



# EMAIL MARKETING

36 Email Subject Lines  
to Get Opens

**Rick Itzkowich**

## The Power of Email Marketing Begins With the Open!

Do you know what your average open rate is for your email campaigns?

Is it 12% (low) or maybe 21% (average)?

Check out this example of delivered and open stats!

### Delivery Statistics

Your email was sent to **372 contacts**. See how they interact with your campaign. [Learn more](#)

**356**

DELIVERED

Delivery rate: 96%

**95**

OPENED

Open rate: 27%

Using the tips and subject line templates in this publication, we are confident you will increase your email opens!

Just how powerful is email marketing?

- Businesses see 174% more conversions through email marketing than through social media.
- Email marketing has an average ROI of \$44 for every \$1 spent, which is quite impressive.



### Subject lines make all the difference!

*"Five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar." -- David Ogilvy, Advertising Legend*

Top email delivery services give you your delivery percentage rate. The delivery percentage is the percentage of how many subscribers received it. Spam filters will lower this number. They also provide your open rate—the percentage of subscribers that open a given email. Your email campaign stats will be with the sent email in your dashboard. Make sure you review and compare how your campaigns are performing.

In 2020 the average open rate across all industries is 20.94%. **If your open rates fall below 20%, it's time to take a hard look at your subject lines.** Look for patterns. Does a question generate more interest? Does mentioning a video in your email increase opens and clicks? Are specific topics performing better?

Email campaigns are crucial to establishing a successful content marketing strategy. Yet, if people don't open your emails to access your content, you're heading down the wrong path.

*To summarize, the subject line should promise value, convey your brand, and invite subscribers to open and read your message.*



### **Think informative, catchy, and brief. Not boring.**

It is essential to spend as much, if not more, time creating engaging email subject lines than it is writing your content. We suggest using A/B testing of headlines to see if one style generates more interest.

Divide your list in half and send out the same email but with two different subject lines. Your A subject line might be a subject line telling subscribers exactly what information to expect. The B subject line might use a simple query to pique the viewer's interest in your topic.

### Things to do:

- Write subject lines that encourage your recipients to open the email. Create a sense of urgency and pique their curiosity.
- The line should relate to the content you will be sharing. Use specific words that describe the topic. "5 Ways to Improve Your Instagram Ads." Let people know what they might expect.
- Line length ideally should be 6 to 10 words (8 words ideal). Aim for 30 to 50 characters with spaces. Keep short and direct, yet creative enough to engage and intrigue your subscribers to open your message.
- Per Hubspot, the best time is 11:00 a.m. ET. OptinMonster suggests Tuesday is a great day to send out your email campaigns.
- Personalize – insert a person's first name before you get into the body of the email.
- Capitalize the subject line as you would a title, beginning everything except minor words with capital letters.
- End with a period, question mark, or exclamation point.
- Pay attention to the preview text, which shows up in the recipient's inbox under the bold subject line. Typically, it is your first sentence in the body of the email. But you can change these 35-90 characters of copy in your email provider's templates. The preview text should supplement the information in the subject line.





### What not to do:

- DON'T USE ALL CAPS or lots of exclamation points (one is okay).
- Don't write more than 12 words and never use a one-word subject line, e.g., Tomorrow.
- Avoid spam trigger words and word strings such as: amazing, cancel at any time, check or money order, click here, congratulations, deal, dear friend, for only (\$), earn \$, free or toll-free, great offer, guarantee, incredible deal, no gimmick, order now, promise you, risk-free, sale, special promotion, this is not spam, winner, etc.
- Nix the use of shapes, symbols, emojis, and special characters like \$, #, &, and @.
- Avoid subject lines that include RE: or FWD:
- Never use a misleading subject line. It must align with your content.



## Subject Line Templates

The 36 suggested “fill in the blanks” subject lines were created using the tips in this publication.



## Adapt a subject line for your message.

**Instructions:** First, identify the campaign's goal. Write to solve a problem. With your content and subscriber in mind, let these subject line templates be idea generators. Add your ask, topics, subject, and action verbs. Get creative. Do your best to keep within the 8 – 10 words.

Remember, your subject line sets the expectations of the subscriber. What will they come away with after spending 2 to 5 minutes reading or scanning your copy? Keep them engaged with you. Let's get started!

3 Ways to Help Others Awaken Their \_\_\_\_\_.

## 36 Email Subject Lines to Get Opens

10 Tips for Creating Superb \_\_\_\_\_.

Are You Ready to \_\_\_\_\_?

