follow when creating any of your marketing or sales messages, including your email subject lines. To be effective, you simply have to develop a list of your prospects' needs, wishes and wants and create messages that can fulfill their needs, realize their wishes and deliver what they want. To learn more about Message Masters™ and how to create effective marketing and sales messages, we welcome you to keep in touch with us.

Message Masters™

Message Masters™ is a marketing communications consultancy led by J. Brett Abbey, that helps you generate more leads for your business, increase your sales, and get business to come to you. See for yourself how you can change your marketing and sales messages and ultimately change your success.

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Whois J. Brett Abbey

J. Brett Abbey is an award-winning speaker, author and messaging expert that helps you generate more leads for your business, increase your sales and enjoy greater success by showing you how to create the right message, to the right person the right way - and present it effectively. Learn how to get business to come to you!

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