

BREAKTHROUGH BUSINESS TECHNOLOGIES INC.

Made You Look

527 Email Subject Lines That Dare You To Look Away

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In the first half of 2008, email marketing open rates worldwide hovered around 13.2%*. The second half of the year headed even lower to 12.5%.

The big hairy problem marketers face across industries and market niches of every stripe is a steadily weakening grip on the attention of their email recipients. **What to do?**

Make your subject lines so irresistible, so alluring, that they're nearly **IMPOSSIBLE to ignore**. Even a modest **10% to 20% boost in your open rate** can yield immediate cash infusion you otherwise wouldn't have had. Here are 527 of the best to get you started...

**Source: The "Email Marketing Metrics Report" by MailerMailer*

Disclaimer

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Curiosity

Why it works: This type of subject line plays on a basic human trait: our naturally inquisitive behavior. What makes “curiosity” subject lines work particularly well is when they come pre-mixed with an element of emotion. Curiosity subject lines are careful not to reveal too much – the purpose is to engage the reader and compel him to open the email message.

Example: Daddy, Are You Crying? ‘Yes’ I said

Rich Schefren serves up a perfect “Curiosity” subject line. This one packs on the emotion and begs the reader to find out “why??” It goes without saying that using a subject line like this requires a skillful and relevant tie-in to the email content inside. Otherwise, it can come off appearing amateurish and overtly manipulative--not good for response.

Mark, sorry...

Gauher Chaudhry

Daddy, Are You Crying? ‘Yes’ I said

Rich Schefren

Do you do this in the morning?

Dave Dee

do you hate me Mark?

Glenn Livingston

"It changed my entire outlook on life."

John Reese

Did you read this yet? (expires at midnight tonight)	Mike Long
Lawrence, I lost something important.	Joel Peterson
Dave Dee's Humiliating Experience	Dave Dee
Check this out (it's really a great offer)	Eben Pagan
Alarming News, But Thank You Mark	Vicki Irvin
Art I owe you an apology	Rich Schefren
[Copyblogger] You're Boring (But Not Hopeless)	Copyblogger
Art, I made this video for you	Gauher Chaudhry
Mark... I'm Not Worthy...	Matt Harward
Art, take a look at these screenshots	Gauher Chaudhry
50 people needed for special project...	Perry Belcher
[Copyblogger] The Most Horrible Blog Post Ever	Copyblogger
Art, here's the link I mentioned...	Rory Fatt
8 Reasons Not to Join My Seminar	Ted Nicholas

a blatant pitch (that you should open NOW)	Frank Kern
A Great Rags To Riches Story	Rich Schefren
A HUGE marketing lesson from my 8 year old son	Dave Dee
Apparently I can't type or read	Jonathan VanClute
Mark did I see your name in the news?	Rich Schefren
FW: wanted to be sure you knew about this Art	Glenn Livingston
Art, can't beat this...	Gauher Chaudhry
[Copyblogger] 7 Types of People Everyone Wishes Would Just Shut The **** Up	Copyblogger
Mark, Good News and Bad News	Ask Mr. Video
Athletes Use Steroids - Entrepreneurs Use This	Rich Schefren
BREAKING NEWS: Hell has officially frozen over	Frank Kern
DO NOT register for this event, Mark	Brian Johnson
coulda, shoulda, woulda	Joseph Bridges
Do this Before you buy gold	The Daily Crux

Do you hear that, Mark?	Brian Johnson
do you want to know how to do this?	.X.
Does Clayton Suck at Blogging?	Clayton Makepeace
Don't Let Them Fool You Again	InvestorPlace
Don't let this one slide past you...	Rich Schefren
Duh...	Dave Dee
Dumb, and dumber...	Paul Myers
Early To Rise: Keep Your Pants On	Early To Rise
ETR: The last thing you should sacrifice to the recession	Early To Rise
Everyone Knows This - Don't They?	Marcia Yudkin
Exploding beer bottles and sex...	Dave Dee
Final Call for The World's Highest-Paying Profession	Robert Ringer
Finally, someone with a functioning brain comments on Peak Oil	The Daily Crux
Fist Fight at the Board of Directors Meeting	Perry Marshall

From The Unwanted to a MOUNTAIN of Profit...	Lawrence Bernstein
I owe everything I know to this ...	Robert Ringer
General Patton would have been proud	Brian Johnson
Getting Revenge Has Never Been So Profitable	Agora
Ghosts of Joe Karbo	Mike Long
Goodbye, Wall Street thugs...	Early To Rise
great big hairy favor Mark?	Glenn Livingston
Great story I thought you would like	Jon Goldman
Here's what you need right now – this one may surprise you	Jon Goldman
How can your company outperform large competitors?	Robert Ringer
How Dumb Can I Bee	Matt Furey
How Even A 'Master' Is Stumped By The Industry	Tim Larkin
How I wasted time blogging until I figured out how to...	Joseph Bridges
How kids make you a better copywriter	Clayton Makepeace

ONE question you should be able to answer – hope you can	Jon Goldman
Mark, probably my biggest mistake...	Yanik Silver
How was *your* weekend?	Ken McCarthy
I blackmailed my mentor for this	Rich Schefren
I can't believe he actually did this...	Rich Schefren
I can't believe I was about to do this	Jon Goldman
I didn't mean for it to be a secret	Ken McCarthy
I hate it when this happens...	Paul Myers
I have no idea why he did this	Ryan Deiss
I just had a 'WTF moment'...	Jonathan VanClute
I just uploaded an interview...	Jonathan VanClute
I need your help...	The Insider Code
I should have sent this to you sooner	Jon Goldman
I thought you'd want to see this	Bob Serling

I'm holding you responsible, ...	Perry Belcher
If this guy can do it...	Jon Goldman
If you can't read a balance sheet, you'd better read this	Harvard Business Publ.
If you could have seen this ... (take 2)	Jon Goldman
Insanity Medicine	John Forde
Is it true Mark... what I heard about you??	Rich Schefren
Is this a mistake? (brand new)	StomperNet
Is this you?	Partnering Profits
This has been bothering me	Jon Goldman
this is a milestone I'm not proud of	Alex Mandossian
This is cool	Ken McCarthy
This is Risky...	StomperNet
This is Something I Haven't Done In Years...	Brian Keith Voiles
It's All A Big Bunch of Hooley	Matt Furey

