

Powerful Email Subjects

100 Email Subjects

Email Subjects for Blogs and Articles

1. How to [Get a Benefit]

Example: How to Teach Your Cat to Sit

2. [Number] tips for [getting a benefit]

Example: 15 tips for boosting conversions

3. The best way to [get a benefit]

Example: The best way to save \$3 million...

4. Are you making these [type of] mistakes?

Example: Are you making these golfing mistakes?

5. [Number] ways to [get a benefit]

Example: 15 ways to get 1000 visitors

6. Your [topic] questions... answered

Example: Your product-creation questions... answered

7. What you don't know about [topic]

Example: What you don't know about rapid weight loss

8. A surprising [type of] formula

Example: A surprising sales letter formula

9. A [number]- step method for [getting a benefit]

Example: A 3-step method for getting better abs

10. How [type of people] [get a benefit]

Example: How doctors get rid of arthritis pain

11. The [type of/benefit] checklist

Example: The ultimate novel-writing checklist

12. The “[get some benefit/discover something]” worksheet

Example: The “get out of debt fast” worksheet

13. [Number] templates [to create something quickly and easily]...

Example: 101 templates for creating email subject lines quickly and easily...

14. The “everything you need to know about [topic]” cheat sheet

Example: The “everything you need to know about getting rid of cellulite” cheat sheet

15. A [number]-day [type of/benefit] planner...

Example: A 30-day planner for launching your first blog...

16. [Number] [type of] swipes for every occasion...

Example: 101 sales letter headlines swipes for every occasion...

17. [Number] [tools] [type of people] use to [get good results/do a task]...

Example: 5 software tools writers use to be more productive..

18. Quick quiz: [Question]?

Example: Quick quiz: are you cut out to be an entrepreneur?

19. Ever wonder how to [get a benefit]?

Example: Ever wonder how to get out of credit-card debt?

20. The quick and easy way to [get a benefit]...

Example: The quick and easy way to land the job of your dreams (even if you don't have a college degree)...

21. Why you can't [get a benefit]...

Example: Why you can't lose weight (even though you're really trying)...

22. How to [get started on your goals]...

Example: How to break through writer's block and start writing your first novel...

23. What to do when [you can't do something]...

Example: What to do when your blog isn't getting any targeted traffic...

24. [A benefit] in [just a small amount of time]...

Example: Lose 15 pounds in just 6 quick weeks...

25.[Some really big benefit]?

Example: Get 1000 web visitors per day?

Email Subjects for Promos

26. Don't buy [Product] until you read this...

Example: Don't buy Profits Vault until you read this...

27. The [Product Name] review (this might surprise you)...

Example: The Earncome review (this might surprise you)...

28. Which is better: [Product A] or [Product B]?

Example: Which is the better camera for action shots: the Canon or the Nikon?

29.Proof! [Product] [gets results]...

Example: Proof! Profits Vault helps people write faster, easier and better...

30.A surprising [type of] case study...

Example: A surprising organic pest-control case study that wiped out aphids without poisoning the garden...

31. Special invitation for [people who want to get a result]...

Example: Special invitation for people who want to start getting better golf scores...

32. Grab this free [freemium] before it's gone...

Example: Grab this free kettlebell training video now before it's gone....

33.Get [product] now, pay later...

Example: Get this hydroponic gardening set now, pay later...

34. [Savings] for you, [savings] for a friend...

Example: \$15 savings for you, \$15 off for a friend too...

35. Treat yourself with [special deal]...

Example: Treat yourself with this 50% off coupon..

36. Buy [number] [products], get [number] free...

Example: Buy any three marketing apps, get one free...

37. Today only: [describe deal]...

Example: Today only: get \$50-off a platinum business startup membership...

38. Upgrade [product] now and [save money]...

Example: Upgrade your PLR membership now and save \$150 per year...

39. Save [amount] [on some item] – ends tonight!

Example: Save \$25 on all your favorite traffic-generation courses – ends tonight!

40. Our biggest [type of] sale of the year...

Example: Our biggest bodybuilding supplement sale of the year...

41. [Type of] clearance sale starts now...

Example: The big marketing course clearance sale starts now..

42. Buy more, save more on [product]...

Example: Buy more, save more on these car restoration demo videos...

43. Don't forget [some special deal]!

Example: Don't forget your \$10-off coupon!

44. Who doesn't love [getting a great deal]?

Example: Who doesn't love a buy one month, get one free membership deal?

45. Get [Product] [at some big discount]

Example: Get your choice of Udemy career-training courses at 40% off...

46. Black Friday savings – [describe]

Example: Black Friday savings – get personal nutrition coaching at 50% off...

47.[Season/holiday] sale – get [percent off]

Example: Valentine's sale: get 25% of any wedding-planning guide...

