

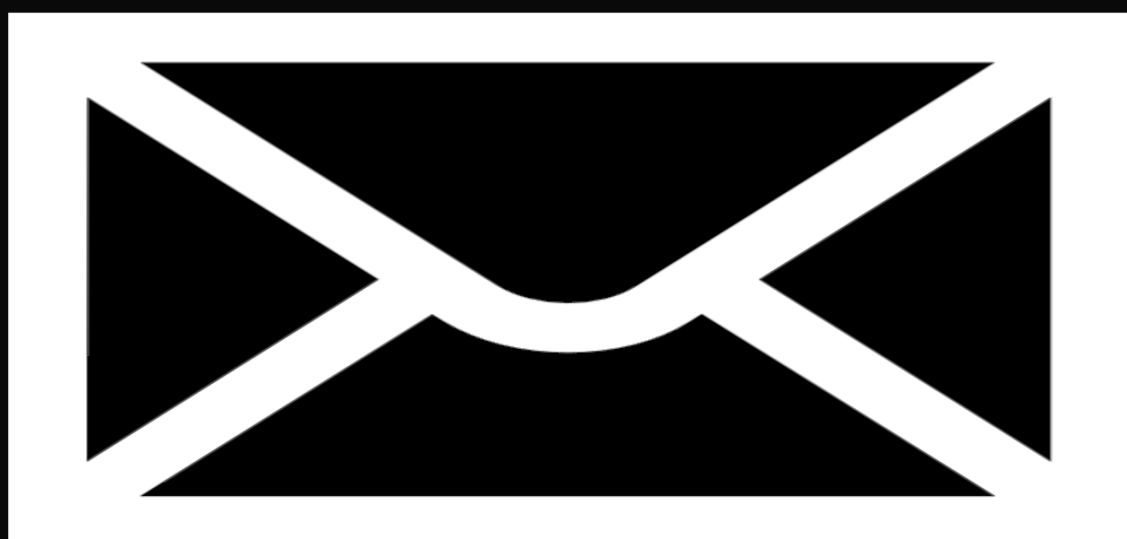
HOW TO WRITE ENGAGING SUBJECT LINES

THE

EMAIL

PRESTIGE

SUBJECT LINES



THE UNCENSORED, DOWN & DIRTY APPROACH
TO WRITING JAW-DROPPING EMAILS

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A **quick and dirty** core principle to follow, is to go look at what most people teach you about subject lines; ignore everything they say, and seek out alternatives. Surely that's the best way to get attention without looking like everyone else.

I could easily **regurgitate** and bang on about all the *different* methods and tactics for creating subject lines, yet you know what? It would be a complete waste of both of our times. Just type "*subject lines*" into Google and you'll be presented with a *slew* of different tactics and strategies for creating them.

Some say short subject lines work better than long ones.

Others tell you the opposite.

You'll be told to never use the word **FREE** in a subject line because of spam filters, and yet, I guarantee you'll see plenty of subject lines inside your "*primary*" inbox with the word **FREE** being used.

Some tell you to never use **ALL CAPS**, yet again, that's nonsense. I see it all the time being used without problems. *Personally I wouldn't use ALL CAPS myself, simply because I think it looks very "spammy".*

If you have gone through the main guide in this training, you already know the *importance* of getting attention, yes? And the attention we're after is "*unique*" attention; not regurgitated hyped up nonsense being used by everyone else.

We want to stand out in the right way.

And believe me, the best way to do that without coming off like a **slimeball** marketer, is to *ignore* what *almost* everyone else is doing, and better yet, do the things everyone else is *afraid* to do.

Write with personality, confidence and enthusiasm.

Subject lines in this regard, are no different than writing emails that engage, shock and snap people out of their nap.

Yes. We want our subject lines to get attention, yet we also want to avoid all that **regurgitated crap** everyone else is told to do.

Rather than seeking out what worked for this person and that person, all we have to do is **NOT** play their bland, boring and mundane subject line writing game.

Polarising is at the heart of everything we've discussed in this training so far, why would it be any different with our subject lines?