It's Sunday. But I just had to email you with this.	Rich Schefren
It's time for me to show you...	Jonathan VanClute
I've never been more excited...	Ryan Deiss
Jewish Adman Swipes a Catholic Saint?	Lawrence Bernstein
Ladieeeeeees And Gentlemen...Direct Your Attention To The Center Ring....	Richard East
Lawrence -- he taught these skinheads a lesson...	Bob Pierce
Lawrence is this for real?	Ken McCarthy
Lawrence, The Most Profitable Business On Earth!	Daniel Levis
Let's straighten this out once and for all...	Dave Dee
Life Would be Easy if it Weren't for Other People	Jim Rohn
LOL - did you mean to do that?	.X.
Looks Like I Hit A Chord	Dave Dee
Man with world's greatest tan attacked by U.S. government	The Daily Crux
Man, this is embarrassing...	Alex Mandossian

Mark, are you curious?	Gauher Chaudhry
Mark, these will be gone	Gauher Chaudhry
My Case Against (Most) Retailers ...	Martin Weiss
My Dad asked me this interesting question...	Dave Dee
My Dirty Little Secret Revealed	Rich Schefren
My Secretary Screamed When She Got The Phone Message	The Insider Code
Naked Copywriting Lessons?	Eben Pagan
Never Before Offered	Change Wave Investing
NOT an April Fool's joke	Ken McCarthy
Now or never... 2008's box of dreams all wrapped up ready for you...	Dr. Robert Anthony
Oops, I messed up. Please forgive me...	David Frey
Our single best idea of the year	The Daily Crux
Please comment on this...	Alex Mandossian
Power vs. Force	Robert Ringer

PROBLEM (plz. Open)	Kirt Christensen
Pssst...	Ken McCarthy
Quick question...	WishList Products
Read today, listen tomorrow...	Alex Mandossian
Revenge of the Nerd	John Lansing
singing like a wounded moose (please help - oh please, PLEASE help)	Glenn Livingston
Sneak peek behind the scenes	The Insider Code
So What The #\$&% Do I Do Now?	Rich Schefren
You won't believe the conversation I just had – I still can't get over it	Jon Goldman
Speed translates into results ...	Robert Ringer
The #1 Reason Most People Aren't Rich	Early To Rise
The \$14.6 Billion Dollar Secret You Need To Know	Early To Rise
The Day That Made My Day	Matt Furey

The Family Butcher's Secret... revealed	The Insider Code
The Joke's on Them	Nancy Zambell
The Most Successful Business Owners I Know...	Early To Rise
The Most Valuable Commodity In The World	The Daily Crux
The next big thing...	Ken McCarthy
The one thing you must do at any cost	Perry Marshall
The Pelosi suicide pill	Richard Young
The Psychology of the \$14,000 Handbag	Perry Marshall
The Real Reason We Go To Conferences...	Mequoda
The response? Amazing. The cost? ZERO. The time? NOW	Marc Harty
The Things You (Don't Want to) Miss	John Forde
The Wealthy Idiot	John Reese
The whole shocking truth about Clayton ...	Clayton Makepeace
Things are bad... (maybe)	Ryan Deiss

This Blew My Mind! (Seriously)	Dave Dee
This guy totally 'gets it'...	Rich Schefren
An Old Dog Barks One Too Many Times	Target Focus Training
This just went live...	Alex Mandossian
This may seem weird but give it a try	Jon Goldman
This Month's Unemployment Shocker	Robert Hsu
True Story...	Ken McCarthy
Twenty Four Grand Stolen out of my pocket. Here's my reaction... (Video)	Mike Long
very bad people.	Frank Kern
Weekend Edition: "We hate you guys"	The Growth Stock Wire
What do you think of his advice to me?	Todd Brown
What is the meaning of all this?	Jack Humphrey
What The Heck Is Going On?	Russell Wright
What to do today	Stansberry Research

What We Didn't Mention	Stansberry & Associates
What will it take to help you get...	Paul Lemberg
What's your opinion on this?	Alex Mandossian
When a 6 pound box runs your life	Perry Marshall
Where I pretend to know answers	John Forde
Why I'm sending this note again	Growth Stock Wire
Why is everyone going crazy over this?	Eben Pagan
Why we're doing it again	Ken McCarthy
Will you get in on this?	Alex Mandossian
WOW, I forgot to tell you...	Ryan Deiss
Yikes, I really pissed some people off	Dave Dee
You May Have This One Wrong – Here's why	Motley Fool
You were on this, right?	StomperNet
Frankly, I'm puzzled...	Paul Michael

Last Call – Closing The Doors Today – Are You Going To Miss Out?

Richard East

What's In It For You?

Corey Rudl

"But isn't that spamming?"

Perry Marshall

Get Your Front Of The Line Pass Now

Rich Schefren

Big Benefit

Why it works: You're making a promise to remove pain, frustration, and fear of the unknown. The trick is to get as close as you can to understanding the specific pains and doubts your readers desperately want to resolve... Your subject line, in the form of a benefit (big promise), offers relief.

Example: Five Essentials of World-Beating online promotions

This one is from Clayton Makepeace. The Big Benefit promise he makes works on two different levels. First, he delivers a promise most of his readers would find compelling. And second, he agitates the doubt factor by including the word "Five." The reader can't help but wonder... hmm do I know all five essentials? Maybe *that's* why my promotions aren't doing so well.

