

EMAIL SUBJECT LINES

FOR THE CREATIVE

60 PLUG-N-PLAY TEMPLATES

That get your open rate up and your emails read!

THE MAJIC BEHIND SUBJECT LINES

Why subject lines matter & how to make them work for you

8 IMPORTANT TOPICS OF INTEREST

So you can grab them on different touch points

3 BONUS LISTS

Need more specific subject lines? Check the bonus list!

SO, YOU KNOW EMAILING IS A MUST...

BUT HOW TO GET THEM OPENED, RIGHT?

Everyone says you need an email list, but getting them opened is a whole different ball game, am I right? It's like: "here I've made this amazing email, and now will just open it, pretty please?" Well, wanna know something? Crafting the subject line should matter just as much as what you put inside. That's nuts, right?

Stop and think about it though: your subject line is your first (and maybe last) impression. **A great newsletter, tip or sale is worthless if it never sees the light of day.** So our goal? Keep it from heading to the "TRASH" bin. You ready?

Writing the email was hard enough, so let's get this subject line issue resolved right now. Hey, I've been there: frozen, curved "keyboardy" fingers, stuck on "j" and "f" with no dang subject line coming to mind. But there's never fear, subject line writing can be easy when you understand the psychology behind it.

Subject lines are the perfect place to hit several key emotions. Your readers are like you. Think about what subject lines work best for you? Touching on humor, curiosity, scarcity, exclusivity, kindness, brevity... whatever you do, put a little thought behind it (and always be honest in your subject line - you wouldn't want to break the trust between you and your readers!)

Use my guide below to help you master that pesky subject line and get rid of that "What the heck do I say here?" feeling once and for all.

So, let's get you set up to rock that inbox.

Paula

YOU CAN GET YOUR EMAILS OPENED...

THESE ARE 100% DOABLE

Topic #1: CURIOSITY

- See you soon?
- You Win
- Looking for this?
- 5 Things You Wanted To Know About (Topic) But Were Too Afraid To Ask
- ☆*Wanna see something special? ☆*
- Need some (Topic) inspo? Check this out...
- You've Been Asking, So Here It Is...

Topic #2: PAIN POINTS

- Wanted: Knowledgable (Shoppers, Collectors, Music Lovers, Etc...)
- How To Survive The Next Gift-Giving Season
- Your (Collection, Gift-Giving, Entertainment, Decorating, Etc..) Issues, Solved
- Completely change the look of your (Room, Office, Etc..) in 5 minutes.
- Feel the need to give back? Shop small.
- Save the Earth. Buy local and do away with packaging and shipping.
- Want more value and quality for your hard earned dollars?
- Stop wasting money on Amazon.

Topic #3: TIPS & GUIDES

- The Best Cheat Sheet For (Topic)
- (Free Guide) Title Of Your Freebie Here
- How To Solve Screaming Boredom With (Your Work, Craft, Performance, Etc..)
- Guest Room = Best Room: My Exact Guide To (Decorating, Updating, Etc...)
- 5 Alternative Ways To Use (Your Work)
- Thank You For Your Purchase: Owners Manual Inside
- Everything You Need To Know About Owning My (Work, Craft, Etc..)

CONTINUED...

Topic #4: URGENCY/SCARCITY

- Your Dream (Topic) Could Be Gone Tomorrow
- Limited Edition: (Topic)
- 9 (Topic) Left...
- Choose or Lose! Free Gift With Purchase
- Ends Today! 40% Off For Email Insiders Only
- You In? (Enter Offer Here)
- These (Topic) Are Almost 100% Gone Forever
- Say Goodbye! This Is It.

Topic #5: HUMOR

- **Baby Got (Feed)Back**
- Boom Shakalaka... Let's Go!
- Official Couch Potato Uniform
- Sweet! You picked me (great choice).
- There are no deals in this email
- So, I'll pick you up at 7?
- Top off-task things to do to increase procrastination. You're welcome.
- Is that new? I love it!

Topic #6: NUMBERS

- Just Added: 10+ (Topic) Finds
- Free Shipping for 222 Days
- 2 Days Only! 50% Off For This Flash Sale
- This Week: 20% Off These Exclusive (Topic)
- Extended: 1 More Day! (Insert Promo Info)
- 3 Days Left To Enter Drawing (Don't Miss Out)
- \$99 Today Only

CONTINUED...

Topic #7: SOCIAL PROOF

- My 5 Star Reviews (I'm Humbled)
- Look Who Loves (Your Work, Skill, Talent)
- Absolute Must Haves Under (\$)
- The (Topic) Everybody Wants
- Everyone's Talking About (Topic)
- "Really Great!" - My Mom Says
- My Top 7 Best Sellers

Topic #8: SHORT, SWEET & TO THE POINT

- Hi
- Gone
- Oh No
- Locals Only
- Hand Picked
- Last One
- Update
- Cheat Sheet

BONUS: EMAIL BEST PRACTICES...

THE DO'S & DON'TS:

- **Write multiple subject lines.** Jot down 10 subject lines for every email, and choose the one that hits home.
- **50 characters or less is the key.** Subject lines with less than 50 characters have higher open rates and click-through-rates than those with 50+.
- **Alliteration attracts!** Give it a try for some catchy email subject lines. (Sassy Sale Saturday, Thankful Thoughts on a Thursday, etc...)
- **Just Say No to capitals... CAPS ≠ Opens.** Caps are powerful, but tread lightly, my friend. They've long since been overused.
- **Using First name is sort of on the outs, BUT...** it's still a best practice to use "you" and "your". It shows stronger relationship when you speak directly and comfortably with your email list.
- **A/B test your subject lines.** When you hit gold with your audience, pay attention. Reuse that template or similar ones now and again.
- **Pay attention to the preview.** The email preview that follows the subject line is a valuable piece of property you own, so don't ignore it or it will get filled with baggage text.

3 BONUS LISTS:

SUBJECT SPECIFIC HEADLINES FOR ART, COVID, HOLIDAYS

Art Specific Sample Headlines:

- My 5 Star Gallery/Pop Up/Studio/Art Fair Reviews (I'm Humbled)
- Look Who Loves My Newest Painting/Sculpture/Show
- Absolute Must-Have Paintings/Collages/Photographs Under (\$)
- The (Name of Art Form) Everybody Wants
- Everyone's Talking About (Line/Series/Show)
- "Really Great Collab/Painting/Performance/!" - My Mom Says
- My 7 Best Selling Works/Shows/Etc...

COVID Related Sample Headlines

- (Your Art Business Name) + COVID-19: Important Update
- Live Stream Studio Invite!
- Virtual Open House Tonight (Giveaways!)
- #Quarantine Art (Open for Preview)

Holiday Season Sample Headlines

- Sweatpants + Couch = Contactless Holiday Shopping
- Shopping Small? I've Got Your List of Makers!
- MYSTERY SALE – HOW MUCH WILL YOU SAVE?
- 12 Days of Giftmas: Shopping List Included

Ok.... I'll catch up with you in the inbox!.

Now all that's left is for you to copy and paste a few of those email headlines into your email template and write the content that goes inside.

Try setting up the next 10 to 20 emails all at once. If you start with the headline, you'll be halfway there. Plugging in the content is the easy part once you have the idea of what you want to say.

Working smarter, not harder... I love the way that looks on you!

All the best always,

Paula