

# 21

How to **Compel**  
Your Subscribers  
to **Open** Your  
Emails and  
Take **Action** Now!

# Email Subject Line Secrets



A  
**Soul  
Proprietor**  
Guidebook  
for  
People of  
Positive  
Influence

\$39.00

# *Before putting on your running shoes...*



This eBook is a reference manual. It's meant to be used over and over so that every marketing email message you send gets opened and read by your subscribers and prospects.

Print it out.

Punch holes over there on the left (we've left lots of room for you to do so without messing up any of the copy inside).

Put the pages inside a nice binder that you'll enjoy having hang around your desk.

**Then refer to it every time you create a marketing email.**

This is a working tool.

So work it!

**21**  
Email  
Subject Line  
**Secrets**

# 21 Email Subject Line Secrets

## Welcome!

You hold in your hands one of the most valuable marketing tools you can own. If you use email as one of your marketing strategies — and every 21st Century marketer should be — then get ready for a lot more business coming your way.

The Subject Line Secrets revealed in this eBook are designed so that you can adapt, tweak, or copy each one starting with your very next mailing.

If you're serious about marketing your practice or business using email, eZines and sales letters, and if you read this and implement just a few of the suggested subject line techniques, I guarantee that you will transform your business. Simply using just one or two of these tips will double, triple — or more — your email open rate. Try a few and see what happens.

My given name is Martin, but everyone calls me Marty. I hope you will, too. And if this is your first encounter with one of my Soul Proprietor Guidebooks, I think you're in for a pleasant surprise.

You see, I've spent a fortune over the years buying and reading marketing eBooks and programs and most of them were a lot of hype and fluff but had no real meat in them. I strive to make every one of my guidebooks a valuable learning resource that tells you not only what you should be doing when it comes to marketing your business, but how-to-do-it, too.

It's my desire to see you succeed in your practice or business and I know you have your own definition of success. If I can help you reach your goals faster than I've done my job. But you have to do yours, too.

And by that, I mean you must get into action. You must do something towards marketing your business every single day.

I'd love to hear your success stories from using these Subject Line Secrets. Email me anytime.

**Marty Marsh**  
*Soul Proprietor*

[marty@martyink.com](mailto:marty@martyink.com)



# 21 Email Subject Line Secrets

## Introduction

**y**our emails: To be opened or not to be opened?

That is the \$64 thousand dollar question. The results you'll get from every email mini-course, every ezine, every autoresponder message – in short, any email you send – are completely at the mercy of that question – will they be opened or not be opened?

If your mailing is not opened by your subscriber, you have absolutely *zero* chance of getting that subscriber to respond to whatever is inside. Ouch.

If your mailing is opened, then it's up to the message inside to get the subscriber to respond as you desire. **Hint:** This is the better of the two options. :-)

Your success or failure as an email marketer is totally dependent on getting your readers and subscribers to open your emails.

But don't make this more complicated than it is.

The magic ratio for email marketing is simple. The number of subscribers who **RESPOND** to your mailing is directly proportional to the number of subscribers who **READ** your mailings. It's all about the numbers.

For example:

If you have 1,000 subscribers on your list, and if 5% of them open your email (that would be 50 people) and 10% of those actually take action, you have a total of 5 responses per 1,000 subscribers.

If you have 1,000 subscribers and 10% open your email (100 people) and the response rate (10%) stays the same, then you'll have 10 responses per 1,000 subscribers.



So it stands to reason that the more people who open your emails, the more responses you will get.

### People are inundated with email

Of course, getting your subscribers to open your emails can be a tricky proposition these days. You don't have to look very hard to realize that email results aren't what they used to be.

The good news is...

You CAN increase the number of subscribers who open your Email!

Online marketers have been experimenting with their lists for years, and in the pages that follow you'll see some successful email marketing campaigns and learn why they worked and – most importantly – how you can put them to work for yourself.

Read through the following secret tips, choose the ones that you think will work best for your particular circumstances, try them out in your next few marketing emails, and pay attention to the results.

### Testing, testing, testing

Unlike the old days of direct mail marketing, where there could be weeks between the initial concept and readers actually receiving the mailing and taking action, the beauty of email marketing is that you can pretty much instantly test anything you want and know pretty quickly the kind of results you'll get.

Smart marketers are taking advantage of this “quick results” kind of testing every day.

Add this to your arsenal of marketing strategies, and test your own results.

**Sometimes we forget that marketing comes down to a simple set of two options:**

**Did a website visitor order *or not* order?**

**Did they opt-in *or not* opt-in?**

**Did the change in headline improve conversion *or not* improve conversion?**

**Got it?**

**There's a positive option and a negative option. (I'll let you decide which is which.)**



## Let's get started!

Subject Line Secret **1**:

### Abide by the DO's and DON'T's

**T**here are a lot of generalized things list owners simply must do and also must *not* do that are really just common sense; but if I don't mention them, I'd be doing you a huge disservice. Rather than spread them out over several different tips, I've compiled them all into this one tip that I'm calling, "Abide by the DO's and DON'Ts". For many of you this is going to be fairly basic, but it never hurts to be reminded.

#### **Stay away from the appearance of SPAM.**

Certain subject lines just look like SPAM. They make outrageous claims. THEY USE ALL CAPS. They have exclamation marks bleeding off into the sunset!!!!!!!!!! They try to get your attention with symbols, and so forth.

Avoid looking like SPAM. The surest way to get your email deleted is to resemble the one thing that every person who has an email address hates – SPAM.

#### **Avoid the use of \$\$\$\$ and @@@ and other symbols.**

Yes, those things will draw attention to your email, enough for your subscriber to send your email off into the trash quicker than you can say "Delete."

#### **Keep it under 50 characters.**

The shorter you can keep your subject line message, the better. Depending upon the interface and configuration of your subscribers' inbox, they may miss out on any information that comes after the 50 character mark. Put the most important stuff up front, and keep it as short as possible.

#### **Don't mislead your subscribers.**

Avoid any kind of trickery. If you have to resort to a gimmick to get them to open your email, then a) You haven't been paying attention – you don't need to mislead, and b) You're going to ruin any credibility and trust you have built with your subscribers. This is as good a way to destroy a list as anything on the planet.

Don't get your subscribers to open your email under false pretenses. Trickery might work once, but it won't work twice, mainly because they'll no longer be on your list!

### Don't be "all business – all the time".

You want to attack a boring, uninteresting and uninspiring subject line like a rabid pack of Dobermans. No offense intended to anyone who uses this technique in their subject line, but "Bob's Ezine #101" doesn't make me want to open it up and read it.