How to Use Artwork Successfully in Your Marketing

Ted Nicholas

"Solve the GOOGLE ADWORDS Puzzle in 60 Minutes"

Ben Hart

*Sneaky" List Building Technique	SpyFu
[Copyblogger] How To Be A Better Writer In The Next 10 Minutes	Copyblogger
[Copyblogger] How To Write Copy For Short Attention Spans	Copyblogger
"Program" Yourself To Succeed With Women	Double Your Dating
10 Things You Need To Know About Technical Analysis	OptionsZone
10 Tips That Make You Super-Productive	Todd Brown
12 Compelling Reasons to Ditch Stress from Your Life	Dr. Mercola
Five Essentials of World-Beating online promotions	Clayton Makepeace
19.5% dividends that have never been cut	KCI Communications
3 Penny Stocks Set to Soar	Agora
5 Second Abs for More Energy	Matt Furey
5 ways to boost Google rank, attract more targeted traffic	Marketing Experiments
7 Healthy Ways to Unwind on Weekends	Matt Furey

7 Ways to Live a Better Life For Less	Sherman Hu
A Sell Signal You Won't Hear about Anywhere Else	Growth Stock Wire
Are you ready to be a Currency Millionaire?	Agora
Art, Here's How To Really Irritate Your Online Competitors	MindValley Labs
Art, these are the secrets that professional traders know	Trading Pro System
Art: Quality Score Myth Debunked!	Amir Darwish
Ask me question tonight 9pm EST	Rick Butts
Baiting the Hook or How To Write Great Bullets	Lawrence Bernstein
Bank Failures Skyrocket -- Bill Will Show You How To Profit	Bill Bartmann
Copy-cat business model (and a heck of an inspiration)	StomperNet
Create a Stronger Brain in JUST 30 DAYS!	Nightingale-Conant
Creating your own info product is easier than you think ...	Clayton Makepeace
Crisis Breeds Opportunity: This \$1 Oil Stock Could Hit \$8	Agora
Discover how to get more out of your website in 60 minutes	Joey Bridges

Do You Want to Retire in the Next 12 Months?	Agora
Early To Rise: Creating True "Win-Win" Joint Ventures	Early To Rise
Early To Rise: Trounce the Market with Less Risk	Early To Rise
Eight Best Practices for email newsletter publishers	Mequoda Daily
Eight Things You Need To Manage Social Media	ClickZ
Eliminate Hand and Wrist Pain NOW	Matt Furey
Elliott Gue -- Oil & uranium ~ double your portfolio's worth in 180 days	KCI Communications
ETR: How to Sound Smarter and More Successful	Agora
ETR: Write Strong Sales Copy in a Fraction of the Time	Early To Rise
Expert reveals best places to keep foreign bank accounts	The Daily Crux
Five Ways To Use Twitter To Improve Your Marketing	ClickZ
Get Agora's \$270 Million Marketing Plan Applied To Your Biz	Rich Schefren
Get Your Own Website in 90 Seconds...	Shoestring Startups
Great way to turn \$20 into 6 figures	Bob Serling

Grow your business from an acorn to a mighty oak – fast	StomperNet
Help for beginners and Extremely Frustrated Marketers	Perry Marshall
How does \$50 in your wallet sound?	Lulu.com
How To “Stop” A Woman On The Street	Double Your Dating
How to add 3-5 employees WITHOUT hiring	Rich Schefren
How To Avoid Getting Caught Off Guard When Training	Sean D'Souza
How to Break into Financial Copywriting	Doug D'Anna
How to Cold Call Like a Pro	David Frey
How To Control Your EMOTIONS Around Women	David DeAngelo
How to Go From Novice To a High-Paid Web Video Consultant	Dave Kaminski
How To Impress ANY Woman	David DeAngelo
how to make \$94,526 a month with 100% free traffic ...	Gary Ambrose
How To Speed Up Your Article Writing By A Third	Psychotactics
How To Start A Conversation With ANY Woman	David DeAngelo

How To STOP Paying For Dates With Women	David DeAngelo
How to take control and develop unshakable confidence with women	Double Your Dating
How to write a must-open subject line	David Deutsch
How to write copy that sells...	Eben Pagan
How to Write One Letter That Will Pay You for Years to Come	Ted Nicholas
How you can make it as a copywriter ...	Clayton Makepeace
I guarantee a dozen winning trades – or you pay nothing	John Lansing
I just uploaded an interview...	Jonathan VanClute
investor turns \$7,400 into \$214k – revealing how he did it	Preston James
Lawrence, The Most Profitable Business On Earth!	Daniel Levis
Little Known Tax Loopholes That Actually Help You Retire Early?	Early To Rise
Mark, Everything You Need to Know About Email Marketing	MindValley Labs
Mark, the secrets of book-writing clarity	Steve Manning

Mequoda Pro: Here's a Quick Way to Train Your Team in One Day	Mequoda
My New Content Creation Secret	Mark Roth
My personal productivity Firefox plug-ins	John Jonas
My training for finding domain names	John Jonas
New Bullet--How to Gain 6 to 8 Hours Extra Productivity Daily	Gary Bencivenga
New Video: How To Get 1000 New Subscribers	Rick Butts
Our single best idea of the year	The Daily Crux
Partner with a Self-Made Billionaire	Bill Bartmann
Pay less than 10% taxes	Chet Holmes
Save Yourself from Prostate Surgery	Bottom Line Secrets
Shortcut to better copy and more money	David Deutsch
Stocks That Are Likely to Soar in the Recovery	Bottom Line Secrets
The #1 Mistake People Make With Google AdWords	Ben Hart
The cheapest way to start an online business	Bob Bly

The Most Powerful Form of Natural Medicine There Is!	Nightingale-Conant
The Most Powerful Wealth Building Program	Early To Rise
The Secret Logic of Desire	John Forde
The Secret of How to Sell Anything	Gary Bencivenga
This “signal” can propel you past 99.4% of investors	Tom Gardner
these 20 minutes will be worth thousands for you	Todd Brown
THIS skyrockets your chance of being successful online	Rich Schefren
Triple-Digit Returns Without Buying, Selling or Owning	Investor's Daily Edge
Watch this video – it’ll give you hope for your business	Sherman Hu
What every copywriter needs to know about getting hired ...	Clayton Makepeace
What Google Analytics Won't Show You: The Reasons Why Customers Don't Buy	Sean D'Souza
What You Can Learn From “Black Friday”	John Forde
Why Articles Lack Emotion (And How To Get The Emotion Going)	Sean D'Souza

Why Most InfoProducts Fail Consistently Sean D'Souza

Why We Get Writer's Block (And How To Overcome It) Sean D'Souza

You, an Internet Millionaire? Ted Nicholas

Your Copy Bombed? Here's What To Do John Forde

"How Google AdWords Helps Me Bring in \$100K Per Month" Ben Hart

Google AdWords: How to improve, yet not screw up what works Perry Marshall

Compelling Question

Why it works: It's almost an involuntary reaction. Ask anyone a question and their first instinct is to think about whether they know the answer or not. So, right there, you've got their attention and you've got them engaged... at least for a second. This type of subject line works best when it addresses issues and situations that weigh heavy on your readers' minds. Even questions that cause people to pause, think, and take note... all good candidates for the Compelling Question subject line.

