

# THE 8 SUBJECT LINES THAT WILL GET YOUR EMAILS OPENED CHEAT SHEET

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## Introduction

The humble subject line might only be a few words, but it is actually one of the most important pieces of content we create in our email marketing.

If we don't get people opening our emails, we don't get people reading our emails and engaging with us and clicking through to our offers and buying our stuff - so they are a very important piece of the puzzle.

Getting even a small bump in open rates for your emails puts so many more people into your marketing efforts. So, getting those subject lines working is really a high leverage activity. Make just a few tweaks and you could have a big impact on your bottom line.

## So how do we do that?

There are 8 Types of Subject Lines you can use as inspiration for writing an effective subject line (think of your subject lines like the "headlines" for your emails).

And we've outlined them here for you in this Cheat Sheet, along with some real-life examples.

You can think of this like a go-to checklist you can use if you're writing your emails and looking for ideas for your subject lines.



Suzi Dafnis & Michelle Falzon

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## Email Type 1

### The Benefit Subject Line:

Lead with a benefit – something that will solve a specific problem or help people achieve a specific goal.

Examples:

**Derek Halpern**

These 5 little words can help you achieve anything

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**Sparkol**

These 8 sales tips will transform your presentations

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**Ryan Levesque**

The #1 thing to take control of your business

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**Justin @ Lucrative Luminary**

Sell Your Premium Package Online (best practice)

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**Suzi Dafnis — HerBusiness**

[Member Updates] Build authority, market your business and reach new audiences through podcasting.

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**Suzi Dafnis — HerBusiness**

[HerBusiness News] 3 Ways to Springboard Your Marketing Results |

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**Suzi Dafnis, HerBusiness**

Want to knock your video and on-stage presentations out of the park?

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**Suzi Dafnis - HerBusiness (formerly Australian Businesswom...**

4 Words That Will Change Your Marketing Results

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**Suzi Dafnis - HerBusiness (formerly Australi...**

Act on Your Ideas to Build Your Confidence + 3 Strategies to Help You Love Your Numbers

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## Email Type 2

### The Urgency Subject Line:

Great to use as you get closer to a deadline. Use sparingly (everything can't be urgent!).

Examples:

#### Fuzzy Yellow Balls

Closing: 2-for-1 deal

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#### Jon Loomer

LAST CHANCE [Free Workshop Today]

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#### Suzi Dafnis - HerBusiness (formerly Australia... 28/12/16

I only do this once a year... Inbox - We Are Content

I only do this once a year... Want to view this in your web

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#### Suzi Dafnis - HerBusiness (formerly Australia... 30/12/16

Early Bird Expires Tonight! Inbox - We Are Content

Early Bird Expires Tonight! Want to view this in your web browser? Click here Dear Michelle, This Summer, I'm so

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#### Suzi Dafnis, HerBusiness (formerly the A...

Free Webinar TODAY at 11am – Last Chance, Michelle – Finally Get Your Sales System Working

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#### Suzi Dafnis - HerBusiness (formerly...

Your \$59 Gift is almost gone, Michelle

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## Email Type 3

### The Curiosity Subject Line:

Use open loops, half-finished ideas, questions or other approaches to get people curious about what's inside your email.

Example:

#### **Mastin Kipp**

Is this what's been missing? Might just be...

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#### **Dymphna Boholt**

To: Michelle Falzon

Are mortgage brokers the weakest link?

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#### **Suzi Dafnis - HerBusiness (formerly...**

Overwhelmed, Michelle?

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#### **Suzi Dafnis - HerBusiness (formerly the Aus...**

Is this what's missing from your marketing, Michelle?

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#### **Suzi Dafnis - HerBusiness (for...**

Maybe this will help?

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#### **Suzi Dafnis - HerBusiness (formerl...**

I recorded this for you, Michelle

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## Email Type 4

### The Social Proof Subject Line:

Showing examples, case studies, stories and other evidence of social proof in your headline is a powerful way to get your emails opened.