There's a way to brand your newsletter or e-course in the subject line without being boring; we'll talk about that next. The important thing to remember is YOU WANT YOUR SUBSCRIBERS TO BE INTRIGUED ENOUGH TO OPEN YOUR EMAIL AND READ IT.

Boring just doesn't make the grade.

### Subject Line Secret 2:

## Create a Brand

**A**s I mentioned earlier, you can brand your newsletter or e-course in your subject line without being boring. In fact, if you do it correctly it will certainly increase the number of subscribers who actually open your email and read on.

What I mean by "create a brand" is to have a one- to three- word tagline that is included in every list mailing you send which identifies that the message is coming from YOU. If you offer valuable content and recommendations to your list members on a regular basis, they will learn to LOOK for your messages by looking for your particular "brand."

I know this: When I receive anything that reads "Talkbiz," I know it's from Paul Myers, and I immediately read it because I know it's valuable. Paul's been writing really good, rock solid online marketing how-to's for a long time. I've been *reading* his "ramblings" for a long time, too.

His "brand" always gets my attention (in fact, I have a special folder in my email client where Paul's emails go so I don't miss even one) even though I receive hundreds of email messages every day. But Paul's are not the only messages I look for; there are other's as well and I treat them all the same. I've learned that what they have to say is so valuable that I don't ever want to miss anything they send out. And, I must add, I buy lots of stuff from these people, too.

So, remember: Your "brand" must be equated in the mind of your subscribers with "value." The reason Paul Myers' mailings get my attention (and the attention of countless others) is because I equate "Talkbiz" with "value."

It won't help you to use an email brand if your subscribers don't recognize the importance of reading your specific messages. Email branding and message value must co-exist at all times. If not, the romance between you and your subscribers is going to be short-lived.

So, what does it mean to “brand” your subject line? How can you do this? Let's take a look . . .

## Branding Your Subject Line

To “brand” your ezine’s subject line you will use a consistent word or phrase, generally at the beginning of your subject line.

Some examples include...

- In today’s Report [Inner Circle Members]
- AMS #210 By Your Request
- [MYOB News]
- [7Secrets]

Again, the point is to have some consistent wording in your mailings so folks can quickly and easily identify a message that comes from YOU.

**Important note:** Even if you “brand” your subject line, it’s still important to add some kind of additional attention-grabbing “headline” to your subject. For example:

- In today’s Gazette: How to double your profits
- [Inner Circle Members] Update available for 24 hours only...
- AMS #210: My top traffic generator

One of the best marketers I’ve ever seen do this is Jim Daniels. His *Bizweb Gazette* newsletter does this just about as well as you can do it. His subject line usually mentions the Gazette and is then followed by a short, attention-grabbing statement about what he’s going to reveal in the mailing.

One of my favorites was...

- Details on my “#1 Traffic Source” in today’s Gazette...

Irresistible.

And the word “Gazette” is consistent for his branding. The “Details on my #1 Traffic Source” line is going to pull you into the mailing as though it’s the most powerful magnet on the planet. I know; I stopped what I was doing to read it.

This is an easy thing anyone can do with any list that they build. Merely insert a one- to three-word tagline that your subscribers can become familiar with and readily notice among the many emails in their inboxes.

I really pick and choose the teachers I follow, and one list that I think every marketer should join is Talkbiz News. ([www.talkbiznews.com](http://www.talkbiznews.com))

Paul Myers really is one of the sharpest (and funniest) marketers and teachers that I know, and I have learned more from him than I could write in a dozen books. Visit his site for more details on his free e-newsletter. (Nope, I don't get a commission for sending you there, but, I do get to say “thanks” to Paul for all he's done for me and my Internet marketing.)

**Extra tip:** Be sure to tell your subscribers in the welcome email you send out by autoresponder when they first sign up that they should always look for the branding keyword(s) you'll be putting in the subject line. Then be sure you put them there, every single time you mail.



Subject Line Secret **3**:

## Develop a 'Best of' Swipe File

One of the recommendations that you hear over and over from all the successful marketing teachers is to “create a swipe file.”

This means to create a file of examples, case studies, and exhibits of other successful ads, headlines, testimonials, guarantees and claims that have grabbed your attention. The idea is to build a file of the best examples you can find to refer to when creating your own ads and subject lines – all of your marketing materials.

You use the swipe file, not to steal, but to generate ideas of your own that you can modify for your own use.

You've probably already heard this before, right? Well, what you haven't heard before is what I'm about to tell you.

**Big Tip:** Here's a simple little technique that you can begin using right now to build a huge swipe file of your own in 48-72 hours, automatically, without spending a penny.

You'll be able to create a swipe file of the best email subject lines from the top marketers in the world! You'll be able to see exactly what the best of the best marketers are doing with THEIR email subject lines to learn from what they DO, not just what they SAY.

You can also see how niche marketers in all walks of life are using email subject lines to convince non-marketers like “75 year old grandmas who love gardening” to open up their email messages and read.

Finally, you can “spy” on your competition and see how they are using email subject lines to tap into the same exact target audience that you want to focus on in your own email marketing.

And all the while you'll be building a large database of the best email subject lines on the planet to use in generating ideas and spin-offs for your own campaigns.

**Here it is:** Go to Hotmail.com, aol.com, Yahoo.com or Gmail.com and get a free email account. (I

recommend Gmail, as some marketers these days will not accept hotmail, yahoo or AOL addresses.) You will NOT want to use your regular email address for this because you're going to be getting so many emails that they would become too difficult to manage in your regular inbox.

Once you have your free email account, join DOZENS, even HUNDREDS, of lists covering every imaginable topic. Start with marketing lists. Then, join lists in as many different niche topics as you can think of, especially those you are interested in. Find your competition and join their lists.

- Join newsletters.
- Subscriber to ecourses.
- Opt-in for free reports.
- Register for free teleseminars and webinars.
- Register for free prizes.

A good way to find various lists to join is by searching for “Keyword + newsletter” such as “marketing newsletter” or “dieting newsletter” or use a variable of “ezine” such as “travel ezine.” You can also search for lists to join at various ezine directories online that you can find through Google.com

A couple of other places to look are at the Clickbank Marketplace and Google Adwords. You'll find a lot of different niches where MARKETERS are actively working and they almost always offer lists to join at their sites.

Now, after you join as many lists as you want, using the free email address, you can login a few days later and find dozens of emails waiting in your inbox.

Look for the subject lines that get your attention. Look for the subject lines that make YOU want to open up the email and take a look inside. Look for subject lines that create curiosity and are irresistible.

Store each of those in a folder on your computer and then delete everything else.

Once a week or so, login to your free email account and do the same thing again – look for the best subject lines. In just a few days you should have as many compelling subject lines as you can possibly want for your swipe file.