Example: Is It Ever Right To Scare Customers?

John Forde gets double play out of this Compelling Question subject line. First, you stop for a second and think about it. Secondly, there's the inferred, yet subtle, invitation: come on inside and I'm going to tell you what your answer should be.

"But isn't that spamming?"	Perry Marshall
[Copyblogger] Is Writing Obsolete?	Copyblogger
[TalkBiz] Why do you want the money?	Paul Myers
A safe 20% dividend?	Daily Wealth
Alex Asks, "Are You Uncurious?"	John Forde
Another economic crisis is coming. Are you prepared?	Motley Fool
Are You A Sheep, Wolf, Or Sheepdog?	Target Focus Training
Are you an innovator or an imitator? How to tell...	Clayton Makepeace
Are You Choosing the Evil of Two Lessers?	Mitch Axelrod
Are You Getting Everything You Want In Life?	Robert Ringer
Are You Ready to Care for Your Parents?	Bottom Line Secrets
Are you tapping this hidden goldmine?	Rich Schefren
Are you using this moneymaking tool?	Dave Dee
Art, Still having trouble learning online video?	Jim Edwards

Can You Heal Yourself with Homeopathy?	Bottom Line Secrets
Could your AdWords ROI be a little better?	Glenn Livingston
Deflation Is Here; Time for Inflation Protection?	Martin Weiss
Do You Know What Your Broker Is Doing With Your Money?	Options Zone
Do You Make These Two Killer Trading Mistakes?	Jon Markman
Do You Want to Retire in the Next 12 Months?	Agora
Does a hyena need to be taught to target the weak?	Target Focus Training
Does Google Like You?... Read This Now	Richard East
Early To Rise: Why Make New Year's Resolutions?	Early To Rise
Have you ever been shafted in a deal?	Robert Ringer
How can your company outperform large competitors?	Robert Ringer
How Dangerous is Your Daily Shower?	Dr. Mercola
How does \$50 in your wallet sound?	Lulu.com
How Will You Defend Your Assets?	Agora

Icelandic Lamb: Best in the World?	David Rosengarten
Is It Ever Right To Scare Customers?	John Forde
Is Premium Gas Worth It?	Bottom Line Secrets
Is This Silent Killer Lurking in Your Kitchen Cabinets?	Dr. Mercola
Is your 401(k) obsolete?	Daily Wealth
Is Your Golf Pro's Advice Bad for Your Game?	Bottom Line Secrets
Is Your Medicine Cabinet a Danger Zone?	Bottom Line Secrets
Lawrence, Are YOU Wasting Your Time?	Daniel Levis
Lawrence, How will you prosper and attract money in a downturn?...	Stephen Pierce
Lawrence, social media hype or truth?	Yanik Silver
Lawrence, what's \$20 bucks get you these days?	Yanik Silver
Little Known Tax Loopholes That Actually Help You Retire Early?	Early To Rise
Long copy vs. short copy finally put to rest?	Lawrence Bernstein

RFA: Where is your wealth headed in 2009?	Michael Masterson
See this YouTube video yet?	Alex Mandossian
tired of the hype?	Glenn Livingston
What Does a Top Natural Doctor Eat? And Avoid?	Bottom Line Secrets
What Separates the Men from the Boys in Affiliate Marketing	Perry Marshall
What's Your Love Type? Take the Test	Bottom Line Secrets
Which Road Will You Take?	StomperNet
Who is the next Gary Halbert?	Mike Long
Who Wrote The Best Damn Marketing Book in 20 Years?	Perry Belcher
Will Hindu Squats Stunt Your Growth?	Matt Furey
Will the Pound Get Pounded?	Martin Weiss
You, an Internet Millionaire?	Ted Nicholas
Can Your Copy Pass This Test?	John Forde
Will the bailout be enough?	Clayton Makepeace

Controversy

Why it works: Email subject lines that embrace controversy are some of the most effective. Just like watching a boxing match, it's human nature to want to watch controversy unfold.

Example: "Could Your iPhone be the most dangerous Cell Phone Ever?"

Dr. Mercola targets the universally popular device with this compelling question. It hints at the danger of someone driving down the road while watching a Youtube video or playing with an app on her iPhone.

"But isn't that spamming?"

Perry Marshall

"The Secret" isn't the real secret: Monday Teleseminar

Perry Marshall

{BEWARE}: do NOT copy or study this marketer

Todd Brown

Bad news Mark...

The Insider Code

be careful with these internet marketing recommendations

Todd Brown

CARPET CLEANERS read this troubling experience please

Todd Brown

Could Your iPhone Be the Most Dangerous Cell Phone Ever?

Dr. Mercola

David DeAngelo Confesses His Secrets	Double Your Dating
do NOT buy from this site	The Insider Code
Don't Get Suckered into These Swine Flu Trades	Growth Stock Wire
Lawrence, social media hype or truth?	Yanik Silver
Long copy vs. short copy finally put to rest?	Lawrence Bernstein
Art, You're Fired!	Norm DePlume
RFA: The myth of customer surveys	Michael Masterson
RFA: Why the stimulus will not work	Michael Masterson
Secrets & Lies: Integrating CRM and e-mail	BtoB Online
The #1 Reason Most People Aren't Rich	Early To Rise
The big secret *they* hope you never find out	Ken McCarthy
The problem with "Product Launches" and social proof	Ken McCarthy
This Is Causing The Failure Of Numerous Online Businesses	Richard East
This tax fact should make your blood boil	The Daily Crux

When Positive Thinking Falls Short

Target Focus Training

Why being dumb is so smart

Ken McCarthy

Why Squeeze Pages Are Stupid

Sean D'Souza

You Should Think Twice Before Buying This Sector

Growth Stock Wire

Do You Qualify?

