

EMAIL SUBJECT LINES

1. THE NEW EMAIL SUBJECT LINE

- Example: NEW: How Slack Generates 100,000,000 Website Visitors Per Month
- Formula: NEW: [Blog Post Title]

2. THE LESSONS EMAIL SUBJECT LINE

- Formula: [Number] Lessons [I/We] Learned by [Action You Took]
- Example: 21 Lessons I Learned by Exercising Every Morning

3. THE HOW THEY DONE IT EMAIL SUBJECT LINE

- Formula: How Lessons [I/We] Learned [Action You Took]
- Example: How 35 influencers grew their sites from 0-10K visitors

4. THE BEST OF EMAIL SUBJECT LINE

- Example: The best time to send emails
- Formula: The Best Of [Topic]

5. THE YOU VS. THE WORLD EMAIL SUBJECT LINE

- Example: How your email opt-in rate compares to everyone else's
- Formula: How Your [Data Point] compares to everyone else's

6. THE HERE'S WHY WE EMAIL SUBJECT LINE

- Example: Here's why we just spent \$1.5 million
- Formula: Here's Why We [Something Remarkable]

7. THE BIG MISTAKE EMAIL SUBJECT LINE

- Example: My big email popup mistake
- Formula: My Big [Topic] Mistake

8. THE AUTHORITY EMAIL SUBJECT LINE

- Example: Tony Robbins' 1,000,000 website visitors per month traffic strategy
- Formula: [Authority's Name] [Topic + Secret/Tips]

9. THE RESULTS EMAIL SUBJECT LINE

- Example: How we grew a site from 0 to 10k visitors in a month
- Formula: How We [Result] In [Timeframe]

10. THE URGENCY EMAIL SUBJECT LINE

- Example: Open this right now
- Formula: [Action] Now

11. THE CASE STUDY EMAIL SUBJECT LINE

- Example: [Case Study] Kickstarter campaign makes \$15k in 28 hours
- Formula: [Case Study] [Result of Case Study]

12. THE HOW TO EMAIL SUBJECT LINE

- Example: How to get 2,239 email subscribers from scratch

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- Formula: How To [Achieve Desired Result]

13. THE SCHOOL OF EMAIL FORMULA SUBJECT LINE

- Example: Tony Robbins School Of Marketing
- [Insert Celebrity] School Of [Topic]

14. THE DO THIS EMAIL SUBJECT LINE

- Example: Do THIS if you want more website traffic
- Formula: Do THIS [Benefit]

15. THE BRANDED NEWSLETTER EMAIL SUBJECT LINE

- Example: The Traffic & Conversion Newsletter #24
- Formula: [Name of Newsletter] [Issue #]

16. THE ROUNDUP EMAIL SUBJECT LINE

- Example: 10 experts share their one EPIC roundup post
- Formula: [Number] experts [Topic]

17. THE AVOID EMAIL SUBJECT LINE

- Example: Avoid these 10 call-to-action button mistakes
- Formula: Avoid These [Number] [Topic] [Pitfalls/Mistakes]

18. THE THREE-POINT EMAIL SUBJECT LINE

- Example: UFC, sore thumbs, and power words
- Formula: [Topic 1], [Topic 2], and [Main Topic]

19. THE ART OF EMAIL SUBJECT LINE

- Example: The art of headline writing
- Formula: The Art Of [Topic]

20. THE % RULE EMAIL SUBJECT LINE

- Example: The 80% rule of testing a business idea
- Formula: The [Percentage] Rule Of [Topic]

21. THE MOST INTERESTING EMAIL SUBJECT LINE

- Example: The most interesting quora marketer in the world
- Formula: The most interesting [Person] in the world

22. THE CAN'T BELIEVE EMAIL SUBJECT LINE

- Example: Can't believe how much you'll love this Sumo/Shopify discount code
- Formula: Can't believe how much you'll love this [product]

23. THE NORMALLY EMAIL SUBJECT LINE

- Example: Normally we charge \$500 for this advice. You get Shopify's revenue growth secrets free
- Formula: Normally We [Do Something]. You Get It [New Way]

SALES EMAIL SUBJECT LINES

Email marketing has a return of 44.25x.

If someone is on your mailing list, there's a very good chance they're interested in what you're selling. But turning your subscribers into paying customers is a tough trick for any marketing to master. And before anyone parts with their hard earned money, you first have to have a subject line worthy of opening...

