Ultimate Guide to Email Subject Lines to Dramatically Increase Open Rates

Demand.Cloud
by Adjossible

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What would you say is the first thing that catches your prospects' **attention** in their **inbox**? That is right, **email subject lines**. They are undoubtedly the most integral part of your cold email outreach. In just seconds, the faith of your outreach success is determined.

How? Well, if you do not create catchy email subject lines, you **risk** getting your **email deleted**, your open rate becomes much lower, and you will be disregarded as **Spam**. Consequently, this ultimately leads to a lower number of warmed-up leads and closed deals. Furthermore, effort and time spent will go to waste.

Don't panic. We've got your back.

In this article, we are explaining what the subject line is and why it is important for your email outreach. Furthermore, we are digging deep into catchy email subject examples, why they work, and help you create your golden subject line that catches your prospects' attention immediately.

What Is An Email Subject Line And Why Is It Important?

Let's start with the basics. When you open up email inbox, you can notice the 3 following components of the email message:

A simple hyperlink.

- **Senders' name,**
- **Subject Line,**
- **And Preview text.**

Email subject line is a text line next to the sender's name, describing the title of the email message. In other words, it is an indication of what the message is about and why you should read it.

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Email subject line communicates **value**, sets **expectations**, and **entices** recipients to discover more about the topic by reading the email message.

Getting your email subject line just right will make you stand out in the sea of other emails and increase the open rate. In sales terms, this means increasing the chances of getting your message across and warming up leads so you can close more deals.

Another thing worth mentioning is the importance of the **Preview Text**.

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A **preview text**, aka pre-header text, is a line next to the subject line that shows the **beginning** of your email **message**. In some cases, preview text can be custom-made if you use newsletter software or similar tools, but in most cases, it shows a preview of your message. That is why it is important to perceive them in synergy rather than separate components to make your outreach as effective as you can (but we will talk more about this below).

How To Write Catchy Email Subject Lines: Tips To Get Started

Email subject lines' first and foremost purpose is to get your prospects to open up your email. In other words, you need to catch their attention and entice them towards this action.

Therefore, make email subject lines mean something. Let's go through a couple of steps to get started.

1. Determine The Type Of Subject Lines

As a salesperson, especially when doing a cold outreach, your job is to **set the tone** of the email subject lines. There are many ways to do it – making bold, sweet, or commanding statements – but first, you need to figure out the email content. After that, write down the email core meaning, and choose the type of tone which best fits your outreach message, personality, and prospects' preferences.

The usual subject line types for sales are:

Email Subject Lines Types	Email Subject Lines Examples
Controversial	*LinkedIn is not for outreach if…*
Lack	*Poor quality data costs you. Here's why…*
Personalized	*Amy, this tip will improve your business*
FOMO (Fear Of Missing Out)	*Catch limited time offer*
Guide	*How to close deals in 3 days*
Questioning	*What is your top priority?*
Sneak peek	*A discount gift for you*
Making an offer	*10% off lifetime offer*
Statistics	*92% of salespeople swear by this strategy*
Directive	*Use this fantastic tip to improve sales*
Pain point	*If you struggle with wasting time, use this hack*

2. Straight To The Point

Be **clear** and **concise** about your email subject lines whenever you can. The reason is that often prospects **prioritize** the emails by their **subject line** and order of reading/replying. For this reason, the email subject line should communicate what the message is all about and its importance.

Avoid vague subject lines, such as *"While I wait for your response",* that doesn't show anything about the email content as it will end up at the bottom of the priority list, and prospects will eventually forget it.

However, this doesn't mean you can't get crafty with it. You can create wordplay such as *"Let's Taco 'bout your performance"*, create a theme as "*Let's schedule a coffee chat*", or even use the power words to enhance your catchy email subject lines.

3. Power Words In Email Subject Lines

Specific words can trigger an emotion in us on a conscious or subconscious level. Let's take the word "happy" for instance. After reading it, you suddenly felt a slight uplift in your mood, didn't you? What happens with the word "Sad"? You felt slightly down there, correct?

Words are indeed powerful. So using specific words in subject lines can do the same for your prospect. To be more precise, using **Power words** can really **catch** your **prospects' attention** and activate an emotion. Furthermore, if you put the Power word at the subject line beginning, it will draw even more attention.