Why it works: The artistry here is the turnabout that a savvy marketer takes with her reader (prospect).

At the root of this subject line is generating competition and getting prospects to compete for a limited supply of what you're selling. When applied skillfully, it works magic. Although it's hardly a novel concept. Big-name universities are masters of applying the "Do You Qualify?" appeal. Prospective students dutifully compete each year for the right to spend \$80,000 a year in tuition.

Example: Lawrence - Only 18 people will qualify...

Yanik Silver comes right out with it. He puts the reader in competition with others. The message he's telegraphing between the lines: Prove to me how badly you want this.

Jobs for Folks Who Are 50+

Bottom Line Secrets

do you know how to do this?

.X.

Early To Rise: Delete This Email Right Now Unless...	Early To Rise
If you're only interested in stocks, please ignore this email	The Daily Crux
Lawrence - Only 18 people will qualify...	Yanik Silver
Read this only if...	Alex Mandossian
Wanted: Web site owners with brains	Ken McCarthy
CLIENTS ONLY - Internal leak causes drastic changes	Brian Johnson

Fascination

Why it works: Fascinations are a first cousin to the Curiosity subject line. The same forces are at play here, too. But what makes Fascinations a different animal is that they exploit a specific curiosity. There's nothing vague here. The idea is to create an open loop of mystery in the reader's mind and reveal only enough information to trigger a "what's that all about... and why?" reaction.

Example: 5 Foods You Should Never Eat

This one is from Agora. The subject line varieties you can develop from this one example are practically limitless. What adds to its intrigue is relevance. In this example, we all eat food. The open loop of mystery is: "Hey, am I eating something on this list? And the word "never" turns up the heat begging the question: "What could happen to me if I eat one of those foods?"

Quantifiers (see the "Numbered List" category) work exceptionally well in Fascination subject lines. The quantifier "5" packs the power of specificity and makes it far more compelling than just: "Foods You Should Never Eat"

Body Language That Turns Women OFF	David DeAngelo
Mary sold 3,000,000 copies - in 3 weeks you can learn how...	Troy White
5 Mistakes That Can Hurt Your Ad Performance	Yahoo! Search Marketing
Devilish Response Boosting Technique from Gary Halbert	Lawrence Bernstein
"Maybe it's NOT the economy, stupid."	Perry Marshall
Could These 6 Pieces Of Software Grow Your Business	Richard East
5 Foods You Should Never Eat...	Agora
4 missteps that can ruin your e-mail content	BtoB Online
Early To Rise: The Real Cause of the Heart Disease Pandemic	Early To Rise
Find Secret Deals on Amazon	Bottom Line Secrets
Bull Market... Bear Market...WHO CARES!	Early To Rise
How to Get Bigger Social Security Checks	Bottom Line Secrets
How to Get the Government to Do What You Want	Bottom Line Secrets

Why Testimonials Don't Work Any More	Doug D'Anna
Early To Rise: The Silver Rule of Marketing	Early To Rise
170 Winning Trades... in the Middle of a Market Crash!	Agora
Create a Stronger Brain in JUST 30 DAYS!	Nightingale-Conant
#1 Investor Mistake of All Time	Investor Place
\$592 Trillion Phantom Economy Blows as Latest Demon Derivative Unwinds	Agora
Contrarians Have Rich Relationships & Big Bank Accounts	Bottom Line Secrets
"How Google AdWords Helps Me Bring in \$100K Per Month"	Ben Hart
A simple trick that boosts demand for everything you sell	Art Crowley
*Sneaky" List Building Technique	SpyFu
[Copyblogger] Why Parents Write More Persuasive Copy	Copyblogger
[copywriting] fast-forward past the recession...	David Garfinkel
Breaking through your prospect's mental spam filter ...	Clayton Makepeace
5 "Wussy Signals" Women Notice Instantly	David DeAngelo

Great way to turn \$20 into 6 figures	Bob Serling
83 Leads in 14 seconds? (You gotta see this...)	Matt Bacak
A Sell Signal You Won't Hear about Anywhere Else	Growth Stock Wire
A shocking fact about your Google ranking	Bob Bly
Are you ready to be a Currency Millionaire?	Agora
Deadly "Inner Game" Mistake With Women & Dating	David DeAngelo
How To Kiss A Woman	David DeAngelo
How to write copy that sells...	Eben Pagan
investor turns \$7,400 into \$214k – revealing how he did it	Preston James
Is Your Golf Pro's Advice Bad for Your Game?	Bottom Line Secrets
Lawrence -- manipulate people's impression of you...	Bob Pierce
Lawrence -- the biggest rookie mistakes in fighting...	Bob Pierce
Lawrence, Which Of The "101 Ways" Should You Do First?	Conversion Rate Squirrel
Lawrence... how a couch potato took on 3 bikers...	Bob Pierce

Most Dangerous Time of Day to Have Surgery	Bottom Line Secrets
Are you an innovator or an imitator? How to tell...	Clayton Makepeace
My Three "Charlie The Plumber" Rules For Picking New Clients	Doug D'Anna
New BULLET from Gary--The Golden Key of Persuasion	Gary Bencivenga
Promise + Proof = Profits	Lawrence Bernstein
Quick and Easy Cash (I didn't believe it either)	David Bass
RFA: The myth of customer surveys	Michael Masterson
A little-known method for driving your competitors crazy	Art Crowley
Save Yourself from Prostate Surgery	Bottom Line Secrets
The #1 and ONLY Activity That Brings in Cash Flow	Mark Joyner
The Best Medicine for a Sick Day	Bottom Line Secrets
The China story no one's telling	The Daily Crux
The Good, Bad and Ugly of Retirement Communities	Bottom Line Secrets
The Most Powerful Form of Natural Medicine There Is!	Nightingale-Conant