Print them out if you like, put them into a folder marked “subject lines,” and anytime you want to send out a mailing to your own list, you've got a tremendous resource compiled from the sharpest marketers in the world right there at your fingertips. Use your swipe file to generate ideas and variations for your own messages.

This is THE best way to get a free email marketing education in the art of crafting great subject lines, by observing what other successful list owners are doing and then modeling your own email campaigns after theirs.

Subject Line Secret **4**:

## Use Personalization Differently

**T**here was a time when using someone's name in an email subject line was a sure bet for getting their attention. After all, it didn't used to be a common practice, and seeing your own name certainly does grab your interest.

But, in many markets – especially highly competitive ones like “internet marketing” – the use of personalization in the subject line is so common that it no longer has the punch and power that it once had.

Does that mean you shouldn't personalize? No, of course not. But, it does mean that you shouldn't personalize just for the sake of personalizing.

Personalization is supposed to be “personal”, right? Sadly, it usually isn't. It's sent out to five gazillion people on a list without any real regard for the INDIVIDUALS on that list.

How personal is “Marty, issue #412 of Bob's Ezine”? Sure, you used my name, but is there really any element of being personal there? Not even a glimmer.

Yes, you should use personalization, but use it correctly.

Here are 6 good examples of personalization that are unique and distinctly different than the standard “Hey Frank, here's an email to open.”

### 1. The Possessive Personalization.

The idea is to give the subscriber OWNERSHIP of whatever you are sharing in the email. Some examples include:

- Fred's secret to losing weight fast
- Sally's new migraine relief
- Tracy's 2 for 1 cruise discount

See how this works? You're giving ownership to whatever benefit your email message promises to the individual subscriber who is reading it. This is a great way to personalize your subject line in a unique, out-of-the-ordinary way that both

- 1) gives ownership of the benefit to your subscriber AND
- 2) allows you to involve the reader in your email message before they actually begin reading it.

## 2. The News Personalization.

In this type of personalization you use your subject line as if it were a breaking news story.

Some examples might include..

- Fred avoids the #1 affiliate mistake . . .
- Sally finds long-lost classmate
- Tracy finally stops back pain forever . .

This kind of subject line sounds like breaking news with your subscriber already in the news story, rather than yet another promotional mailing. Again, it's different. It conveys the message you want but in a way that separates you from other publishers and marketers.

## 3. The Intimate Personalization.

The idea here is to have an intimate feeling of “one-on-one” to it, as if it were intended for just one person, rather than to an entire list.

Some examples:

- Patti ... Marty here – 2 questions
- Patti ... a quick heads up
- Patti ... got an idea to run past you

While you always want to craft your subject line with one person in mind – a single recipient on the other end of your email – there are occasions when you want to use a more intimate approach that appears more “one-on-one” than just some mass broadcast. And, if you can continue the intimate, one-on-one feel inside the email itself, you'll get a greater result from your mailings.

## 4. The Reverse Personalization.

Instead of using the SUBSCRIBER name in the subject line, you use YOUR name in the subject line.

Here are some examples:

- Marty Marsh here with a quick question . . .
- Marty Marsh wants you to join his inner circle
- Marty Marsh is trying to reach you . . .

Notice that, despite the fact that I've used my name in each of these examples, the focus is not on “Marty Marsh” but is actually on the subscriber. “Marty Marsh here with a quick question” is not about me; it's about a question for the SUBSCRIBER.

“Marty Marsh wants you to join his inner circle” is about the SUBSCRIBER being asked to do something.

“Marty Marsh is trying to reach you” is about reaching the SUBSCRIBER.

Certainly including *your* name in the subject line – especially if you are well known to your subscribers – can be a powerful way to grab attention, IF you don't lose sight of the fact that the FOCUS needs to be on your subscriber and not on you.

Your name draws the attention TO the email, but the emphasis on your subscriber is what draws them in TO READ your email.

### **5. The Delayed Personalization.**

The idea here is to include the subscriber's name in the middle or at the end of the subject line, instead of at the beginning.

Some examples include:

- 2 free passes for you, Lucy
- The information Paul requested
- Username and password for: Nicole White
- Sorry, Ryan – I gotta disagree

Now, if you're going to use the subscriber's name at the *end* of your subject line, you really must keep it short. You don't want to cut off their name by having a long subject line.

You're using their name, but it's in a slightly different position, making it stand out from the mass majority of others who have the standard “Joe, here's blah, blah, blah”.

### **6. The Partnership Personalization.**

What you'd do with this type of personalization is to merge both your first name and the subscriber's first name into the subject line.

Examples:

- Marty and Joe write an ebook together
- Marty and Joe have lunch at the Big Seminar
- Marty answers Joe's marketing questions
- Marty trains Joe to write subject lines

The idea is to create a sort of partnership effect in the subject line. This is a GREAT subject line for a coaching offer, a survey offer, or for some kind of incentive offer.

So there you have six unique ways to make personalization pay off for you. All of these make YOU vastly different than most of your competition.

You always want to look for an edge over others, some way to stand out from others; take what works and change it to make it better. Use personalization, but use it differently.



Subject Line Secret **5**:

## Mention an Update, Upgrade or Upsell

**T**he idea here is to reference any existing software, ebook, report, ecourse, etc. that your subscribers already have, and let them know there is either an update, upgrade, or upsell available for them to access.

This technique can be used in combination with both free and paid versions of existing products that your subscribers may have obtained, and with both lite and full versions.

Suppose you published an eBook that you released in 2006 titled “The Art of Dieting.” You could use a subject line like this for an attention-grabbing headline for all of the previous owners of that eBook:

- 80% Discount for 2009 Edition of The Art of Dieting

You could go on to explain in your email that previous owners will receive the discount on buying the newly released edition of the course, describing what the 2009 edition includes over the previous version.

Or, suppose you sell a software program titled “eBook Creator” and version 2 was the most recent release. Now you have Version 3.0 ready to go. You could try this subject line...

- Last chance to upgrade to Version 3.0 of eBook Creator at a discount

In this email you could mention that a discount is available only if they act on it in the next 24 hours and that this is their last chance to get the upgrade before the price goes up.

Maybe you offer a “lite” version of your software and want those who have obtained a copy of it to upgrade to the “full” version:

- Here’s how you password-protect your eBooks with eBook Creator...

In that email you can fully explain the process of password-protecting eBooks by using the full

### RECOMMENDED RESOURCE:

The absolute best report I’ve ever read about Upsells is at [www.srzone.com/upsell.html](http://www.srzone.com/upsell.html)

Up to 40% of your customers WANT to give you more money. This report shows you how to get them to give it to you.

version of the software and mentioning how to upgrade from “lite” to the “full” version that allows use of that feature.