Here are 17 subject line formulas you can use in your sales emails:

24. THE LAST CALL EMAIL SUBJECT LINE

- Example: Last call: SEO That Works closes in 3 hours
- Formula: Last call: [Name Of Product] closes in [#] hours

25. THE PROBLEM SOLVER EMAIL SUBJECT LINE

- Example: Fix Your Email Open Rates Now
- Formula: Fix Your [Problem] Now

26. THE TRY OUT EMAIL EMAIL SUBJECT LINE

- Example: Try out Sumo for yourself
- Formula: Try Out [Product] For Yourself

27. THE FLASH SALE EMAIL EMAIL SUBJECT LINE

- Example: Flash Sale: Ogilvy on Advertising 50% Off
- Formula: [Flash Sale] [Name of Product] [Discount]

28. THE LIMITED TIME SALE EMAIL SUBJECT LINE

- Example: 48 hours left: 1 year of Beacon Unlimited for free
- Formula: [Time Left]: [What's on offer] for [Discount]

29. THE QUICK ANNOUNCEMENT EMAIL SUBJECT LINE

- Example: Quick announcement: The marathon running guide is here
- Formula: Quick Announcement: [Topic] is here

30. THE CALL OUT EMAIL SUBJECT LINE

- Example: SaaS owners! Here's how to reduce your churn rate
- Formula: [Audience] [Topic]

Use this email subject line to speak directly to your audience and show them *exactly* how your product will benefit them.

31. THE SOCIAL PROOF EMAIL SUBJECT LINE

- Example: Proof that 30 days to shredded works
- Formula: Proof That [Product] Works

32. THE DON'T BUY THIS EMAIL SUBJECT LINE

- Example: Don't buy NBA 2K18 until you read this

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- Formula: Don't buy [Product Name] until you read this

33. THE VERSUS EMAIL SUBJECT LINE

- Example: Fake businesses vs real businesses
- Formula: [Subject] vs [Subject]

34. THE DEATH OF EMAIL SUBJECT LINE

- Example: The death of blogging
- Formula: The Death Of [Topic]

35. THE QUESTION EMAIL SUBJECT LINE

- Example: How can you grow your YouTube channel?
- Formula: [Question]

36. THE "YOU" EMAIL SUBJECT LINE

- Example: You, a best selling author?
- Formula: You, A [Desired Result]?

37. THE IMAGINE EMAIL SUBJECT LINE

- Example: Imagine having a full year of content planned in advance
- Formula: Imagine [Desired Result]

38. THE SEASONAL DISCOUNT EMAIL SUBJECT LINE

- Example: Save 25% on shoes this spring!
- Formula: Save [Discount] [Items] This [Season]!

39. THE 'YOU'RE NOT DOING' SUBJECT LINE

- Example: The most surprising Sumo features you aren't using
- Formula: The Most Surprising [Product] features you aren't using

40. THE CAN'T BE WRONG EMAIL SUBJECT LINE

- Example: 5,000 people can't be wrong
- Formula: [Number] People Can't Be Wrong

41. THE USE THIS EMAIL SUBJECT LINE

- Example: Use this workout plan
- Formula: Use This [Thing]

COLD EMAIL SUBJECT LINES

If you're running a business, you'll have to send cold email. That's just a fact. For example, you might:

- Reach out to prospects to pitch your business
- Want to interview well-known influencers for your blog
- Meet industry VIPs and learn from the best

No matter what you're trying to achieve, and how great your finely tuned email copy may be, you'll fail if the recipient doesn't open your email.

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Here are 16 formulas you can use for cold email subject lines:

42. THE FOUND YOU THROUGH SUBJECT LINE

- Example: I Found You Through Mark Zuckerberg
- Formula: I Found You Through [Contact First Name] [Contact Last Name]

43. THE BETTER WAY EMAIL SUBJECT LINE

- Example: A better way to save on insurance
- Formula: A better way to [achieve goal]

44. THE REAL REASON EMAIL SUBJECT LINE

- Example: The real reason marketers use Sumo
- Formula: The Real Reason [Target Market] [Attracted To Product/Topic]

45. THE TRUTH EMAIL SUBJECT LINE

- Example: The truth about buying lawnmowers
- Formula: The Truth About [Topic/Person]

46. THE PROBLEM EMAIL SUBJECT LINE

- Example: The problem with cheap running shoes
- Formula: The Problem With [Insert Problem]

47. THE SPECIFIC EVENT EMAIL SUBJECT LINE

- Example: SumoCon 2020 Tickets
- Formula: [Event Name] [Reason for Messaging]

48. THE LET ME... EMAIL SUBJECT LINE

- Example: Let me save you 20% on heating bills
- Example: Let me [action]

49. THE RIGHT PERSON EMAIL SUBJECT LINE

- Example: Are you the correct contact?
- Formula: [Ask who you should speak to]

50. THE CAN I HELP EMAIL SUBJECT LINE

- Example: Can I help increase your conversion rate?
- Formula: Can I Help with [Topic/Problem]?

51. THE IDEA EMAIL SUBJECT LINE

- Example: Idea to help you boost sales conversions
- Formula: [Idea] to help solve [problem]

52. THE CONTENT SHARE EMAIL SUBJECT LINE

- Example: Ash, just wanted to share this video with you
- Formula: [Name], just wanted to share this [content] with you

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53. THE GOAL EMAIL SUBJECT LINE

- Example: Your sales goal
- Formula: Your [goal/target]

54. THE FOUND YOU ON EMAIL SUBJECT LINE

- Example: Found you on Twitter
- Formula: Found you on [network/website]

55. THE HELPER EMAIL SUBJECT LINE

- Example: Calorie counting got you down? Can I help?
- Formula: [Topic] got you [emotion]? Can I help?