The perfect combination - Making money and saving lives	Bob Serling
The Secret of How to Sell Anything	Gary Bencivenga
The Worst Joint Venture Pitch Ever ...	Clayton Makepeace
This \$3 Gold Miner Could Double by December	Agora
THIS one question determines your fate online	Todd Brown
This tax fact should make your blood boil	The Daily Crux
Tip: Make meat healthier with this cooking trick . . .	Real Age
Art, these are the secrets that professional traders know	Trading Pro System
Tip: Sip this for breakfast to curb hunger . . .	Real Age
What every copywriter needs to know about getting hired ...	Clayton Makepeace
What Google Analytics Won't Show You: The Reasons Why Customers Don't Buy	Psychotactics
What's Your Love Type? Take the Test	Bottom Line Secrets
Why Squeeze Pages Are Stupid	Sean D'Souza
How To "Read" A Woman's Words And Body Language	David DeAngelo

Athletes Use Steroids - Entrepreneurs Use This	Rich Schefern
Creating your own info product is easier than you think ...	Clayton Makepeace
Common Tax Scams Even Smart People Fall For	Bottom Line Secrets
Do You Make These Two Killer Trading Mistakes?	Jon Markman
Dangers of Paying a Bill By Check	Bottom Line Secrets
Deadly "Inner Game" Mistake With Women & Dating	David DeAngelo
Do this Before you buy gold	The Daily Crux
Financial Terrorism and You	Martin Weiss
Getting Revenge Has Never Been So Profitable	Agora
Gold, Guns and Spam	Martin Weiss
Google knows more about you than your WIFE	Perry Marshall
Famous French Architect Transforms Forgotten Paradise into Next Great Retirement Spot	Agora
NEW ARTICLE: "17 Website Design Mistakes That Will Kill Your Sales"	Ben Hart

Early To Rise: The Hidden Advantage of Apartment House Investing	Early To Rise
Helpful idea 30: The downfalls of Powerpoint	Drayton Bird
Helpful idea 53: how NOT to choose an agency	Drayton Bird
Cheapskate Marketing That Gets Results	Dave Dee
Helpful idea 57: Sushi and the future of brands....	Drayton Bird
How kids make you a better copywriter	Clayton Makepeace
Ex-Supermarket Employee frees 1000's from cancer, diabetes, more...	Agora
Why customer satisfaction is BAD for business	Art Crowley
Helpful idea 52: why people buy	Drayton Bird
How To Control Your EMOTIONS Around Women	David DeAngelo
How To Get A Ton Of Traffic WITHOUT SEO Or AdWords	Rich Schefren
How to add 3-5 employees WITHOUT hiring	Rich Schefren
How to Be the Millionaire Next Door	Early To Rise

Crisis Copywriting 101	Lawrence Bernstein
How To STOP Paying For Dates With Women	David DeAngelo
how to make \$94,526 a month with 100% free traffic ...	Gary Ambrose
How to take a completely tax-free vacation	The Daily Crux
How to Get the Government to Do What You Want	Bottom Line Secrets
How to take control and develop unshakable confidence with women	Double Your Dating
How to Write One Letter That Will Pay You for Years to Come	Ted Nicholas
How You Are Being Played For A Fool	ChangeWave
Just knowing AdWords is NOT enough.	Perry Marshall
Key Words Women Say When Attracted	Double Your Dating
Lawrence -- he taught these skinheads a lesson...	Bob Pierce
Lawrence... skeptical about this Tai Chi "Death Blow"?	Bob Pierce
Lawrence... the 80-20 rule of fighting...	Bob Pierce

My Secret to Bigger Winners in 2009	Doug D'Anna
Millionaire Busboy's Lost Marketing System...	Lawrence Bernstein
My New Content Creation Secret	Mark Roth
Naked Copywriting Lessons?	Eben Pagan
Near-foolproof profit secret "oughta be illegal"	The Daily Crux
NEW! The most exciting economic opportunity in 80 years!	Nightingale-Conant
Rules Happily Married Men Already Know	Bottom Line Secrets
She makes BIG money with a tiny list	Alex Mandossian
Sleep Away Your Aches and Pains	Bottom Line Secrets
The 'Chocolate Theory' of Creating Sequential Products and Services	Sean D'Souza
The big secret *they* hope you never find out	Ken McCarthy
The Expert You Should Never Trust	John Forde
The GOLDEN Needle In the Haystack...	Lawrence Bernstein
The Man Who Divorced His Wife to Become a Spammer	Perry Marshall

The Secret Logic of Desire	John Forde
The single best explanation of Barack Obama's agenda we've ever read	The Daily Crux
The UNSustainable Business Advantage...	Dan Kennedy
The Way You're Trading Oil Is Probably Wrong	Growth Stock Wire
The World's Richest Depression-Proof Profits	Martin Weiss
this 20 minutes will be worth thousands for you	Todd Brown
Unconscionable Police Raid on Family's Home and Organic Food Co-Op	Dr. Mercola
Walk in with nothing, walk out with a business	Brian Johnson
Weimar Republic or Dow 20,000...Who Cares?	Lawrence Bernstein
What copywriting gurus won't tell you ...	Clayton Makepeace
What I Learned By Getting Hit In The Balls	Harlan Kilstein
What Your Gray Hair Says about You...	Dr. Mercola
When a 6 pound box runs your life	Perry Marshall

Why A Wussy Can't Attract Women

Double Your Dating

Why We Get Writer's Block (And How To Overcome It)

Sean D'Souza

How "Rabbit Ear" Ad Units Work

Mequoda

The Single Toughest Secret To Teach

John Forde

What A Teddy Bear Can Teach You About Marketing

Dave Dee

For Free

Why it works: Like the "Savings" subject line, the "For Free" appeal is all about making an offer. Very useful when highlighting a bonus or gift-with-purchase. Also ideal for lead generation

"For Free" is a terrific attention getter (even in jaded, hyper-competitive markets) but is most effective at dragging readers in when the free item carries a high perceived value.

