

¹²~~10~~ Tips for Writing Hooky-As-Heck Subject Lines

*Master these techniques and watch
your open rates soar!*



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1

Keep it short.

7 to 10 words, tops, and fewer than 60 characters (fewer than 40 is even better) – but not just one word.

Open loops.

Pose a question, create mystery, use "this."
Yes to cliffhangers, no to clickbait.

2

3

Sprinkle in some innuendo.

Be a little saucy, but not too over the top.
Keep your audience in mind, though!

Utilize microcopy.

Surprise and delight your subscribers.
Let your personality show with humor and contrast.

4

5

Use trigger words.

Invite subscribers to enjoy things with you: best, greatest, unbelievable, most, happiest, newest, favorite

Create rapport with readers by taking a stand.

10 things you hate, a trope whose time has passed, an industry or process nitpick, who's the best Golden Girl.

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7

Give away free stuff.

Your and others' reader magnet, books you see in emails like Bookbub, friends having free days. Also swag.

Personalize (sometimes).

Personalized emails have 26-51% higher open rates, 41% more clicks, and 6 times as many conversions

8

9

Ask for a favor.

People like to help. Make it really easy for them (a simple click or two), and offer something in return.

Split test EVERYTHING.

Actually record and use the data, retest often, and get ready to be wrong.

10

11

Use emojis as appropriate.

56% of brands see increased opens, so test this on your own list. Align with brand, themes, holidays, etc.

Consider the emoji.

In split -testing, the poop emoji increases open rates more than any other. **Only you know if it's right for you.** *Other winners: lips, gift, champagne, spiders, fire, holiday.*

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Need more?

We hope you found this cheat sheet helpful!
If you need more, we encourage you to
check out our other offerings.

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