48.Who else wants to [save \$]?

Example: Who else wants to save \$25 on this productivity app?

49. The big [type of] sale starts now...

Example: The big copywriting training sale starts now...

50. Buy one [item], get one 50% off...

Example: Buy one month of prepackaged meals, get one month for 50% off...

51. Buy one [item], get one free -- sale starts now...

Example: Buy one meal-planning app, get one free – sales starts now...

52. A good deal for the first [number] who open this email...

Example: Here's a good deal for the first 150 people who open this email...

53. Only [number] [days/hours] left to save big on [product]...

Example: Only 12 hours left to save big on your favorite sales letter templates...

54.A [\$] bonus [item] – free?

Example: A \$100 bonus business fundraising course – free?

55. [Product Name] is live – link inside...

Example: Profits Vault is live – link inside...

56.Be quick to [get a discount]

Example: Be quick to get \$33 off...

57.Final day to [save money]...

Example: Final day to save \$10 on your monthly career training membership...

58. Act now to [get a discount] – hurry, this won't last long...

Example: Act now to get 75% off – hurry, this won't last long...

59.Flash sale: [describe savings]

Example: Flash sale: 12 hours to save 50% on every gardening guide in stock...

60. Give the gift of [product/brand] this Christmas...

Example: Give the gift of Profits Vault this Christmas...

61.[Get benefit] with free [length] trial...

Example: Start losing weight with this free two-week trial membership...

62. Try [product] free for [length of time]...

Example: Try this trophy-fishing system free for 30 days...

63. Introducing a whole new way to [get a benefit]...

Example: Introducing a whole new way to save money on your energy bills...

64. Get your free [type of] upgrade for [length]...

Example: Get your free Gold Writer's Club upgrade for two weeks...

66: [Number] reasons to love [Product]

Example: 5 really good reasons to love Jimmy D. Brown's newest guide...

67: [Number] ways to [use an item]...

Example: 7 ways to use your computer to make money...

68: Your next [product] is on the house...

Example: Your next outsourcing guide is on the house...

69: Put away your wallet – [some product] is free!

Example: Put away your wallet – this bodybuilding video is free!

70: Your [type of] coupon code inside...

Example: Your business-coaching coupon code is inside...

Extra Specific Email Subjects

71.Free webinar: [describe topic/benefit]

Example: Free webinar: How to earn \$100k per year within your laptop...

72. Win up to [contest prize amount] – see inside...

Example: Win up to \$1500 in this new contest – see inside...

73.Special guest author: [name] explains [topic]

Example: Special guest author: Jimmy D. Brown explains the right way to use PLR content...

74. Refer a friend and [get a bonus/discount]

Example: Refer a friend and get \$25 to use on any of our products...

75. [Do this] to get an extra contest entry...

Example: Share this link with your friends to get an extra contest entry...

76. We screwed up – please accept [this discount or bonus] as our apology...

Example: We screwed up – please accept this \$50 discount as our apology...

77. Your [product/membership] has been upgraded for free...

Example: Your marathon-training membership has been upgraded for free...

78.What are you doing [date/time]?

Example: What are you doing next Tuesday at 7pm EST?

79. I'd like to interview you [on/about topic]...

Example: I'd like to interview you about writing a bestselling novel...

80. What is your favorite [type of] tip?

Example: What is your favorite high-intensity interval training tip?

81.Your new favorite [type of tip/tool/strategy]...

Example: Your new favorite way to build a big, responsive mailing list...

82.Announcement: [describe]

Example: Announcement: Our anniversary celebration starts tomorrow!

83.Calling [type of person]...

Example: Calling anyone who wants to make jewelry for fun and profit...

84. Coming to a city near you: [describe]...

Example: Coming to a city near you: the horse-training workshop for beginners...

85.Reminder: [describe]...

Example: Reminder: your \$10-off coupon expires tomorrow...

86.You're invited [describe]...

Example: You're invited to listen in as our financial experts discuss retirement planning....

87.Refer friends and [earn money/products/etc.]...

Example: Refer your friends and earn \$25 every time one of them becomes a customer...

88. Join the rewards program [to get money/products/etc.]...

Example: Join the rewards program to earn free seeds and gardening supplies...

89.Breaking news: [describe]...

Example: Breaking news: is your blood pressure drug on the recall list?

90. Get free [type of] training (details inside)...

Example: Get free resume-writing training (details inside)...

91.Let's connect [on social media]...

Example: Let's connect on Facebook...

92.Why is everyone buzzing about [topic/product]?

Example: Why is everyone buzzing about Profits Vault?

93.[Number] [people] can't be wrong...

Example: 2552 satisfied dieters can't be wrong...