It wouldn't.

It isn't.

Keep in mind, open rates are relative. Don't listen to people *claiming* high open rates. It means nothing! If you have 1000 people on your list and your open rate is 10%, that *essentially* means you have 100 people opening your emails at any given time.

Now, let's say you decided to delete all the people from your list who don't open your emails. What happens next time you send an email? Well, your open rates will double, maybe even triple.

The same people are opening your emails as before, only now there are **less people** NOT opening your emails, because, you've deleted them from your list.

Everything else is the same, yet now you have a **much higher open rate** percentage to brag about to the *not so savvy* wet behind the ear marketers. It's all smoke and mirrors though. Again, it's all relative and doesn't tell the whole story.

The same can be said for the quality of the opens.

You might have less opens than someone else, yet if you have a stronger following from your **polarising** personality, the **quality** of people opening your emails is going to be far higher than someone else who's emails are just *blah and boring*.

Just make sure to keep this in mind when sending emails. Open rates **do not** tell the whole story. Same as “likes” on a *Facebook fan page* mean nothing.

Sure, you may have **10,000** followers, yet how much money are you making? That’s all that matters in the end. Besides, the larger your list grows, the lower your open rates will be. That’s an inevitability regardless of how super brilliant you are at email marketing.

However, if you write interesting, engaging and entertaining emails, you’ll have less need to piss about talking about open rates, because what you’ll start to notice, is that (*not always*) a lot of the emails you send that get lower opens and clicks, will make you more money.

The **quality** of the open and click is far more important than the quantity.

Trust Trust Trust

There’s one thing I can never stress enough. It’s that email is not a marketing medium; it’s a relationship building medium. Probably the only real one that exists today.

So if you’re *intention* is to approach it like a marketer, you’re already fighting an uphill battle.

I’m not saying you *can’t* be successful if you just pound and pound your subscribers with offer after offer until they buy, die or unsubscribe. You can, and it works to a degree, yet it’s **not the best method**, or anything I’ll ever participate in myself.

Fact is, I want to build a list of people who buy more than one product off me. And the only way to do that, is to build a relationship with your prospects and customers. This is why I never, EVER use **gimmicky** stuff in my emails. It’s also why I don’t follow the gurus advice when it comes to writing subject lines.

Here’s a simple rule that I follow...

1) Grab Attention

2) Generate Curiosity

3) Make It Relevant

Seriously. That's it. I make sure that I always cover these 3 rules without question.

You see, when your emails are interesting, engaging, funny, controversial, shocking, polarising and all that good stuff, you really just extend that intention to your subject lines.

No gimmicks or tricks needed.

Why do you open up a magazine to a *specific page* to read the story?

It's because something grabbed your attention and you just had to find out what the story/piece was about.

Maybe you were shocked, intrigued, curious, whatever, yet the truth is, the headline created an itch, and you had to scratch it.

Example Subject Lines

As I said, it's not difficult, and there's **no real secret** to writing subject lines that people want/need to open.

A point to always keep in mind, is that you want to use **power words**, unusual words, create curiosity and snap people out of their nap. A great way to think about it, is that we're getting attention (*without using gimmicks or any trickery*) and then redirecting that attention onto the **main** purpose of what the email is trying to get across.

I find it crazy that we live in a world now where entertainment, shock value and anything unusual always gets the lions share of attention, and yet, I see very few people taking advantage of this in their emails.

The following subject lines are ones that I have used myself with great success. These ones are **specifically** used to grab the reader's attention, and create so much curiosity that they have to open the email to scratch the itch I've just created.

You don't have to be as bold as I am with your subject lines, and you don't even have to like them that much, yet they worked **fantastically** well for me. I'm certain with a little tweaking they'll work for you just as well.

Notice how they also stand out like a prostitute in a nunnery. You can't help yet pay attention to them.