Let’s suppose you sell ANY kind of information product. How about sending an email with this subject line to your customers:

- Supplement report for your order is NOW available

Obviously, you could point out how the supplemental report enhances or expands upon information directly related to the topic of the product they’ve already purchased.

The purpose is to get folks to open up your email and take a look at your message.

Anytime you can mention an updated version or an additional supplement to something that your subscribers already have in their possession, they will more likely open your email to find out how to get their hands on the latest improvements or additions to that product.

Subject Line Secret **6**:

### Be Provocative

**J**n some cases, it works well to use controversy or shock to grab the attention of your subscribers. But if you use this technique, be careful that you are not crossing the line into looking like SPAM.

**Note:** Let me preface this by saying that I don’t endorse, recommend or teach that you should be immoral or deceitful in any of your business dealings. Certainly the idea of being “provocative” can be taken too far and I just don’t agree with that practice at all.

When I say “be provocative” I am primarily suggesting that you use subject lines that “startle” your subscribers without “frightening” or “offending” them.

Let me give you a couple of examples of what I mean:

- Your account has been terminated.

One of my fellow Internet marketers uses this tactic at his membership site. He would receive notifications from time to time that subscribers had cancelled their monthly payment through PayPal. Sometimes members had requested this, and sometimes there was a mistake somewhere in the billing process at PayPal. Either way, when he received the cancellation, the member was automatically sent an email with the subject line “Your account has been terminated.” This email let them know that their payment had not been received and their account would be removed if they did not update their payment within 72 hours.

The email went on to explain what benefits they'd be missing out on if they discontinued and offered them something special to rejoin. It works very well.

- Your email list may not be working.

When this same marketer released an eBook about better emailing practices, he sent out a promotional mailing with the subject line, "Your mailing list may not be working."

This is provocative. "What's wrong with my list?" you would think. When subscribers opened the email, the message explained how SPAM filters were preventing their list members from getting their mailings and how his eBook contained valuable information that could help them avoid the SPAM filters.

You NEVER want to bully people into opening your emails or to try to be offensive. You must maintain your integrity at all times.

Certainly you want your subject line to be appropriate, and there ARE occasions when using a "startling" subject line really goes well with the nature of your message, and it certainly will grab the attention of your subscribers, getting them to open up and investigate your mailing.

**Certainly you want your subject line to be appropriate, and there ARE occasions when using a "startling" subject line really goes well with the nature of your message.**

Subject Line Secret **7**:

### Work in the News

**M**ake reference to some current or recent event that made a big splash in the news. This is especially effective when it's "industry" news -- news that is relevant, interesting and well known to your target market.

Some examples:

- What the Can-Spam Act means to YOU in 2009...
- What I learned at the Big Seminar
- How to lose weight during the Super Bowl
- 5 Lessons Learned from Barry Bonds
- Tough times "Survivor" tactics for financial planners
- Branding Lessons Learned from the Presidential Election Campaigns

If it was a big enough news story to get our attention in the first place, it's very likely to get our attention again when it applies to whatever interest got us to opt-in to your list to begin with.

Obviously, the message of your mailing should coincide with your subject line and have relevance to the news story you are referencing. You would never use a message in your email that had nothing to do with the subject line used to draw people in.

Back when the Can-Spam act first hit, every time I got an email from anyone that included a reference to the Can-Spam act, I automatically read it because it was something that was important to me, my students, and my business.

The recent mega-success of the film and book “The Secret” was another popular news event that many marketers tagged on to in hopes of drawing more attention to their own “secrets.”

And, at the time this is being written, the world financial markets are in turmoil, and many smart marketers are tying their offers into the dire outlook for the economy.

Include current news in your subject line whenever it’s relevant – especially news that is specific to the topic and focus of your list – and you should see your open rate go up.

Subject Line Secret **8**:

### Check Your Magazine Stand

**A**nother source for finding ideas similar to the earlier tip about creating a swipe file for subject lines is to “Check Your Magazine Stand”. If there is one thing that magazine publishers have absolutely mastered, it is the art of getting our attention with short, eyeball-locking headlines. They really know how to pull us over to take a closer look, don’t they?

Some examples:

- Get Organized! 24 great ideas...
- Walk off the pounds! 84 great tips...
- Are you headed for a heart attack?
- 6 secrets of staying young
- 5 steps to staying sane with a stubborn child
- 28 tax-slashing moves you can’t afford to miss

With dozens of magazines all clustered together, all wanting to find a new home in our shopping cart, the headlines have got to be good. You can learn a lot from these magazine headlines.

Look for magazines that are related to the general topic of your list and what you’re offering, and scan their covers for ideas you can use for subject lines.

If you think this only works for business-related lists, think again. At the magazine rack today I was looking at the current issue of a magazine called “Birds and Blooms.” Now, I don’t know how you could find anything more NON-business than “gardening”. So, let me read from the front cover, because this is a perfect example of finding great, attention-grabbing headlines you can use for email subject lines.

There are four headlines on this particular cover. Here they are...

- Pull-Out Planner: Create Your Dream Garden
- 37 Secrets for a Blooming Backyard
- Tomatoes: Double The Yield, Half The Work
- 21 Ways to Attract Birds and Butterflies

How much more non-business focused can you get than tomatoes and butterflies? And yet, here is great marketing at work. These headlines just seem to pull your eyes in their direction, which is exactly what you want to do with your subject line.

Spending an hour in front of the magazine section of your bookstore or newsstand with a note pad in hand is a great way to brainstorm ideas for your subject lines.



Subject Line Secret 9:

### Remember ‘Headline Rules’ Apply

**M**ost of what you’ve been taught for years about writing headlines for sales letters and articles, whether online or offline, applies to subject lines as well.

Let’s talk about a few of those rules:

#### 1. Write to one person at a time.

How many subscribers read your mailings? One person at a time. Remember that. When you craft your subject line, don’t write it to a list, write it to an individual on that list. Don’t say “anyone”, say “you”. The best subject lines are the ones that speak to the one person at his computer on the other end of the line. (I have a favorite client that I always have in mind whenever I’m writing anything or creating new programs so I just think of her when I’m writing.)

#### 2. Be 100% specific.

The more specific your subject line can be, the better. Not “increase your profit”, but “increase your profit *by 300%*”. Not “lose weight fast”, but rather “lose *10 pounds* fast”. It’s not simply “house-break your dog”; try “house break your dog *in 48 hours*”. Be specific in the benefit you offer.

### 3. Write a dozen or more subject lines before making a decision.

You never, ever want to use your first draft of a subject line. It doesn't matter how great it sounds or how perfect it feels, put it aside and write eleven more versions of it. Then, choose the best one. It might very well be your first one, but probably not. Better still, have someone else choose for you.

