

# 31 Sucky Email Subject Lines That Still Get People Reading

**Congratulations!** You were given this short report by either myself or by someone cool who's looking out for you! Feel free to pass it along to anyone you think can benefit from this info, as this report comes with free giveaway rights!

## About The Author

Hey, I'm Stuart Stirling!

I got my start in internet marketing in 2006 after moving from Australia to Japan, where I currently live with my wife and three kids.

The idea of being able to run a business from anywhere in the world, and be my own boss, is what got me hooked on creating internet businesses. I have several websites in various niches, including sites and products teaching how to do what I do, which this ebook is one of. I love helping others get started and

succeeding. For any questions or comments, please contact me here:

[www.StuartStirlingSupport.com](http://www.StuartStirlingSupport.com)



## Introduction

In my years of studying and using email marketing, there are a few things I've learned about writing emails that get opened, read and responded to.

Before I give you the 31 subject lines, here are a few things to remember about email marketing and your email subscribers.

Email marketing is more than just sending single, alien emails. What I mean by that is sending impersonal, random emails, with no congruency doesn't work. Think of email marketing as an ongoing conversation - spread out over weeks, not just a one-day at a time blast away session. Because all that achieves is blasting subscribers off your list, or worse yet, have them ignore and bin your emails. Engagement is where the email marketing magic lies. Because, people connect with people, not words on a white page.

More important than the subject line is who the email is coming from. Think, if you got an email from your best friend, do you even care what the subject line is? No, you open that email anyway and hope it's actually from him and not a spoof email! Damn hackers!

The 'best friend' kind of relationship is what you really want to aim for with your email list, but it's hard when you're just a person behind a computer screen. But what we email marketers can do is engage with our readers by conversational type emails. This is the next best thing to connect with someone you've ever met in real life. If you have a conversation going, then it really doesn't matter what you write in your subject line. If they get to know you, and you're telling a good story and have something for them to look forward to, then they'll open your emails.

So now that you know that email marketing works best when done with a long-term view, there are several different ways to engage with your readers.

Remember that your readers are real people. They're not numbers. They're human. They react to things in a human way. But luckily for marketers,

human behavior is somewhat predictable. That's how and why marketing works. Depending on the result we want from our readers, we can adjust our marketing to create that desired result or reaction.]

## **The different ways we can engage:**

- Tell a story to build rapport.
- Tell a joke to make them like you.
- Ask a question to show you're looking out for them.
- Get them to reply to engage.
- Teach them how to do something to show them you're an expert.
- Admit you're not perfect but you're doing the best you can, so they can relate.
- Be someone they can rely on, like a true friend.
- Keep your word.
- Run a contest to give back.
- Give away a free doodad.
- Run a challenge to deepen your relationship.
- Do an honest review of a product.
- Share a case study.
- Share a negative review.
- Share your failure.

And the list goes on. You're only limited by your imagination. The key here is to be human.

So before you write the email, think 'what is the purpose of my email? how do I want to engage? what reaction do I want to get from them?' The answer you arrive at will depict the style of email that you write.

When it comes time to write the subject line, I generally use one of three styles of subject lines. Of course, I like to mix them up, and where I can, add in some humor or something to throw them off guard.

1. Curiosity builders
2. What you see is what you get
3. Are you in or out?

## **Curiosity**

By nature, humans are curious about what's going on in the world. It's why we get glued to the TV news (which is one of the worst ways to spend your time in my opinion). It's why we pay to see what's behind the curtain.

It's easy to pique someone's curiosity. You give them a taste. You give them a sneak peek. You tell half the story. They will naturally want more. Apply this to your email subject lines.

## **What you see is what you get**

Not much science in this one. You just tell them what's inside the email right in the subject line. But if you've already told them that this was coming, and built anticipation for it, they're going to open it.

## **Are you in or out?**

Most of the time (but not every time) you'll be asking your readers to take some sort of action inside your emails. Now, never will you get 100% of your readers to take action. Not even the world's best copywriter can convert 100% of their target audience. But using urgency in your emails helps a lot! So I like to give them a reason and incentive to take action. I ask them straight out. Are you in or are you out? You need to act today, or you miss out. This gets those fence-sitters to jump one way or the other.

So here you go, the 31 sucky email subject lines split into 3 categories of style that I use.

## **“Curiosity builder” emails**

1. hey
2. Thank you
3. I’ve never told this to anyone before...
4. How to \_\_\_\_\_ like \_\_\_\_\_ (insert famous person here)
5. The truth about \_\_\_\_\_
6. Tomorrow
7. I screwed up
8. Can you help me?
9. Bad news (I stole this from Frank Kern)
10. Wow!
11. What I learned after \_\_\_\_\_ (insert something challenging you did)
12. yo, dude
13. OMG this is nuts!
14. Heads up!
15. Have you heard the story about \_\_\_\_\_ ? (insert story title here)

## **“What you see is what you get” emails**

16. It’s here!
17. Today is the day!
18. Come and get it!
19. The wait is over!
20. Cart now OPEN!
21. We are LIVE!

## **“In or out?” emails**

- 22. Are you in or out?
- 23. Can I get a yes or no?
- 24. Last day for \_\_\_\_\_ (insert offer here)
- 25. Have you seen this yet?
- 26. What happened?
- 27. Last chance
- 28. Gone tomorrow.. (better hurry!)
- 29. I don't want you to miss out
- 30. Reminder about \_\_\_\_\_ (insert offer here)
- 31. Is this goodbye?

As you can see, these email subject lines are the type of subject line you could see from your friend or family member. They are real. They're not hypey. They're quite 'normal' but like I said in the beginning, email marketing is all about connection and engagement - having a continuing conversation. And when you can incorporate and mix up the 3 different styles, you will be able to keep your readers engaged and taking action!

Now go out there and engage! Good luck and keep it real!



Stuart Stirling

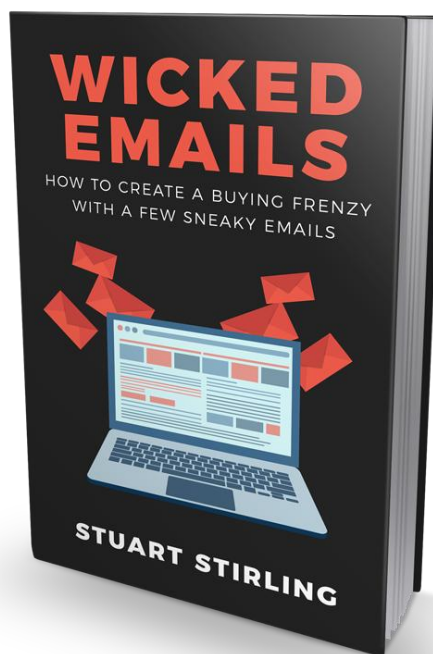
**\* More Highly Recommended Reading \***

(scroll down)

If you think this report was good, just wait until you see what's inside my other ebook, "Wicked Emails" in which I share a sneaky and very powerful marketing strategy, proven to create huge demand and a sales frenzy with just a few emails.

**WARNING: DANGEROUS IN THE  
WRONG HANDS**

- A simple, yet highly powerful persuasion formula for increasing engagement and response with your readers
- Works in any niche
- Turn your unresponsive list into raving fans
- Create massive demand and sales for any product or service



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