30 Subject Lines That Need to Be Opened:

Subject Line #1: Shotguns, post offices and the free report

This subject line has shock value. It creates curiosity because the reader has to know what the relationship between the shotgun, the post office and the free report is. It's one of those itches that has to be scratched. The fact that there's a free report inside also racks up the open rate. yet you already know by now that open rates are **NOT** a determining factor in making more sales.

Subject Line #2: Why social media buttons on your blog are pointless

Again, it's an *unusual* subject line that goes against what almost everyone else tells you to do, which is to put social media share buttons on your blog. If you've been told this yourself in the past, chances are you **MUST** open this email to find out why it could be a bad idea. Everyone wants to hear a contrarian opinion on a conventional, traditional method.

Subject Line #3: Guru Bashing should be compulsory

Hey, everybody has some kind of **dislike for the gurus** in their marketplace, especially the people who are struggling in their own business, and are fed up listening to all the gurus telling them it's easy to make money. That's why this subject line worked so well. Who doesn't want to bash a guru now and then, eh?

Subject Line #4: They've done you a great disservice

Again, this subject line is laced with curiosity. You must open this one to find out what lies or disservice **"THEY"** have given you. If you don't open this email, it'll play on your mind. You just have to know. Maybe if you ignore it, you might continue to listen to *bad advice* that can cost you time or money, or both in the long run.

Subject Line #5: The most important skill you need to master

Notice how this subject line, like the one above, plays the **curiosity card** to a tee? It must be opened. If you don't open the email, you might never know what skill you really need to know about... and as a result, you may waste a lot of time and money working on the wrong things. I'm always playing the **"curiosity"** card with my subject lines. They work so damn well it's not even funny.

Subject Line #6: Why vision boards are worthless

Everybody, specially the gurus always bang on about creating a vision board. Surely you've heard this said a million times before, yes? Doesn't this subject line make you curious? Don't you want to know why I believe vision boards are worthless? Even if you love vision boards, you must find out what I'm talking about, even if it's just to prove me wrong. And if you haven't created a vision board because you always thought they were silly, then this is a great reason to **justify** what you already knew to be true. Again, it makes you curious.

Subject Line #7: The 2 most important numbers in your business

Numbered lists always work well whether they are on a blog post or in an email. They just work. This subject line plays on this fact, as well as creating curiosity. Don't you want to know what those 2 numbers are?

Subject Line #8: Are you selling to peasants, commoners, tramps and hobos?

This is a somewhat **controversial subject line** – and it got a whopping response. Why wouldn't it? Who else writes a subject line like that one? Certainly not your average, everyday gooroo who just wants to play it safe. You could take it even further and say... **Why I hate peasants, commoners, tramps and hobos**. I'll tell you right now, these subject lines get a *massive* response. They're unusual, they polarise and they also create controversy.

As long as you're not purposely trying to offend anyone, and your opinions are genuine (*not fake just to create controversy*) you'll always get a great response from these types of subject lines and emails.

Why?

Because your competitors are scared to be so bold. They will argue that it's unprofessional – and they would be 100% completely wrong about that. Remember, you're dealing with **real people** here, not some jumped up little corporate twat with a stick up their bum. yet hey, if that's who you want to create your business around, more power to you. Me? I have much more self-respect.

Subject Line #9: Tiresome, pedantic, obvious and outdated

Curiosity once again. What's *tiresome, pedantic, obvious* and *outdated*? Is it a marketing strategy or tactic you've always been using yet are not getting the desired results from? You won't know until you open the email, will you?

Subject Line #10: I would hang myself if I wasted money on this nonsense

We've all wasted money on so many **rubbish products** and services in the past. I need to know what this is, because the last thing I want is to waste more money on nonsense. I have to open this email to find out what it is.

Subject Line #11: The 2 most dangerous words in your business

You need to find out what they are. Again, **numbered lists always kick ass**. The pay off with this one is that it plays on fear. If you don't know what those 2 words are, maybe you'll lose out in the long run. Besides, there are only 2 of them. It just takes a second to open the email to find out what they are. Heck, I'm opening it up to find out. I'm curious to know.