### 4. Keep it in harmony with your message.

Every subject line you choose must be absolutely relevant to the message of your mailing itself, preferably made clear within the opening paragraph of your message.

### 5. Test, test, test.

As with anything else related to marketing, you've got to test to see what works best. Even very slight improvements can mean a substantial amount of extra profit. With email messages, test several versions of your subject lines on small portions of your list before you broadcast your mailing to the entire list. *Aweber* makes it easy these days to try out different subject lines to different parts of your list, all done for you automatically.

### 6. Play to their emotions.

It is emotion that drives us to take action. It is that which stirs our emotion that grabs our attention. It is emotion that will ultimately get your readers to open your email.

What pain are you going to eliminate? What pleasure will you increase? What shocking revelation will you share? What sentiment will you stir up? What gratifying result will you promise? What security will you provide? Emotional connection produces response. Got it?

### 7. Write from your subscribers' point of view.

It doesn't matter what you want or what you think or what interests you or what is most important to you. The only thing that matters is what your subscriber thinks. The better you know your list members, the better you'll be able to push their hot buttons in your subject line. Get to know your subscribers, their wants and needs, their interests and desires, and create subject lines that come from THEIR point of view, not yours.

So, again, remember that traditional "headline rules" apply to subject lines as well.

Subject Line Secret **10**:

## Intentionally Be Negative

**A**n anyone who's been involved in marketing for even a short while, or who has done any research about marketing, knows that there are two universal, immutable motivators that are behind virtually every buying decision we make in life. (Immutable, meaning that these apply to everyone and they don't ever change.)

All marketing comes down to focusing on the two great desires of mankind, which are to:

- Increase pleasure
- Decrease pain

In a nutshell, that's what all human beings basically want in life: we want to increase pleasure and decrease pain.

Now, the majority of email subject lines tend to focus on increasing pleasure. They generally focus on what TO do as opposed to what NOT to do; they generally focus on the positive instead of on the negative.

Now, I know without a doubt that it's NOT because speaking of "decreasing pain" isn't effective, because it is. It's been a hallmark of effective marketing for far longer than you and I have been around and it will be effective long after we've gone.

It's proven again and again that it works in email as well.

And I'm not the only one. I'm on about a bazillion mailing lists – I've already told you about one of my secrets of getting a free email account and just subscribing to all kinds of lists to study their habits – and what I've noticed is that those marketers who can be generally categorized as the brightest of the bunch DO in fact use the "negative consequence" approach to email marketing, focusing on "decreasing pain".

None of us want to miss out. None of us want to be unprepared. None of us want to walk into a brick wall or in front of a speeding bus. None of us want to experience delays or setbacks or any other painful result.

So, when an email subject line comes along that in some way warns us or empowers us or equips us to avoid failure, we're probably going to take a closer look.

Some examples:

- The #1 mistake most marketers make
- Checklist: Are you overstressed?
- Here's the bad news about college loans
- 5 Ways to Avoid Bankruptcy in Scary Economic Times
- The scary truth about vegetables
- Spyware may have infected your PC

Obviously, in your email you'll want to POINT TO A SOLUTION. You get to be their "knight in shining armor." You get to be the hero. It's one of the classic marketing scenarios: point out a

problem and then point to your solution. No one wants pain, and, if you've got the right remedy, you'll be the one to profit.

Subject Line Secret **11**:

## Be Casual

**W**hich do you usually read first? Something that obviously looks like it's a promotional mailing, or something that appears to come from a friend or relative?

Unless you've got issues with your Cousin Jenny or your little sister is getting too smart for her own good, you'll almost always go for the messages that are more intimate.

You should write that word down and circle it:

### INTIMATE

"Intimate" isn't business-like. "Intimate" isn't forceful. It isn't marketing mumbo-jumbo, and it isn't stiff and stuffy and rehearsed.

Intimate is closeness – and closeness is casual.

(Most of us would never apply for a bank loan in our pajamas, but we *would* lounge around with our spouse clad in our favorite t-shirt and a pair of boxer shorts. Closeness is casual.)

Sometimes the best approach to a subject line is to be very casual.

Some examples...

- Just checking in
- I'm back
- Did you miss me?
- Quick question for you
- When I get to the office
- When you get a few minutes
- It's been a while
- Sorry I forgot about you
- A quick message from
- What do you think?
- Ooops!
- I need your help



I hope you noticed two things about these particular subject lines:

- (1) They are very brief; they aren't long and drawn out. They are very concise. Isn't that how you usually communicate with close friends and relatives?
- (2) They are all very intimate, aren't they? They are casual and friendly, not "in your face". They sound like something that was sent to you and you alone, and that is the ultimate tactic for getting people to open your emails and take a look. When they are convinced that you are talking to them, they'll read.

Be casual. This isn't an executive board meeting. It's a simple communication between you and the man or woman on the other end of the line. He or she is not just a nameless, faceless number on your list but a real live human being who trusts you enough to stay subscribed to see what you've got to say *to him or her*, not what you've got to say to a bazillion other people.

Subject Line Secret **12**:

## Be Cryptic

**W**hen I say "be cryptic," I'm not suggesting that you encode your emails so your recipient will need some kind of special viewing glasses or a code book to decipher what you're sending. Neither am I suggesting that you use symbolism that only a person who realized "Animal Farm" wasn't really about animals or a farm would understand what you're saying. (By the way, if you don't know what the reference to "Animal Farm" means, then I've been *too* cryptic.) When I say "be cryptic" I mean this: say what you want to say in a unique, original way.

It's unlikely that you'll ever send out an email to your list members that someone else hasn't already sent out in one form or another. In fact, MANY, MANY people have likely already sent out similar messages.

If it's a promotional mailing for a new product or service, do you think you're the first to do it? Of course not.

If it's an affiliate program you're promoting, do you think you're the first to promote it? Of course not.

If it's a free article, do you think you're the first to offer a free article or report? Nope.

We do very, very little that hasn't been done before. And we do very, very little that isn't being done at the same time we are doing it right now.

Those things we can't control. But what we *can* control is the manner in which we do what we do. That's where the "be cryptic" idea enters the room.

Say what you want to say in a unique, original way.

Let me give you a real life example:

My Internet marketing friend, mentioned earlier, wanted to find new joint venture partners for a special promotion he was putting together for a home study course. He'd had a database of ezine publishers for quite some time and he decided that it would be a great place to find joint venture partners for his project.

So, instead of doing what everyone else was doing, "Frank, would you JV with me?" "Mary, how about a 50/50 split?", or "Bette, here's yet another joint venture request", he decided to do something different.