Example: FREE Pedometer and FREE Trial Issue

Prevention Magazine serves up an irresistible subject line of the "For Free" variety. What they're doing here is selling a magazine subscription – but they're featuring the goodies you get for free when you agree to take a one year – billed monthly – subscription.

Art, I'm giving it away free (well, almost)

Target Focus Training

What did you say? (and a free product for you)	Paul Myers
Here's Your Complimentary Report: 5 Stocks To Buy Now	Agora
FREE Doctor's Book of Healing Foods!	Prevention
FREE Pedometer and FREE Trial Issue	Prevention
FREE: 5 ways to make domains pay now	Glenn Livingston
How to take a completely tax-free vacation	The Daily Crux
Lawrence... choose any fight DVD you want -- for NOTHING...	Bob Pierce
Mark, Your 5 Free Gifts	Matt Furey
Ted's Valuable Free Gifts Await You!	Ted Nicholas

News

\$592 Trillion Phantom Economy Blows as Latest Demon Derivative Unwinds	Agora
[Copyblogger] Confessions of a Comment Addict	Copyblogger
'Amazon Tax': My Revenue Has Been Hit – Yours Could Be Next	Jerry West

52 Year Old Loses 38 lbs. in 2 months	Matt Furey
Bank Failures Skyrocket -- Bill Will Show You How To Profit	Bill Bartmann
BIG FAT FITNESS LIES	Matt Furey
BREAKING NEWS: Hell has officially frozen over	Frank Kern
Could Your iPhone Be the Most Dangerous Cell Phone Ever?	Dr. Mercola
DOW WARNS: "Huge decline dead ahead!" What to do ...	Martin Weiss
FACT: "86% of Top Internet Marketers Rely Primarily on Google AdWords"	Ben Hart
Finally, someone with a functioning brain comments on Peak Oil	The Daily Crux
Government Bond Fiasco - What to Do ...	Martin Weiss
Is your 401(k) obsolete?	Daily Wealth
Lawrence I have breaking news ...	Clayton Makepeace
Man with world's greatest tan attacked by U.S. government	The Daily Crux
My Case Against (Most) Retailers ...	Martin Weiss

Protect Against Identity Theft on Social Networks	Bottom Line Secrets
RFA: Why the stimulus will not work	Michael Masterson
Stocks That Are Likely to Soar in the Recovery	Bottom Line Secrets
The 401(k) industry is one of the great scams in the world today	The Daily Crux
The next giant shoe in this crisis is FALLING NOW!	Martin Weiss
The Pelosi suicide pill	Richard Young
The Perfect Storm: Already hitting California!	Martin Weiss
These dividend machines at their cheapest levels in over a decade	The Daily Crux
This Month's Unemployment Shocker	Robert Hsu
This Recession is Official!	Bill Bartmann
What your outsourcing experience should be like	John Jonas
Your Job Is On The Line	Traffic Quality Alert

Numbered List

Why it works: The Numbered List subject line eliminates one of the major objections running round-and-round in a prospects head. He’s wondering, “Hey, how MANY tips, secrets, ideas, or whatever... will he be discussing? Will it be worth my time?”

Example: 21 Google AdWords Secrets: Wednesday May 6

Perry Marshall uses the numbered list approach to draw interest in his upcoming Teleseminar. The “21” quantifier reveals that there will be substantial information shared. Without the Numbered List element, the perceived value wouldn’t be nearly as high.

[Copyblogger] 7 Types of People Everyone Wishes Would Just Shut The **** Up	Copyblogger
10 commandments of copywriting	Bob Bly
10 Squeeze Page mistakes	Tellman Knudson
10 Things You Need To Know About Technical Analysis	OptionsZone
10 Tips That Make You Super-Productive	Todd Brown
12 Compelling Reasons to Ditch Stress from Your Life	Dr. Mercola
21 Google AdWords Secrets: Wednesday May 6	Perry Marshall
23 Compelling Reasons to Attend This Seminar	Ted Nicholas

3 Penny Stocks Set to Soar	Agora
38 Things Learned from \$1.4 Billion Worth of Advertising	Lawrence Bernstein
4 missteps that can ruin your e-mail content	BtoB Online
5 "Wussy Signals" Women Notice Instantly	David DeAngelo
5 Foods You Should Never Eat...	Agora
5 Mistakes That Can Hurt Your Ad Performance	Yahoo! Search Marketing
5 Reasons These Exercises Work Like Magic	Matt Furey
5 Red Flags the IRS Won't Miss	Bottom Line Secrets
5 Things You Should NEVER Delegate In Business	Eben Pagan
5 tips for using syndicated content	BtoB Online
5 ways to persuade your most difficult prospects	Art Crowley
5 ways to boost Google rank, attract more targeted traffic	Marketing Experiments
Five Essentials of World-Beating online promotions	Clayton Makepeace
56 invaluable tools to grow your business on a budget	Troy White

6 Life Secrets from Donald Trump	Bottom Line Secrets
7 Healthy Ways to Unwind on Weekends	Matt Furey
7 startling forecasts for 2009	Martin Weiss
7 Ways to Live a Better Life For Less	Sherman Hu
8 Reasons Not to Join My Seminar	Ted Nicholas
Could These 6 Pieces Of Software Grow Your Business	Richard East
Eight Best Practices for email newsletter publishers	Mequoda Daily
Eight Not-So-Pretty Observations from Big Sky Country	Martin Weiss
Eight Things You Need To Manage Social Media	ClickZ
ETR: 9 Strategies for Successful Joint Ventures	Agora
Five Ways To Use Twitter To Improve Your Marketing	ClickZ
Helpful idea 30: The downfalls of Powerpoint	Drayton Bird
Helpful idea 52: why people buy	Drayton Bird
Helpful idea 53: how NOT to choose an agency	Drayton Bird