Here are power words **example** list to catch your prospects' attention and get them to open up your email:

Providing Value:
- Inspire
- Learn
- Guide
- Enjoy
- Proven
- Lifetime
- Discount
- Valuable
- Nifty
- Secret

Pain point focus:
- Ready
- Change
- Save
- Stop
- Avoid
- Easier
- Faster
- Improve
- Skyrocket
- Reach

Note: *The important thing is to set expectations with power words, but be careful not to overpromise, as this will only annoy your prospects. And do not go overboard with them.*

4. How Long Should Email Subject Lines Be

On average, email subject lines should ideally be 4 to 7 words. If you need more words, aim for a subject line no longer than **9 words**, which is the upper limit. Furthermore, contemporary inboxes can reveal up to **60 characters** on average, depending on the email provider.

Also, keep in mind that some people check their emails on **mobile** devices, which show only 41 to **50 characters**. This roughly translates to 7 to 8 words. Therefore, to lower the number of characters, you need to remove any filler words, such as just, hi, thanks, going to, etc.

Note: *If you plan to reach out to your prospects using LinkedIn InMail, you should know that the subject line character limit is 200 characters.*

5. Use Subject Lines And Preview Texts In Synergy

As we mentioned earlier, the preview text is a line of text found next to the subject line. It shows the first couple of words of your email message. In addition, it can show custom text if you use a newsletter software tool.

Preview text is just as important as the subject line – it is your chance to deepen the message and make it more effective to get your prospects to open up an email.

Preview text is usually 35 to 90 characters long, depending on the email provider. To make a subject line and preview text work together, it is best to perceive a preview text as a collection of details that didn't fit the subject line. Here is an **example**:

> **Subject line:** 🎁 *A discount gift for you*
> **Preview text:** *Happy Women's Day! Up until the end of March, you get a discount of [...]*

Note: *To convince a prospect to keep on reading the email and perform the desired action, make sure you get your opening paragraph and a call to action right.*

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Email Subject Lines Best Practices [And Some Worst Ones To Stay Away From]

Now that we've set the email subject lines basic steps, let's go through the best practices and what you need to avoid.

Subject Lines Best Practices

1. Personalization

Did you know that personalizing subject lines can increase the open rate by **22.2%**? The increase in open rate happens because personalization creates a sense of familiarity in prospects. Furthermore, it comes across as genuine and that you care for them.

Personalize your email subject lines using the following demographic, psychographic, and firmographic data:

- **Interaction with your brand**
- **Their location**
- **Years in the company**
- **Current company**
- **Interests and values**

2. Use Emojis In Email Subject Line

In modern days times, emojis can be a nifty tool to spice up your subject line. They are a friend in need to get your point across, make your email stand out in the inbox, and they cost only one character (speaking of saving the space in the subject line :).

To back this up, take a look at the following statistics:

Emojis in subject lines had an open rate of **56%** higher than those without them.

Not bad, ha 🧐?

3. Include Numbers

Catchy email subject lines that include numbers achieve 45% higher open rates. This way, prospects will perceive your subject line as more precise and attract their attention. Use numbers to state how many tips you send them, time stamps, or statistics to increase the value.

4. Email Subject Lines Specifying Time

Providing your prospects with the right information that is in correlation with time will attract their attention as it represents information that is a "current trend". Nicely timed subject line will increase an open rate, as well as response rate depending on the email body.

Example:

Here is how to boost your April's website performance

5. Hint The Valuable Content

One of the perfect ways to increase the open rate is to give your prospects a sneak peek into the body of the email. This catchy email subject lines' teaser can be in the form of content that prospects will value, such as images, infographics, and guides with top 5 tips.

Example:

Why Sales Needs To Get Out There And Use Social Selling More (Webinar)