Here it is in his own words . . .

*"My subject line read, 'About buying a one-time mailing to your list.'*

*In my email I began by explaining that I was about to conduct a special promotion for my course and that I was interested in sending a mailing to their list. I inquired about their pricing and space availability, and then I made my offer.*

*I pointed out that another option was for them to run my ad as an affiliate (at no charge to me) and keep 50% of all of the earnings, which would likely be much more than their fees. I further explained that I would customize a sales page with their name, hard-coded order link, etc.*

*Now, I FULLY INTENDED to buy advertising in the newsletters where it was available and compatible with my needs, and I DID buy from many. So, I wasn't lying or misleading. But, at the same time, more than three-fourths of those who responded took me up on my joint venture proposal and we launched a successful campaign."*

It's all about doing what you're going to do anyway – and what others are doing even as you do it – but doing it in such a way that it feels different. It's cryptic. Don't be misleading, mind you, or dishonest; but certainly you cannot be too transparent either.

The idea is to present your message in a way that doesn't put readers on the offensive because they've seen it all before, and at the same time, separate yourself from your competition and grab the attention of your subscribers. (This makes it a big-time winner.)

Subject Line Secret **13**:

## Write It Early

**W**hat I'm about to tell you isn't going to be sexy. When you first hear it, it's going to sound like something that you wouldn't give a second thought to. But if you just take a few seconds to ponder this and let it sink into your brain, you'll see why it is ABSOLUTELY CRITICAL to your success with subject lines.

Tip #13 is to "write it early." What I mean by this is to write your subject line BEFORE you write the message itself. Pay attention here because this is absolutely critical: **Write your subject line BEFORE you write the email message itself.**

What tends to happen is that folks will spend 90 percent of their time carefully crafting their email message, getting all the words just perfect, and then moments before they blast it out to their list, they spend about 30 seconds writing a subject line. What a monumental mistake!

Your subject line is your HEADLINE. You wouldn't spend days crafting a sales letter and then throw in just any old headline at the top would you? Of course not.

Again, your subject line is your headline. Write it first. Spend as much or more time on it than on your email message itself. It's that important.

In fact, if your subject line isn't a winner, your subscribers won't ever read that carefully crafted email message of yours anyway!

Do you see what I'm saying here? Are you hearing me? You are absolutely wasting money if you apply spit and polish to your email message until it shines, and then throw it out under some penny-ante subject line.

It's like serving a filet mignon on a garbage can lid. Nobody's gonna take a bite.

If you don't write the subject line first, at least spend an ample amount of time on it. However long you spend on the copy of the email message itself, spend at least that long on the subject line.

Often, the subject line or headline sets the tone for the message anyway, so go ahead and start there.

**Your subject line is your HEADLINE. You wouldn't spend days crafting a sales letter and then throw in just any old headline at the top would you?**

Subject Line Secret **14**:

## Make The Most Of Your 'Welcome' Message

**P**OP QUIZ: Out of ALL of the emails your subscriber will EVER receive from you, which one are they most likely to read? Think about it for just a minute. . .

You guessed it; it's your VERY FIRST message. That brings us to Tip #14, which is to "Make the most of your 'welcome' message".

If there is ONE email that you can almost guarantee subscribers will read, it is that initial message they receive upon joining your list. You know the one: "Hey Henry, thanks for joining my list – here is the information you requested, here is lesson one, blah, blah, blah".

Your subscribers are feeling the most positive response to you right then. They are excited about you. They've made the conscious decision to join your list, and they are anticipating that first email from you. Don't waste that moment!

While you certainly don't want to scare off your subscribers by immediately bombarding them with a bunch of "in your face" offers, it IS a perfect time to coax them towards your most desired result.

- Offer them a discount.
- Invite them to join your affiliate program.
- Give them an article to distribute.
- Ask them to answer a survey.
- Gather additional information about them.
- Offer them an affiliate incentive.
- Give them an additional freebie.
- Invite them into your mastermind group.
- Give them a 24 hour only offer.

There are lots of things you can do right there in that "welcome" message. They are feeling warm towards you. They are most likely to do something that is beneficial to you (and them) right at that moment.

Don't let them cool off. Take action; get *them* to take action.

**There are lots of things you can do right there in that "welcome" message. They are feeling warm towards you. They are most likely to do something that is beneficial to you (and them) right at that moment.**

Subject Line Secret **15**:

## Ask A Revealing Question

Use your subject line to ask a question that can only be answered by reading your email. The question should pique your subscribers' curiosity while, at the same time, pointing them to the body of your email for more details.

Some examples include...

- Have you been blacklisted? Check here...
- Are you using this traffic tool?
- Is your computer safe? Check this. . .
- How physically fit are you? Take the test...
- Did you forget to renew your insurance?
- Vacation Checklist: Done all 22 things?

Questions have long been a mainstay in headlines, and they serve as great subject lines IF you strategically use them to lead your subscriber to read your emails.

There are four simple keys for subject line questions:

**Key 1: It can be answered only upon investigation.** Your subscriber must be required to open your email and actually read your message in order to find the answer to the question asked.

**Key 2: It must be targeted for subscriber interest.** Go after those things that MOST interest your subscribers. Survey them to determine what they most want, and then structure your question to push that hot button. If you have a marketing list, you could use, for example, "Are you using this traffic tool," or "Are you using this email tool," or "Are you using this affiliate tool" or "Are you using this keyword tool." Knowing which of those your subscribers most want makes it much more effective in using the question.

**Key 3: It must hint at a solution found inside.** If you ask a question you should always hint at a solution that you will reveal in the text of your email message. Include short endings like:

- Check this...
- Take the test ...
- Details...
- Checklist inside...
- Find Out...

**Key 4: It must be related to the content of your message.** Whatever you do, make certain that

what you include in your email message MATCHES up with the question you ask in the subject line. If you ask a question, offer a way for them to determine an answer. Use tests, checklists, research, lists, and so forth to allow subscribers the opportunity to answer your question ... and, of course, provide them with some offer that ties in so you can make a profit.

Again, a question is a great way to get folks to OPEN YOUR EMAILS and investigate further.



Subject Line Secret **16**:

## Understand The Purpose

**W**hat is the purpose of your subject line? Now, you'll almost certainly answer back something like this...

The purpose of my subject line is to get the recipient to open up my email and read the message inside.

And, if you said that, you'd be HALFWAY correct.

Getting your subscribers to open the email and read the message inside is HALF of its purpose, the first half. But, that's certainly not all of it.

The purpose of your subject line is:

- a) to get the recipient to open up and read the message inside, and
- b) to be open to taking action.

