

**Subject Lines:**

- 1) Keep your email subject lines short & sweet.
- 2) Use a familiar sender name.
- 3) Use personalization tokens. ex. Name or location in the subject
- 4) Segment your lists so you can be more specific in your communication.
- 5) Don't make false promises.
- 6) Do tell them what is inside your email.
- 7) Time it right.
- 8) Use concise language.
- 9) Start with action-oriented verbs.
- 10) Pose a compelling question.
- 11) USE CAPS SPARINGLY!

**NOTE: Avoid Spam Trigger Words! Examples:**  
**[theidsp.net/blog/bob-the-builder-blog](http://theidsp.net/blog/bob-the-builder-blog)**

**Headlines:**

- 12) Include Numbers
- 13) Use simple powerful language.
- 14) Target high volume keywords.
- 15) Make a bold statement.
- 16) Do competitive research – make yours better.
- 17) Ask a strange or funny question.
- 18) Create a sense of urgency.
- 19) Be a little mysterious.

33% of email recipients decide whether or not to open an email based on the subject line alone. Be quick & captivating!

40% of emails are opened on mobile devices. Use less than 50 characters so it will not be cut off.

A/B Test your subject lines to find out what works best and make adjustments.

thehoth.com has a free keyword research tool with just email sign-up.

Urgency is the fear of missing out. Creating urgency in your headlines will increase your results.