

Savvy Subject Line Writing for Success

Your subject line is one of the most important parts of your email, yet you only have about 3 seconds to get your customer's attention. Here's how to get their attention and make sure your email gets opened.

Tips to remember:

- Keep it short – 40-50 characters
- Don't repeat your From Label
- Don't use all caps
- Avoid excessive punctuation (i.e., !!!!)
- Don't abuse the word "Free" – Use the word "complimentary" or "no cost" instead
- Place the most important information at the beginning
- Give your recipients a reason to open your email

Subject Line Checklist

- Brainstorm:** Once you have the core content of your email, create a few subject lines that will complement your copy. Having more than one is a great option in case you want to test your subject line.
- Target:** Use list segmentation to send specific subject lines to different portions of your audience, which will also enable you to send relevant content, getting you the best results from your email.
- Short and Sweet:** Less is more when writing subject lines. Keep your subject line under 40-50 characters and place your most important information in the beginning.

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- Proof:** Having a typo or error in your subject line is like shutting the door in your face before you ever get into the room. Ensure you proofread and have a fresh set of eyes look at every email before it goes out.
- Read:** Each of us receives a lot of email every day. Read your own emails and make note of the ones that get your attention and which ones you delete or report as spam.
- Test:** Subject lines are one of the easiest things to test in your email. You can simply split your list and send the same content with two different subject lines and see which one gets a better open rate. Do this on an ongoing basis and track your results.

Subject Line Starters

Here are some classic subject lines that you can customize to suit your business needs:

1. Buy One (Insert Product here), Get One Free
2. Gifts for (insert person) under (insert price)
3. 5 Days to Save (insert % off here)
4. Order by (insert date), Holiday delivery guaranteed
5. Customer Favs Under (Insert price here)
6. Your New Customer Discount Code is Here
7. Last Chance to Save! Only X Days Left to Get Your Offer
8. X % discount – 3 Days Only
9. Up to X% off (insert product here)
10. Enjoy This Special Offer
11. Ends Today! X% off
12. Top 10 under \$(insert price here)

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13. Free shipping – offer ends in X days
14. Save X% on your next order
15. Stock Up & Save X%
16. Great gifts for (insert person here)
17. Best sellers for every (boy, girl, mom, dad, etc)
18. Your choice of amazing items under \$ (insert price)
19. Free shipping – limited time offer
20. We've got you covered from X to X
21. An exclusive offer For You (or can insert First name instead of you)
22. New (insert Product) have arrived. Order Soon!
23. 10 Gift Ideas for (insert person)
24. Our treat - (insert offer)
25. Complimentary (insert offer)
26. 5 Tips for (insert topic)
27. Upgrade (product) for Free!
28. (Insert First Name), We Miss You!
29. Come Back and Get (offer)
30. Get Your Birthday/Anniversary Gift of (insert offer)

Grab the attention of your customers with one of these eye-catching subject lines! And remember, there is no surefire formula for subject lines. Not sure which one will work best? Just test it! Testing is the best way to optimize your subject lines and get the most eyes on your email.

Most importantly, have fun. Get your creative juices flowing and consider yourself a savvy subject line writer.

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