Most people forget that second part. They do whatever they can do to get subscribers to open up and take a look and, in doing so, they oftentimes ruin their opportunity to produce an action; in many cases they lose a subscriber forever.

If you only get your subscriber to open an email at any cost, you'll ruin your reputation. You'll destroy trust, and you can even get into legal problems by using deception.

Avoid trickery. Avoid false claims. Avoid *hype*.

Those things may get your subscriber to open your email once, but not twice. And once you've lost them, they aren't ever coming back.

Understand that the purpose of your subject line is more than to get folks to open up, no matter

what; it should also keep your subscribers in the right frame of mind to take action on whatever you are sharing with them inside.



Subject Line Secret **17**:

## Use Tips Lists

**W**hile there are some occasional exceptions to this rule, the number one, overwhelming, top dog reason why subscribers opted in to any of your lists is this: *they want information*.

They didn't join your list for ads. They didn't join your list so you could convince them to buy something. They didn't join your list so you could become chummy with their credit card. They joined your lists because they want to acquire some kind of information from you.

Now, having said that, do you think there's the possibility that they'll more likely open up your email if it appears that some desired piece of information is awaiting them inside? Do you think your subscribers will open up and read your message if your subject line indicates that some form of the very information they are trying to glean from you IS actually being revealed inside?

The short answer is: of course they will!

So, here's how you hint at, or even shout, the fact that some kind of desirable information is inside your email:

Use a specific, targeted "tips list" in your subject line.

This is the easiest way to push your subscribers' "hot button" and get them to open your email, for two reasons:

**1) Subscribers are excited about obtaining information that is near and dear to their hearts.** Nothing attracts us more than something we already have an attraction for. Let me say that again. *Nothing attracts us more than something we already have an attraction for.* Just the other day we were driving around looking for a place to eat breakfast and there were a LOT of different options awaiting us – and they all looked good. And, then, we spotted a Denny's and almost at the same time my partner and I shouted out, "Denny's, let's eat there." Nothing attracts us more than something we already have an attraction for.

They joined your list for specific information and when your subject line references it, you'll have folks saying, "Let's eat there." Let's open this up and see what's on the menu, especially when you consider the second reason, and that is...

## 2) Subscribers are excited about the “thump” value of multiple ideas.

People LOVE lots of ideas. Each one of them represents potential results. Do you get that? Each idea represents *potential* results.

If I see “27 ways to lose weight,” I naturally think that there must be at least 1 or 2 of them that will work for me. The more ideas there are available, the more likely that I’ll be able to actually see some kind of results in my life. This means that I’ll be more likely to open your email and take a look inside. There is something incredibly alluring about bulk, about the “thump” value of getting a LOT of stuff.

Why do you think *Ginsu* was so successful? Why do you think buffets are so successful? The same principle applies to subject lines. Use a tips list in your subject line and you’ll definitely see a lot more action from your subscribers.

Some examples:

- 27 simple ways to drop 5 pounds
- 16 shortcuts for wedding planners
- Top 10 tips for baby’s first month
- 101 ways to save money at the gas pump
- 55 keys to public speaking
- 52 Time Management Tips



Obviously, your email message must include details on what you mention in your subject line, but that doesn’t necessarily have to be the content of that particular email. Of course, you *could* include an article or a report or something in your email that reveals those “27 simple ways to drop 5 pounds” or whatever, and then use that free content to point your subscribers towards an offer. In many cases, that’s certainly a winner.

But, you aren’t limited to that. This strategy also works great for solo mailings to promote an offer. When I market this report to people on my list, I use the subject line:

- 21 Subject Line Secrets that get your emails read

In this eBook that you’re reading right now there are 21 ways to create better subject lines and get your subscribers to open up and read the email inside. In the promotional email for it, I don’t actually reveal these secrets.

If you received this promotional email from me, inside you would have read a solo mailing explaining that I had released a new product that shared 21 ways to get your emails read. It’s nothing but a promotional mailing. And, if you were like most who got that email, you’d have clicked on a link and gone to my *Inner Success Circle* site so you could learn more and get the eBook, which is all that anyone could hope to accomplish with a solo mailing.

You can use this tip for ANY type of mailing that involves multiple ideas, whether it's a content mailing or a promotional mailing.

Subject Line Secret **18**:

## Use The 'Results & Time' Formula

**N**othing grabs our attention more than anticipated results. Actually, there is one thing that grabs our attention more than anticipated results and that is anticipated results in an agreeable amount of time.

Actually, there is one thing that grabs our attention even more, and that is *anticipated results in an agreeable amount of time with no risk involved*.

When you can promise results that your readers want to achieve, and promise them in a time frame that is acceptable to them *and* remove any risk, you'll not only get their attention, you'll get their business.

One of the easiest ways to convince your subscribers to open up your email and read what's inside is to use the "results and time" formula.

Here are some examples...

- Stop smoking in 30 days or pay nothing
- Lose 10 pounds in 10 days or its free
- Find a date for Valentine's Day or get a refund
- Grow a beautiful lawn in 30 days or your money back

What a winning combination...

Anticipated Results  
+ Agreeable Amount of Time  
+ No Risk Involved  
= Open Your Email And Take Action

Since we're talking about using time in your subject line, let me briefly mention that using a time deadline or a time limit is also a good idea.

Phrases like these are great to use in your subject line:

- Next 24 hours

- First 12 to respond
- Looking for 5 qualified
- Read this before Sunday
- Ends on April 21
- Use this to lose 10 pounds by Easter
- Last chance today
- Tonight's the preview call
- Only 3 spots left

So, remember to use deadlines and limits as well. If you are honest in your deadlines and limits, and if you don't use them all of the time, and if your offer is desirable, you're going to see positive results.



Subject Line Secret **19**:

## Never Forget To Follow-Up

One of the biggest mistakes in email marketing is not following up. Customers get on a list and that customer list is never or seldom used. Affiliates join your affiliate program and join your affiliate list, and every once in a while they are sent some promotional stuff for your latest product, but that's about it.

Leads are run through an eCourse, a series of lessons, and then once they complete the series they are inactive.

The lists grow stagnant and the profits dry up, and they just sit there waiting to be mined.

Now, you'd probably agree with me – and you'd be right, of course – but, “what does any of that have to do with subject lines?”

Good question. (And, as always, I've got a good answer.)

The answer is this: Follow-up subject lines not only get stagnant lists active and producing profit again, but they are also among the highest open rates of any type of subject line ever tested.

Let me give you some examples for all three – customers, affiliates and leads – which are your three primary types of lists:

**Follow-up subject lines not only get stagnant lists active and producing profit again, but they are also among the highest open rates of any type of subject line ever tested.**

### Follow-Up With Customers

A customer buys your product, and 24 hours later they receive an email from your autoresponder with one of these subject lines...