Subject Line #12: Oompa Lumpa showed me his Willy Wonka

This subject line rocked it big time. It's so bloody unusual and certainly different than any other subject line they're seeing inside their inbox. Again, pure curiosity as well as a little fun thrown in for good measure. If you can make them crack a smile, you've already softened them for more. I love this subject line, and apparently, a lot of people on my list did too.

Note: You may ask here. What possible email can I write about such a subject line? That's a perfectly fine question, however, if you remember what I discussed in the main guide for this training, I clearly stated that *"it's never about the thing"*.

Besides, this very email was actually about creating *"shocking headlines"* so it fit perfectly into a marketing lesson, as almost everything does.

Subject Line #13: I'm almost ashamed to say this, yet...

You have to know, right? I don't think I need to go into detail here. Subject lines like this will always work **fantastically** well, because they're **PERSONAL!**

To pay off a subject line like this one, you can just tell an embarrassing story. Perfect.

Subject Line #14: He pisses people off wherever he goes

You have to know who this is, and why he pisses people off wherever he goes. You just have to know. If I had written something like, “*He’s loved wherever he goes*”, it would have worked well, yet not nearly as well as the original. There’s more **shock value** in the original.

Subject Line #15: YOU... the knock off?

Short, sweet, and a little in your face. Am I saying that you’re a knock-off? Open the email to find out. In an industry where everyone seems to be a con artist, this subject line plays perfectly into that idea. Who’s the knock off? Did someone rip you off? Rob your stuff? What?? Who??? Asking a question in your subject lines work very well too.

Subject Line #16: The new “millions in minutes” plugin

Arguably my **biggest opener** for an email. It’s definitely up there. This email was a take on all the hype in the business. (*You can find this email to model, inside the document which has my 50 emails*)

Subject Line #17: Drunk, stoned and hanging around the Ballymun flats

I talked about this one in the main guide. It’s a great subject line that certainly goes against the grain, and one which got a great response for my buddy when he sent it to his email list.

Very few people would have the balls to write a subject line and create an email where it portrays your wicked side.

Marketers will be afraid that being this open and honest, will turn people off them. The opposite is true, especially in a marketplace where almost everyone is perceived to be a liar.

Subject Line #18: Basking in the hatred of morons

You have to read it, right? There's something about controversy that gets us to snap out of our nap. Personally, I think this subject line done so well because of how edgy it is. Some of the above subject lines are also edgy, yet this one is a little blunter. I'd love to get a subject line like this one myself. It's a memorable one for sure.

Subject Line #19: You're a winner; I'm a wanker

C'mon, you have to see what the hell that one is all about. In fact, that subject line was paid off in the email where I talk about how all the lemmings love to tell you that you're a winner because you're an Internet marketer - and not working a day job, and that *somehow* this makes you special.

I take the piss by saying that any marketer who says such a thing, is a complete wanker. Truth is, most people are failing in this business simply because they only got into it to make quick and easy money. Doesn't sound too much like a winner in my books.

Subject Line #20: The stupid are taking over

Anyone on my email list for more than a couple of weeks will know my thoughts on the average Joe and Jane. **The stupid are indeed taking over.** They're everywhere and growing in numbers every day a new child is born into an uneducated family environment. These are my opinions, and I'm going to share them with the people on my list. That's my job. To tell it as I see it.

Subject Line #21: Why I go to a lot of funerals

Intriguing, right? Who the hell goes to a lot of funerals? Why on earth would that be? I need to find out. I just have to. This is another personal story. You see, I come from a very big family. My Grandmother on my Mother's side of the family had 16 kids and 64 (*I've lost count, could be more*) grandchildren.

My other Grandmother on Dads side had 15 kids and around 30 – 40 grandkids. Pretty big family I have, right? Thing is, with a family that big, I've been to more than my fair share of funerals over the years.

Subject Line #22: Everyone is talking about this, yet it has its faults

What is everyone talking about? What are the faults? I have to know. I could buy into this and be taken for a chump. I have to open the email to find out what it is before I mistake of buying into it too.