94. Join [type of] giveaway to [get benefit]

Example: Join the PLR vendor's giveaway to build your list with targeted prospects...

95.Special JV – [benefits]

Example: Special JV – see your name alongside dog training's biggest names...

96.Make money [giving something away]...

Example: Make money giving away this free travel guide...

97.[Dollar amount] commissions: you in?

Example: \$97 commissions: you in?

98.New offer pays [dollar] commissions..

Example: New offer pays \$50 commissions...

99. Affiliate spotlight: how [name] [made a lot of commissions]...

Example: Affiliate spotlight: How John made \$4922 commissions with just one email...

100. New copy and paste ads for [product/person] affiliates...

Example: New copy and paste ads for Jimmy D. Brown affiliates...

20 Summer Special Deal Subjects

- Summer Special: [Discount Amount] Off [Product/Service]
- Exclusive Summer Offer: [Discount Amount] Off [Product/Service]
- [Product/Service] - Summer Deal: [Discount Amount] Off
- [Product/Service] - Special Summer Discount: [Discount Amount] Off
- Save [Discount Amount] on [Product/Service] This Summer
- [Product/Service] - [Discount Amount] Off for Summer
- Summer Offer: [Discount Amount] Off [Product/Service]
- [Product/Service] - [Discount Amount] Off for Summer - Don't Miss Out!
- Summer Deal: [Discount Amount] Off [Product/Service] - Act Fast!
- [Product/Service] - [Discount Amount] Off for Summer - Offer Ends Soon
- [Product/Service] - Summer Discount: [Discount Amount] Off
- Save [Discount Amount] on [Product/Service] This Summer - Limited Time Offer
- [Product/Service] - [Discount Amount] Off for Summer - Hurry, Offer Ends Soon!
- Summer Offer: [Discount Amount] Off [Product/Service] - Don't Miss Out!
- [Product/Service] - [Discount Amount] Off for Summer - Act Now to Save!

- [Product/Service] - Summer Discount: [Discount Amount] Off - Offer Expires Soon
 - Summer Deal: [Discount Amount] Off [Product/Service] - Limited Time Offer - Don't Miss Out!
 - [Product/Service] - [Discount Amount] Off for Summer - Hurry, Offer Ends Soon!
 - Summer Offer: [Discount Amount] Off [Product/Service] - Exclusive Offer
 - Beat the Heat with Our Summer Special: [Discount Amount] Off [Product/Service]
 - Cool Off with Our Summer Offer: [Discount Amount] Off [Product/Service]
-

20 Online Product Launch Subjects

- Introducing [Product Name]: The Ultimate Solution for [Problem Solved]
- [Product Name] is Here: Your [Benefit] Solution
- Get Ready for [Product Name]: The [Benefit] Solution You've Been Waiting For
- Introducing [Product Name]: The [Benefit] Solution You Need
- [Product Name] is Here: The [Benefit] Solution You Deserve
- The Wait is Over: Introducing [Product Name]
- [Product Name] is Here: The [Benefit] Solution You've Been Missing
- Introducing [Product Name]: The [Benefit] Solution You Need
- Get Ready for [Product Name]: The [Benefit] Solution You've Been Waiting For
- Introducing [Product Name]: The [Benefit] Solution You Deserve
- [Product Name] is Here: The [Benefit] Solution You've Been Missing
- [Product Name] is Here: Transform Your [Goal] with This [Benefit] Solution
- Introducing [Product Name]: The [Benefit] Solution You Need to Achieve Your [Goal]

- [Product Name] is Here: The [Benefit] Solution You Deserve to Achieve Your [Goal]
 - The Wait is Over: Introducing [Product Name], the [Benefit] Solution You Need
 - [Product Name] is Here: The [Benefit] Solution You've Been Waiting For to Achieve Your [Goal]
 - Introducing [Product Name]: The [Benefit] Solution to Help You Achieve Your [Goal]
 - Get Ready for [Product Name]: The [Benefit] Solution You Need to Reach Your [Goal]
 - Introducing [Product Name]: The [Benefit] Solution to Help You Reach Your [Goal]
 - [Product Name] is Here: The [Benefit] Solution to Help You Achieve Your [Goal]
-

20 Limited Discount Offer Subjects

- Limited Time Offer: [Discount Amount] Off [Product/Service]
- Special Discount for [Audience]: [Discount Amount] Off [Product/Service]
- Exclusive Offer: [Discount Amount] Off [Product/Service]
- [Discount Amount] Off [Product/Service] for a Limited Time
- [Product/Service] - [Discount Amount] Off for [Audience]
- Special Discount: [Discount Amount] Off [Product/Service]
- Save [Discount Amount] with This Exclusive Offer
- [Discount Amount] Off [Product/Service] - Don't Miss Out!
- [Discount Amount] Off [Product/Service] - Act Fast!
- [Discount Amount] Off [Product/Service] - Offer Ends Soon
- [Discount Amount] Off [Product/Service] - Limited Time Offer for [Audience]

