

# GET YOUR EMAILS OPENED

## 8 INSIGHTS ON WRITING IRRESISTIBLE SUBJECT LINES

### #1. 50-50 RULE

Use 50% of the time you spend writing your email just writing your subject line.

People spend between 2 to 4 seconds reading a subject line before deciding whether to open your email. 80% of your audience will read your subject line. Only 20% read your whole email.

### #2. ABOUT ME

“About me” subject lines get the most opens.

Write to one person and emphasize what's in the email **for your reader** in the first 50 characters of your subject line. Over 53% of emails are now read on a mobile device which can only show the first 50 characters, or so, of your subject line.

### #3. STICK TO ONE TOPIC

Too many topics confuse your reader, so they will do nothing.

Email is a one-topic medium. Don't throw too much at your reader. Keep on point to get your reader to take your call-to-action. The only goal of your email is to get your reader to click-through, so don't try to accomplish more than that in your email. Get them to take the next step.

### #4. CLARITY WINS BIG

Subject lines with a clear benefit to the reader get the most opens.

*“Grow your email list 99%”*

Avoid misleading, cutesy, cheeky, or cryptic subject lines. They boost opens once out of curiosity, but damage your credibility open rates later on.

### #5. LOSSES LOOM LARGE

Negative frames outperform positive frames—but only in the short term.

*“Discount ends at midnight”*

Negative frames work well in the short term as attention-getters. But, sustained negativity hurts you as a long term approach because you wear people down, so use with care.

### #6. USE NUMBERS

Digits stop wandering eyes and convey facts.

Digits, like 3 or 17, stand out better than “three” or “seventeen” making your copy easier to scan in an inbox. Numbers represent facts in the minds of readers. Odd numbers (3,7) perform better than even (2,4) numbers in some tests.

### #7. LEARN FROM THE BEST

Without stealing their work.

Pro's write headlines all the time. If you know what magazines or blogs your audience reads, check the online edition for the “Most Popular” feed (usually in the right hand column, homepage) to see the topics and types of subject lines your audience likes best, such as: lists, hot tips, questions, urgency, or bold statements?

### #8. EASY TESTING

It's easier than you think to test what your audience likes.

Check your subject line keywords using MailChimp's free *Subject Line Researcher*. Or, use your email platform Split A/B test tool. Or, send one subject line to 10% of your audience, a second version to a different 10%. Which ever wins, use that for the other 80% of your list.