56. THE GREETING EMAIL SUBJECT LINE

- Example: Afternoon, Ash
- Formula: [Time of day], [Name]

57. THE CHAT EMAIL SUBJECT LINE

- Example: Dave, I'd love to chat about weight training
- Formula: [Name], I'd love to chat about [topic]

FOLLOW UP EMAIL SUBJECT LINES

Whether you're emailing someone you just met or trying to get a response from a cold call email, following up is incredibly important.

80% of sales require an average of five follow ups, and what's even more mind blowing is that 44% of salespeople give up after one attempt^[1].

If you're not following up, you're missing out on huge opportunities to grow your business.

Here are 13 formulas you can use for follow up email subject lines:

58. THE WE DISCUSSED EMAIL SUBJECT LINE

- Example: Here's the quote we discussed
- Formula: Here's the [topic] we discussed

59. THE THANKS FOR YOUR TIME EMAIL SUBJECT LINE

- Example: Chris, thanks for your time today
- Formula: [Name], thanks for your time [today, yesterday, last week]

60. THE STILL ON EMAIL SUBJECT LINE

- Example: We still on for Tuesday?
- Formula: We still on for [Date/Time]?

61. THE WAYS TO GET STARTED EMAIL SUBJECT LINE

- Example: 5 Ways to Kill Your Next Workout With Sumo Protein
- Formula: [X] Options to [Experience Growth] with [Product]

62. THE I FORGOT EMAIL SUBJECT LINE

- Example: I forgot to mention

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- Formula: [Provocative statement]

63. THE WE HAVEN'T EMAIL SUBJECT LINE

- Example: We haven't stopped brainstorming ideas
- Formula: [We haven't] [Action]

64. THE MISSED YOU EMAIL SUBJECT LINE

- Example: Missed you, how's Thursday?
- Formula: Missed you, [how's day]?

65. THE TO-THE-POINT QUESTION EMAIL SUBJECT LINE

- Example: Next step?
- Formula: [Short question]

66. THE 'RE' EMAIL EMAIL SUBJECT LINE

- Example: Follow Up re: Nutrition Advice
- Formula: Follow Up re: [Topic discussed]

67. THE AWESOME TO MEET YOU EMAIL SUBJECT LINE

- Example: Awesome to Meet You at SumoCon Last Week
- Formula: Awesome to Meet You at [Event/Place] [Date/Time]

68. THE TOUCHING BASE EMAIL SUBJECT LINE

- Example: Touching Base Regarding Our Pitch Yesterday
- Formula: Touching Base Regarding [Topic] [Date/Time]

69. THE QUICK CHECK IN EMAIL SUBJECT LINE

- Example: Checking in on our estimate
- Formula: Checking in on [topic]

70. THE STEVE JOBS EMAIL SUBJECT LINE

- Example: One more thing about our meeting
- Formula: [One more thing] about [topic]

TRANSACTIONAL EMAIL SUBJECT LINES

Chances are your company sends a ton of transactional emails.

Things like:

- Welcome emails
- Receipts
- Billing reminders

As these emails are usually triggered by customer actions, like making a purchase or signing up to your product, transactional emails have an open rate 8x higher than normal emails^[1].

But you still want to do everything in your power to ensure your transactional emails are opened. After all, they often contain super important information.

Here are 7 formulas to help you craft amazing transactional email subject lines.

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71. THE WELCOME EMAIL SUBJECT LINE

- Example: Welcome to Sumo!
- Formula: Welcome to [Brand/Name]!

72. THE LET'S GET STARTED EMAIL SUBJECT LINE

- Example: Welcome to Warby Parker! Try on some glasses now
- Formula: Welcome to [Brand/Name] - [Action encouraged]

73. THE THANK YOU EMAIL SUBJECT LINE

- Example: Dollar Shave Club: Thank you for being a customer
- Formula: [Business name]: Thank you for being a customer

74. THE REMINDER EMAIL SUBJECT LINE

- Example: Last Wednesday You Added Nike Running Shoes to your basket
- Formula: [Date/Time] You [Action took]

75. THE ORDER EMAIL SUBJECT LINE

- Example: Your order of Spiderman 3
- Formula: Your order of [product name]

76. THE NEXT STEPS EMAIL SUBJECT LINE

- Example: Welcome to Uber - here's how to take your first ride
- Formula: Welcome to [product name] - [next steps]

77. THE ACTION REQUIRED EMAIL SUBJECT LINE

- Example: Action Required: Confirm Your Email Address
- Formula: Action Required: [Task]

**List created by Sumo