- Save [Discount Amount] with This Special Offer
 - [Discount Amount] Off [Product/Service] - Offer Valid for a Limited Time
 - [Discount Amount] Off [Product/Service] - Hurry, Offer Ends Soon!
 - [Discount Amount] Off [Product/Service] - Don't Miss Out on This Limited Time Offer!
 - [Discount Amount] Off [Product/Service] - Act Now to Save!
 - [Discount Amount] Off [Product/Service] - Limited Time Offer for [Audience]
 - [Discount Amount] Off [Product/Service] - Offer Expires Soon
 - [Discount Amount] Off [Product/Service] - Limited Time Offer - Don't Miss Out!
 - [Discount Amount] Off [Product/Service] - Hurry, Offer Ends Soon!
 - [Discount Amount] Off [Product/Service] - Exclusive Offer for [Audience]
 - [Discount Amount] Off [Product/Service] - Limited Time Offer - Act Now!
 - [Discount Amount] Off [Product/Service] - Offer Valid for a Limited Time Only
 - [Discount Amount] Off [Product/Service] - Don't Miss Out on This Special Offer!
 - [Discount Amount] Off [Product/Service] - Limited Time Offer - Save Now!
-

20 Hard Sell Subjects

- [Product/Service] - The Solution You Need
- Don't Miss Out on [Product/Service] - The Best Solution for Your [Problem]
- [Product/Service] - The Only Solution You Need
- Get [Benefit] with [Product/Service] - The Best Solution Available
- [Product/Service] - The Solution You Deserve
- [Product/Service] - The Solution to Your [Problem]

- Get the [Benefit] You Deserve with [Product/Service]
 - [Product/Service] - The Solution You've Been Waiting For
 - [Product/Service] - The Only Solution You Need to Achieve Your [Goal]
 - [Product/Service] - The Solution to Your [Problem] - Don't Miss Out!
 - Get the [Benefit] You Need with [Product/Service]
 - [Product/Service] - The Solution to Help You Achieve Your [Goal]
 - [Product/Service] - The Solution to Your [Problem] - Act Fast!
 - Get the [Benefit] You Deserve with [Product/Service] - Don't Miss Out!
 - [Product/Service] - The Solution to Your [Problem] - Offer Ends Soon
 - Get the [Benefit] You Need with [Product/Service] - Limited Time Offer
 - [Product/Service] - The Solution to Help You Achieve Your [Goal] - Hurry, Offer Ends Soon!
 - [Product/Service] - The Solution to Your [Problem] - Don't Miss Out!
 - Get the [Benefit] You Deserve with [Product/Service] - Act Now to Save!
 - [Product/Service] - The Solution to Help You Achieve Your [Goal] - Exclusive Offer
-

Black Friday Subjects

- Black Friday Deal: [Discount Amount] Off [Product/Service]
- Don't Miss Out: [Discount Amount] Off [Product/Service] for Black Friday
- Exclusive Black Friday Offer: [Discount Amount] Off [Product/Service]
- Hurry! [Discount Amount] Off [Product/Service] for Black Friday
- [Product/Service] - Black Friday Deal: [Discount Amount] Off
- [Product/Service] - Special Black Friday Discount: [Discount Amount] Off

- Save [Discount Amount] on [Product/Service] This Black Friday
- [Product/Service] - [Discount Amount] Off for Black Friday
- Black Friday Offer: [Discount Amount] Off [Product/Service]
- [Product/Service] - [Discount Amount] Off for Black Friday - Don't Miss Out!
- Black Friday Deal: [Discount Amount] Off [Product/Service] - Act Fast!
- [Product/Service] - [Discount Amount] Off for Black Friday - Offer Ends Soon
- [Product/Service] - Black Friday Discount: [Discount Amount] Off
- Save [Discount Amount] on [Product/Service] This Black Friday - Limited Time Offer
- [Product/Service] - [Discount Amount] Off for Black Friday - Hurry, Offer Ends Soon!
- Black Friday Offer: [Discount Amount] Off [Product/Service] - Don't Miss Out!
- [Product/Service] - [Discount Amount] Off for Black Friday - Act Now to Save!
- [Product/Service] - Black Friday Discount: [Discount Amount] Off - Offer Expires
Soon
- Black Friday Deal: [Discount Amount] Off [Product/Service] - Limited Time Offer -
Don't Miss Out!
- [Product/Service] - [Discount Amount] Off for Black Friday - Hurry, Offer Ends Soon!
- Black Friday Offer: [Discount Amount] Off [Product/Service] - Exclusive Offer