- About your gadget order yesterday
- Do you have any questions about your order?

Do you think there's any chance they'll open that email and take a look? Of course they will.

So, here's your chance to not only give them some customer support by providing answers to the most frequently asked questions, but you also have their ATTENTION, which means you can point them to *another* offer.

What about 3 or 4 days later after that email? What if they received an email from you that contains one of these subject lines...

- 5 Bonus Ways to Use Your New Gadget
- How to Make The Most of Your Gadget
- Free video for your Gadget

Is there any chance they'd open them up? As Sarah Palin would say, "You betcha." You'd have their attention in order to make them another offer or get them to take some action that will ultimately allow you to expand your bottom line.

And, you could continue to repeat that process over and over again. Follow-up emails almost always get opened.

### Follow-up with Affiliates

It doesn't just work with customers, either. What about following-up with affiliates? An affiliate joins your affiliate program, and they get the standard "welcome" message with their affiliate details and other instructions.

What if 24 hours later they got an email from your autoresponder with one of these subject lines...

- Lynn here – wanted to help you get your first sale
- Here's the quickest way to get an affiliate sale
- I forgot to tell you this about your affiliate link

Again, they'll most certainly open up the email and take a look. Continue to follow up with them with emails like these...

- Have you tried this simple affiliate trick...?
- \$50 more on your next affiliate check

### Follow-Up With Leads

Not only does it work with customers and affiliates, but also with leads. In addition to your standard email follow-up sequences, why not add these into the mix...

- In response to yesterday's \_\_\_\_\_ tip...  
This would be a FOLLOW-UP message 24 hours after your first message to get them to go back and READ your first message. "Sue, in yesterday's email lesson I revealed the easiest way to lose 5 pounds. Did you read it yet? If not, blah, blah, blah . . ." Getting leads to READ your emails is critical to getting these leads to RESPOND to your emails.
- I forgot to mention this in today's lesson...  
You could mention just about anything in this email – an extra tip, an incentive, a deadline – just about anything. They'll open it because it appears that something important was left out, and they won't want to miss out.
- I missed your response to Friday's lesson  
In Friday's lesson, you could have asked the lead for the main reason why they haven't purchased your product, or what their most needed asset is, or what question they'd like to see you cover or any kind of question that needs them to respond. Again, this follow-up email will almost certainly get opened, and you've got an opportunity to continue educating your subscriber, leading them to some course of action.

I hope you can see how important this is, how easy this is, and how profitable this is. Folks WILL open your follow-up messages because it's ADDING TO something they've already expressed or demonstrated an interest in.



Subject Line Secret **20**:

## Gather & Embed 'Other' Personal Details

**W**e talked a lot about personalization earlier. Well, here is a twist to personalization that almost NO ONE is using. It's another great way to grab the attention of your subscribers and get them to open up and take a look.

The idea is to customize your subject line with personal details OTHER THAN your subscriber's name.

- If you've got a list for marketers or ezine publishers, get the name of their newsletter into your database.
- If you've got a list for pet owners, get the name of their pet into your database.

- If you've got a list for car owners, get the type of car they own into your database.
- If you've got a list of people who buy cakes, get their birthday into your database.

Then what can you do? How about these subject lines...

- Need 2,000 subscribers for Advanced Marketing Strategies?
- Try this obedience trick on Duke...
- Here's how to improve your Ford's gas mileage...
- It's your birthday today; let's celebrate...

What a tremendous tool for improving your email open rates! Mark my words – more and more marketers are going to see how powerful this technique is, and it won't be long until your competitors will be exploiting this to its fullest potential.

For now you can have the advantage in using this . . . for now.

Now, of course, you'll need to gather this information. Obviously, the easiest way to gather it is via your opt-in box. So that's the first thing you'll want to do – add additional entry points on your opt-in form.

I recommend that you only add 1 or 2 additional fields. Otherwise you'll push many people away who might see a bunch of questions as too time-consuming or as some kind of personal invasion.

So, keep it simple – your one or two most important bits of data, the one or two things that would be most valuable to your marketing. That's going to depend completely upon the theme of your list and the target audience your list caters to.

Another way to gather the information, assuming you've already got a nice list, is to survey them. Give them some incentive for submitting the information, and then merge their details into your existing database.

**Note:** For those list members who don't submit the additional fields, you can always insert a fixed "generic" placeholder in your mailings so your messages make sense. Instead of "Try this obedience trick on Duke" it would simply read "Try this obedience trick on your dog."

This is a powerful way to get folks to read your emails. Personalization works ... and this is a very unique way to use it.

**Mark my words – more and more marketers are going to see how powerful this technique is, and it won't be long until your competitors will be exploiting this to its fullest potential.**

Subject Line Secret **21**:

## Don't Touch That "From" Line!

**O**kay, so this last tip isn't really about the subject line but it's so important to getting people to open your emails that I had to include it here.

When sending out a regular eZine to your list, you should never vary the "from" line.

Use the same 'From' in your periodic e-mails. When you change them, however slightly, e-mail spam-filters will throw them into the junk folder and your prospect is likely to never see the email you've just sent.

Many computer users set up automatic spam filters or whitelists or safelists in their email client such as Outlook. Those e-mails that are approved, like "marty@martyink.com," are initially approved and all is well. Then along comes "support@martyink.com" followed by "donna@martyink.com." These second two are then dumped by the filter, marked as spam, and await your later approval in the junk folder which many people never look at.

I'm seeing this more and more these days in my own inbox and junk folder, usually from someone who has more than one business going or who uses a virtual assistant to send out emails on their behalf or have changed their minds about the from address they want to use since they first started communicating with me. Some of these marketers are using a half dozen or more different from email addresses.

This advice can help make sure your eZines get to their intended recipients. Remember if they don't see your email in the first place you've lost all chances of making a future sale.

Subject Line Secret **Bonus**:

## What Never to Put in a Subject Line

**Y**ou should always avoid using "free," "save," "urgent," "important," "\$\$\$," and text in ALL CAPS in the subject line of your e-mail marketing message.

**Reason:** These words and symbols not only make your message *look* like Spam, but also, most online portals, like AOL, and most internet service providers are using filters to block email with these items in the subject line.

Most third party email managers such as Aweber and Constatnt Contact and iContact all provide a Spam Checker so you can check your subject lines and messages for possible Spam triggering words. Use that checker!



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*Albert Schweitzer*

## A SOUL PROPRIETOR GUIDEBOOK

©2009-2010 Marty Marsh, The Successful Soul Proprietor, Marty Marsh Creative Enterprises

Published by Marty Marsh • Edited by W. T. Harrison, Ph.D.

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