Examples:

#### Pixel Studio FX Members

Simple Video Reveals the \$25k Case Study

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#### Phil Anderson, Lifecorp

Jon's Story – sound familiar?

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#### Hot Property News

To: Michelle Falzon

(Amazing story) How Felicity paid of her mortgage in record time

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#### Christian Mickelsen

To: Michelle Falzon

[Case Study] A Real Life Super Hero...

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## Email Type 5

### The Story Subject Line:

People love stories. And when you can start your story in the subject line you will get people wanting to read on and open your email.

Examples:

#### Jeff Walker

T-bone steaks, unicorns, and finding great partners for your business...

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#### Jeff Walker

I lost the Christmas Tree!

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#### Suzi Dafnis, HerBusiness (formerly Australian Businesswome...

The day my business was almost over before it really began

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#### Suzi Dafnis - HerBusiness (formerly Australia... 20/12/16

The Day I Started My Business      Inbox - We Are Content

The Day I Started My Business Want to view this in your web

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#### Suzi Dafnis - HerBusiness (for...

The back story around why we did this... (and why I think it's one of the best things we've EVER done)

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## Email Type 6

### The Passion/Personal Subject Line:

This is where you share something you are passionate about - it could be something you believe in, something you're excited about, or it could even be a "rant" where you speak about something that's happening in your industry you don't agree with or a challenge you see people facing.

Examples:

**Melanie from Canva**  
Why I started Canva

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**Lisa Sasevich**

To: Michelle Falzon

[Kinda Personal] Just Want to Say Thank You...

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**Suzi Dafnis — HerBusiness**

[Member Updates] I gulped before I could share this with you.

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**Suzi Dafnis - HerBusiness (formerly...**

What Leona Edmiston taught me about "running my own race"

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**Suzi Dafnis, HerBusiness (formerly Austral...**

A Personal "Behind the Scenes" Story

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**Suzi Dafnis, HerBusiness (formerly t...**

Why Networking Is "Icky"

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**Suzi Dafnis, HerBusiness (formerly Australian...**

Why Failure is in the Eye of the Beholder

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## Email Type 7

### The News/Publisher Subject Line:

This is when you curate news or provide updates that will be useful to people in your industry. You act like a newspaper or other publisher might.

Examples:

#### Porfolios Team

To: Michelle Falzon

Interest rate update from Porfolios Team

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#### Knowledge Source (Jon Giaan)

To: Michelle Falzon

2016 Property Trend Prediction

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#### Suzi Dafnis — HerBusiness

It's here. Announcing the 2017 Businesswomen's Hall of Fame.

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#### Suzi Dafnis — HerBusiness

[HerBusiness News] 70% of business owners who do this one thing will survive in business twice as long as those who don't

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## Email Type 8

### The How To Subject Line:

This is one of our all-time favourite subject line types! If you are ever stuck... add a How To subject line!

Examples:

#### Eben Pagan

How to create a "truly irresistible offer"

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#### Fuzzy Yellow Balls

How to turn a close doubles match into a blowout (by the numbe

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#### Mat at Help Scout

How to integrate live chat into your customer support

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#### Jon Morrow

(New post) How to Write Faster: 10 Crafty Ways to Hit 1,000 Words Per Hour

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#### Suzi Dafnis - HerBusiness (formerly Australian B... 4/1/17

How to NOT Burn Out in 2017

Inbox - We Are Content

How to NOT Burn Out in 2017 Want to view this in your web



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**Suzi Dafnis - HerBusiness (formerly Australia...** 28/12/16

A few tips for the New Year Michelle Inbox - Gmail

A few tips for the New Year Michelle Having trouble viewing this email? Click here Dear Michelle, With more than 170+

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**Suzi Dafnis - HerBusiness (form...**

Here's How to Get to Your Best Month Ever, Michelle.

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**Suzi Dafnis - HerBusiness (formerly Au...**

How to Live a Good Life + 3 Simple Rules for Setting a Startup Budget

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**Suzi Dafnis — HerBusiness**

[Member Updates] How to Create More Time In Your Business

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**PODCAST**