6. Subject Line Testing

You need to test your email subject lines to be sure you got them just right, and there are a couple of ways you can do it.
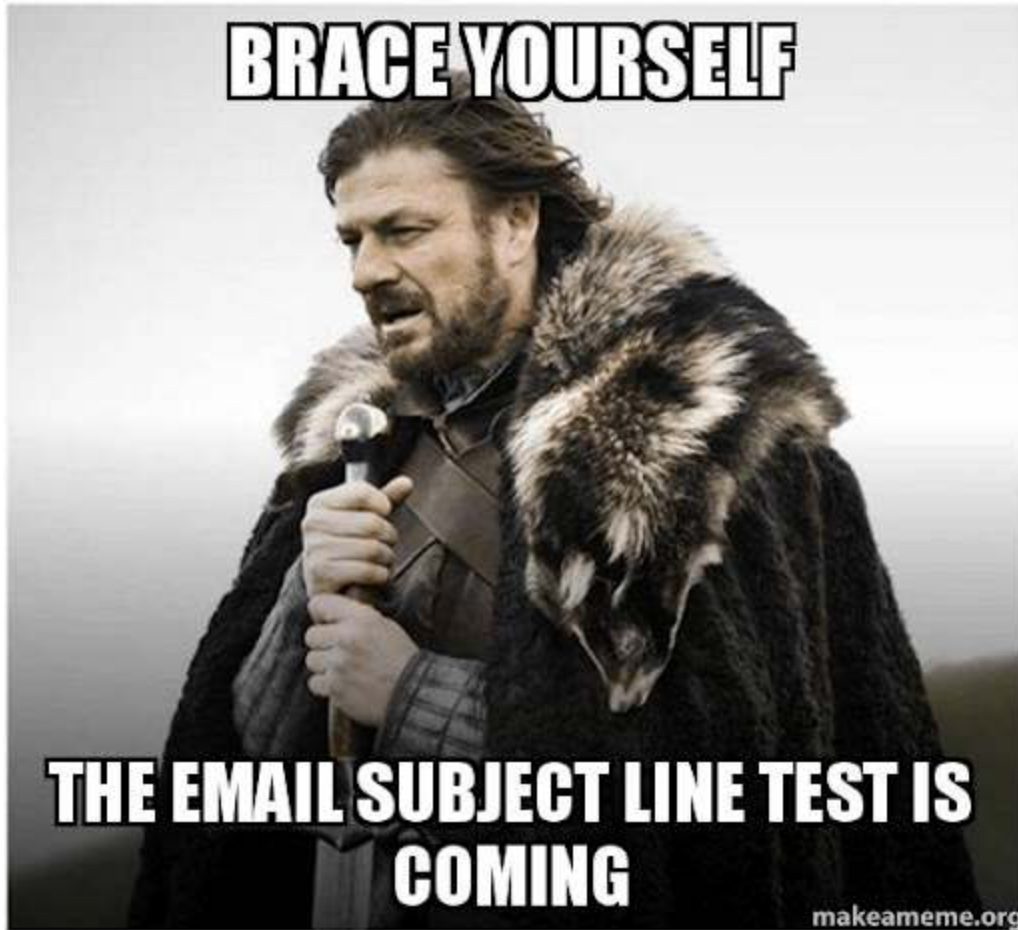
A/B Testing

Every audience is different, and in some cases, one subject line that worked previously won't be that effective anymore. And then, there is the following fact:

**A/B testing can increase email open rates by 49%**

That is why you need A/B tests as much as possible. In order to do this, take 3 to 5 subject lines and send out those cold outreach emails to check which one has the highest open rate.

For example, in **Demand.Cloud**, you can test different subject lines for your outreach campaigns on autopilot and see which one works best for you.

Online Email Subject Line Testers

Online email subject line testers are nifty tools to have at hand if you are not sure about the effectiveness of your subject lines. Whether you wish to test the emotional tone of voice or the overall effectiveness of your subject lines, you can use tools such as **Send Check It**, *EMV Headline Analyzer*, or **GradeMyEmail**.

EMV HEADLINE ANALYZER RESULTS

You entered "How to close deals in 3 days ONLY" for analysis.