How Do You Build a \_\_\_\_\_? Watch video.

Discover How to Crush \_\_\_\_\_!

5 \_\_\_\_\_ Strategies to Persuade Clients to Act.

4 Things You Can Do Right Now to Increase \_\_\_\_\_.

How to Say 'No' to \_\_\_\_\_ the Right Way.

7 Easy Tips for \_\_\_\_\_ Results.

Get 6 Hacks to Make \_\_\_\_\_Easier.

13 Things You Want to Check Before You \_\_\_\_\_.

New Guide: 5 Questions You Should Ask About \_\_\_\_\_.

4 Things You Can Do Tomorrow to \_\_\_\_\_.

The Quick and Easy Way to Handle\_\_\_\_\_.

5 Secrets for Maintaining a \_\_\_\_\_.

Find Out How to Get \_\_\_\_\_ for Success!

Save up to XX% on \_\_\_\_\_ This Week.



## 36 Email Subject Lines to Get Opens

5 Reasons You Need to \_\_\_\_\_.

\_\_\_\_\_ Mistakes: How to Avoid Them in This Video.

7 Novel Ideas on the Subject of \_\_\_\_\_.

15 Things You Will Actually Want to \_\_\_\_\_.

Use These 25 Words to Make You Feel \_\_\_\_\_.

Working From Home? Here are 6 Ways to \_\_\_\_\_.

10 Tips to Fuel Your \_\_\_\_\_.

7 Simple Steps to Significantly Improve \_\_\_\_\_.

9 Things You Didn't Realize Were \_\_\_\_\_.

See This Video on 4 Ways to \_\_\_\_\_Your Team.

6 Strategies to Prepare Your \_\_\_\_\_ for the Holidays.

What Are 5 Things About \_\_\_\_\_You Wish You Knew?

Discover How to Ignite True Passion by \_\_\_\_\_.

Top 10 Questions About \_\_\_\_\_ to Ask \_\_\_\_\_.

Get 5 Ways to Use \_\_\_\_\_ Technology to \_\_\_\_\_.

Learn 8 Things to Help You \_\_\_\_\_.

11 Ways to Expand \_\_\_\_\_.

6 Reasons to Become a \_\_\_\_\_ Now!

How to Get Maximum \_\_\_\_\_ in Minimum Time.

**Remember to create A/B subject lines.** In your email template drop in your email body content. Send yourself the email preview tests. This way you'll see how the subject lines look on both your mobile device and desktop. You'll also be able to view the important preview text that appears under your subject line.



## The power of email and digital marketing is here to stay!

Currently, there are more than 2.5 billion email users, and the number continues to increase. It is time to master the art of using email marketing to your advantage.

You may think email is a time suck, but in fact, ask yourself how you feel when you hear from a company whose emails you want to receive? They always share good deals or information you can immediately use.



### Champion and use email marketing!

We hope you have enjoyed this publication on email marketing. The strategy is relevant for 2020 and beyond. It is a content marketing strategy that is essential to the survival and growth of your business.

If you have any questions, reach out to me at [rick@rickitzkowich.com](mailto:rick@rickitzkowich.com).

If you would like to get additional email marketing strategies to increase your business and stay top of mind, [click here](#).

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## About the Author

### Rick Itzkowich

Entrepreneur, Speaker, Author, and Networking Expert

Rick Itzkowich is a globally recognized entrepreneur, speaker, author, and networking expert. Rick is a Vistage Chair, San Diego. Vistage is the world's leading executive coaching organization. Rick is CEO of three Mexico-based steel manufacturing firms--Regiopytsa, PYTCO, and Quality Tube.

RickItzkowich.com serves as a portal website for his private coaching services and proprietary products. Over the last 12 years, he has created workshops and turnkey products that meet today's demand for tools to increase profits through referrals.

One of Rick's products, an email-based marketing tool, Quoteactions, has generated millions of dollars in revenues for businesses worldwide.

With more than 25 years of experience, Rick is a sought-after speaker and author. His Amazon-distributed book, "The Referral Playbook: How to Increase Sales with Proven Networking Strategies," explains "how to" bridge the gap between the two worlds of face-to-face and online networking. All proceeds from his book go to the Alzheimer's Foundation of America.

On a personal note, Rick was born and raised in Mexico City. He speaks five languages and has traveled to 43 countries while facilitating learning vacations. He plays on a nationally ranked baseball team. Rick resides in La Jolla, California.