



EMAIL SUBJECT LINE
IDEAS
TO INCREASE YOUR
OPEN RATES



HARMON BUSINESS CONSULTING

EMAIL SUBJECT LINE IDEAS TO INCREASE YOUR OPEN RATES

Email marketing has a very high return on investment. Click-through rates are around 30%. This cheat sheet provides different types and examples of subject lines to engage your audience to persuade them to open, read, and possibly respond to your call to action.

PROBLEM SOLVING

- Why Your Recruiting Process Isn't Working
- Learn The Newest Instagram Algorithm
- How Reels Increase Your Instagram Reach

TAKE ACTION

- Stop Dreading Your Morning Commute
- Sign-up For Our 30% Savings Club
- Share This With Your Friends

QUESTION

- Are You Looking For A Fresh Start?
- How Often Do You Travel Abroad?
- Do You Want To Be On My Podcast?

SEASONAL

- Fall Fashions From NYFW
- Winter Hair Care
- 3 Soups You'll Want To Add To Your Meal Plan This Fall

PRODUCT SPECIFIC

- Start Using Mobile Timecards Today!
- Top 5 Sales Funnel Techniques
- Best Travel Backpacks For Kids

EDUCATIONAL

- How To Hire Great Employees
- Here's Our Formula For Finding Sales Leads
- How I Built My Network And Increased My Revenue

SPECIAL OFFERS

- 50% Off One Week of Virtual Assistant Services
- Meal Plans For The Busy Executive
- Get One Give One

EXCLUSIVES

- Sneak Peak At Our Spring Fashions
- VIP Deals For Our Subscribers
- Sign-up For First Looks

FEAR OF MISSING OUT

- Flash Sale Till 8PM EST
- Act Now! Supply Is Limited.
- 3 Days Left To Register
- Don't Miss This Deal

LOCATION SPECIFIC

- Must Do [Insert City]
- Best Seafood in [Insert City]
- Meet Us This Sunday At The [Insert City] Waterfront