



Writing Effective Email Subject Lines

Have great services to offer but struggling to get the invaluable attention of your **ideal client**? Your email subject line may be failing you. Here's how to make the most of those 60 characters:

01

Don't use all CAPS

Do you like being shouted at? DO YOU? That's what we thought!

02

Edit

Okay, now we're shouting at you...we apologize. But editing is not an afterthought - **it's the main event!** Ensure your subject line has no errors and has a **readability level** appropriate for your target audience.

03

Short and sweet

The shorter, the better, and nothing longer than 8 words/60 characters.

04

Start with a perk

It's simple, really - people like free things. So, to get your reader's attention, offer them something for free! This could be anything, from a coffee or valuable resource to a consult or free webinar invite. So long as it's free, you've piqued their interest.

05

Curiosity killed unsubscribers

The email subject line is the hook of your email. If you start with a bit of mystery, you'll have your ideal client opening your email and reading until the very end.

06

Act now!

Creating a sense of urgency can be incredibly effective in getting your email opened. **Hubspot** agrees - here are two of their highest performing subject lines:

- Uh-oh, your prescription is expiring
- The timer's going off on your cart!

07

Professional pandering

Flattery makes the heart grow fonder - use this to your advantage by bolstering your ideal client's ego a little! For example, you could mention a specific article they've had published recently or congratulate them on a recent acquisition.



Writing subject lines is one small step to gain your target audience's invaluable attention and trust. Talk with us about your current email practices and we'll provide some custom advice on ways you can optimize your efforts for your target audience!



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