Helpful idea 57: Sushi and the future of brands....	Drayton Bird
Here's "Your 8-Day Plan for Making Money on the Internet"	Ben Hart
17 email subject lines that dare you to look away	Art Crowley
Here's Your Complimentary Report: 5 Stocks To Buy Now	Agora
Lawrence, Which Of The "101 Ways" Should You Do First?	Conversion Rate Squirrel
Lawrence: 23 reasons you *need* to be at the "Underground"...	Yanik Silver
Mayo Clinic's Top 10 Complementary Therapies	Bottom Line Secrets
NEW ARTICLE: "17 Website Design Mistakes That Will Kill Your Sales"	Ben Hart
The 4 Most Common Questions About NLP Copywriting...	Harlan Kilstein
The 7 Most Dangerous Lies Your Doctor's Telling You	Agora
Three Practical Ideas For Using Twitter In E-Learning	Rapid eLearning Blog
Three reasons The world's best investors are wrong	Growth Stock Wire
Top 10 Webinar Best Practices	BtoB Online

Savings

Why it works: This one makes no bones about the fact that something is being offered for sale. It targets buyers and those sitting on the fence. Almost nobody can resist a “deal.” Paying less than what “others” have paid for the same thing makes us feel just a little bit more clever (or smarter) than the average bear.

Making this type of subject line work depends on the pre-established value of your product or service or the “type” of product/service you’re selling. The more “established” the value, the more believable the savings claim.

To turn up the heat, these subject lines work best when mixed with a deadline—adding a sense of urgency—to the appeal.

Example: Final 24 hours to save \$3,003!

Newsletter publisher, Martin Weiss delivers deadline and a discount in this tight, no-messing-around subject line.

It could also have an element of Fascination working for it, too. Readers may wonder, “If he’s shaving over \$3,000 off, what’s the regular price and what do I get?”

ATTENTION! Less Than 48 Hours to Save \$297.00...

Bill Glazer

Cheapskate Marketing That Gets Results

Dave Dee

Early To Rise: Interested In A 90% Discount?

Early To Rise

Final 24 hours to save \$3,003!

Martin Weiss

Find Secret Deals on Amazon	Bottom Line Secrets
He is giving away the farm	Eric Smith
How does \$50 in your wallet sound?	Lulu.com
How To STOP Paying For Dates With Women	David DeAngelo
Lawrence... "Ugly Wrapper" means I'm knocking \$20 off...	Bob Pierce
Mark: LAST DAY for 70% Discount!	Amir Darwish
Save 50% -- for 72 hours only	Motley Fool
Save up to \$350 on Select Products during Dell's Memorial Day Sale	Dell

Universal Problem / Reference Point

Why it works: A widely recognized problem or condition that frustrates your readers is a slam-dunk attention getter. What's behind the "Universal Problem / Reference Point" subject line is the power of empathy. When readers know that you genuinely understand their key problems, they want to listen to what you have to say.

Example: I can't get any traffic!!!

Russell Brunson keys in on his readers' top frustrations with subject lines like this one.

"But isn't that spamming?"	Perry Marshall
"Maybe it's NOT the economy, stupid."	Perry Marshall
"The Secret" isn't the real secret: Monday Teleseminar	Perry Marshall
6 Life Secrets from Donald Trump	Bottom Line Secrets
Bank Failures Skyrocket -- Bill Will Show You How To Profit	Bill Bartmann
Breaking through your prospect's mental spam filter ...	Clayton Makepeace
Constantly STRESSED? Here's the answer...	Jill Magso
Could Your iPhone Be the Most Dangerous Cell Phone Ever?	Dr. Mercola
Devilish Response Boosting Technique from Gary Halbert	Lawrence Bernstein
Early To Rise: So Many Goals ... So Little Time	Early To Rise
Early To Rise: We Even Beat Donald Trump..	Early To Rise
Early To Rise: Why Donald Trump Isn't Flipping Houses	Early To Rise
Early To Rise: Why Make New Year's Resolutions?	Early To Rise
Ghosts of Joe Karbo	Mike Long

How Dangerous is Your Daily Shower?	Dr. Mercola
How I wasted time blogging until I figured out how to...	Joseph Bridges
How to Overcome Writer's Block	Ted Nicholas
I can't get any traffic!!!	Russell Brunson
The cheapest way to start an online business	Bob Bly
tired of the hype?	Glenn Livingston

Urgency

Why it works: Urgency subject lines work best when paired with the “Savings” appeal. The motivators behind Savings and Urgency are similar. What makes Urgency subject lines so effective is the deadline component. The key here, though, is to use real deadlines and actually kill the offer when the deadline passes.

Example: ATTENTION! Less Than 48 Hours to Save \$297.00...

Bill Glazer makes every word count with this triple-barreled subject line containing a command, a deadline, and a savings offer.

21 Google AdWords Secrets: Wednesday May 6	Perry Marshall
Almost gone...	John Reese

Ask me question tonight 9pm EST	Rick Butts
ATTENTION! Less Than 48 Hours to Save \$297.00...	Bill Glazer
Did you read this yet? (expires at midnight tonight)	Mike Long
Doors Close at Midnight	Ask Mr. Video
DOW WARNS: "Huge decline dead ahead!" What to do ...	Martin Weiss
Early To Rise: The Clock is Ticking...	Early To Rise
Final 24 hours to save \$3,003!	Martin Weiss
Final Call for The World's Highest-Paying Profession	Robert Ringer
Get Your Front Of The Line Pass Now	Rich Schefren
Historic deadline TOMORROW!	Martin Weiss
Just 2 days left and that's it	Jon Goldman
Last Call – Closing The Doors Today – Are You Going To Miss Out?	Richard East
Last chance...	John Reese
Mark -> We're Live! Go, Go, Go!	Jack Humphrey

Mark, Read this FAST	Matt Furey
Mark, these will be gone	Gauher Chaudhry
Mr Butts says Urgent: Pls open this email now	Rick Butts
Only 17 Copies Left...	Julie Boswell
Only 17 Copies Left...	Julie Boswell
Only Five days left	Robert Ringer
Save up to \$350 on Select Products during Dell's Memorial Day Sale	Dell
The next giant shoe in this crisis is FALLING NOW!	Martin Weiss
Time is running out	Robert Ringer
We can only offer this a few more days	Jon Goldman
You can get this today, but not next week!	Bob Bly
Your invitation expires at 11:59 tonight – don't miss out	KCI Communications