Subject Line #23: This is a disaster waiting to happen

What is? I'm curious.

Subject Line #24: Ever had a shotgun pointed at your head?

Whoa, a shotgun pointed at my head? No, I haven't, yet I'm **curious** to find out what the hell you're on about. This subject line has the element of danger. People love to read about this stuff.

Note: *You'll notice that I reused the idea for this subject line from an earlier email I wrote about shotguns, post offices and the free report. If a previous subject line works well, don't be afraid to reuse it. You'd be crazy not to.*

Subject Line #25: Masks and striped jumpers

Who has? Who are these bandits and thieves I need to be aware of? I know they're everywhere, and I also know I have to keep my eyes opened at all times. I need to open this email to find out more.

Subject Line #26: The death of an email marketing myth

Pretty straight forward subject line that will always get high opens, for obvious reasons. You have to know what myths are being put to rest, or else you may continue to use them unknowingly.

Subject Line #27: Here a slap... there a slap... everywhere a slap slap

Hahaha WTF is this all about? A little humour goes a very long way.

This one was about Google slaps.

Subject Line #28: Jesus Christ, her jaw hit the floor

Simple email about a girl who was stealing my content a while back. When I caught her in the act, she was gobsmacked. I just wrote an email about it. Hey, why not?

Subject Line #29: You're not big boned, you're a big fat moron

What??? Me?? Lemme read this. I have to know what the hell you're talking about.

Simple email about people who claim that it's not their fault they are overweight. Hence the subject line. It has little to do with marketing though, right? But it does.

Everything can be related to marketing. In this case I segued into why it's so important to be completely honest with yourself if you're struggling to make money online.

I then presented my product as a solution. Goes to show, you can start an email about something *seemingly* unrelated to marketing, and then twist it around.

Subject Line #30: Obese chick in pink spandex playing volleyball

WTF? I can't get that image out of my mind. I'm compelled to read this. I have to open this email.

You get the point, yes? Get attention, generate curiosity, and make the email itself relevant to the subject line.

Subject lines are there to get attention. Go to your inbox right now and take a look. Notice how boring, mundane, and "markety" they all are?

After a while we begin to tune them out. That's why people are **constantly** looking for new and improved ways to get their emails opened. If they had any confidence in themselves, and weren't afraid to colour outside the lines, they would have no problem getting attention with their subject lines.

This is a massive advantage for you. The above subject lines were very easy to create – and they simply have to be clicked. They don't look like they were sent from a marketer (*even though they obviously were*) and that makes them much more personal. Like they came from a real person.

What we want, is to **interrupt** the thought process of our subscribers when they're inside their inbox. Call it a "*pattern interrupt*" if you want, yet all we're doing is getting attention away from everything else and focusing that attention onto our stuff.

Get the attention, then redirect that attention to wherever we want it to go. Whether it's to read a blog post or go to a sales page.

Remember: Get attention, generate curiosity, and make it relevant.

When you write subject lines laced with curiosity - and have the “*shock*” factor, you won’t go far wrong.

Think of your subject lines as mini snippets that jolt people out of a slumber. When you use nutzo subject lines, people don’t feel tricked into opening up your emails. They are honestly very interested in what the email is about. Bizarre, nutzo and shocking headlines do a fantastic job of waking people up and getting them to pay attention. Get the attention first, and then redirect that attention wherever you need to.

Note: Always make sure your subject lines are paid off inside the email.

Another thing you want to be doing, is using **power words** in your subject lines. Rather than saying “*walked*” you’d replace it with “*waltzed*” or “*strolled*”.

Anything that’s uncommon works well to get attention. A few well-chosen words and phrases in your subject lines and emails, will **increase** reader response.

Instead of saying “*effective*” you could say “*wickedly effective*”. You get the idea. Pretty straight forward and makes all the difference.

I’ve provided a separate PDF with a list of power words you can use in your subject lines and emails. Don’t be afraid to use a thesaurus too.

That’s it for this guide.

No point dragging it out.

Rocket science it ain’t.

James Tyler