EMV	37%
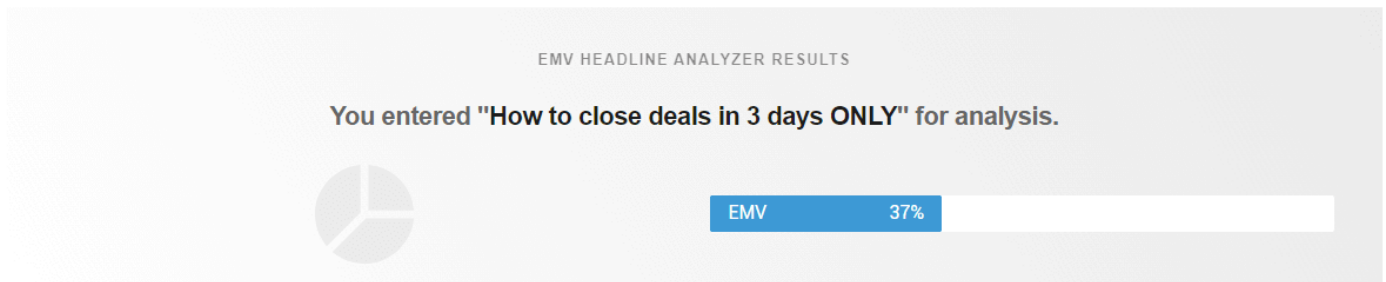
37.50%

This score indicates that your headline has a total of 37.50% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words. For comparison, most professional copywriters' headlines will typically have 30%-40% EMV Words in their headlines.

While the overall EMV score for your headline is 37.50%, your headline also has a predominant emotion classification.

INTELLECTUAL

Your headline carries words that predominantly appeal to most people's intellectual sphere. Intellectual impact words are especially effective when your goal is to arouse curiosity, and when offering products and services that require reasoning or careful evaluation. The majority of words with emotional impact in the English language fall in this Intellectual category. Intellectual impact words are the most-used of all three categories, and have the broadest appeal to people in general.

EMV Headline Analyzer

Demand.Cloud
by Adjossible

Email Subject Lines DON'Ts

1. Hi There

Avoid phrases such as *Hi there, Greetings George,* or *Hello*. The reason is they aren't specific enough and do not show any hint of what the email message is all about. Instead, draw your prospect's attention by clearly stating the purpose.

2. Misleading Prospects

Being deceptive and promising your prospect one thing in the subject line and showing them another will annoy them. Consequently, you will lose trust and respect instantly. Not to mention, you will fail to close the deal with the prospect forever. Therefore, avoid click baits, or *RE:* and *FWD:* entirely just to get them to open up an email.

3. DO NOT USE ALL CAPS OR BUNCH OF EXCLAMATION POINTS!!!

See how that was unnerving and frenzy-like? Using letters in Caps Lock or with multiple exclamation points is a synonym for spammers these days. It also looks aggressive and distasteful, and you do not wish that for your brand, trust us. Furthermore, if you use this kind of email subject line, you risk getting your emails in the Spam folder. However, Caps Lock and exclamation points are not prohibited – you can always use one from time to time to emphasize your statement, but please do not go overboard.

4. Avoid Spammy Words

Similar to all-caps-lock words and multiple exclamation points, spam words can also ruin your outreach efforts. These words have been all over the internet for many, many years (not to mention billiards in the 80s) and are now considered repulsive and plain out pushy.

Here are a couple of examples to watch out for:

- Act Now
- Cash
- Cheap
- Credit
- Double your ROI
- Earn Extra cash
- Millionaires
- Free
- Fast money
- Get it today

Catchy Email Subject Lines Examples And Templates

Follow Up Email Subject Lines

1. Had a *{{Topic}}* idea for you since we last spoke

> **Example:**
> *Had a **social selling** idea for you since we last spoke*

2. Been thinking about what you said

3. Should I give up on you and close the file?

4. I forgot to mention in our meeting that…

5. The final and easy step…

6. Tuesday meeting at 10PM

7. Sending info I promised 👉

8. I spoke with *{{ReferredName}}* and they said...

> **Example:**
> *I spoke with Mark, and he said...*

9. Down to business – How we can help

10. Need any help?

11. *{{firstName}}* I need your advice

12. Have 5 minutes for a quick call?

13. I don't expect you to open this email but...

General Cold Outreach Email Subject Lines

1. ❤️ how you contribute to *{{DesiredResult}}*

> **Example:**
> ❤️ *how you contribute to closing the deals faster*

2. *{{firstName}}* let's connect

3. Are you completely happy with *{{CompetitorName}}*?

4. Get lifetime access to *{{SoftwareName}}*

5. What are your insights from *{{Event}}*?

6. The most exciting opportunity for *{{Industry}}* companies in 2022

> **Example:**
> *The most exciting opportunity for insurance companies in 2022*

7. Saw your amazing post – Interested in creating shared content?

8. Exclusive for *{{CompanyName}}*: 3 tips to get conversion faster

9. Congrats on *{{Achievement}}* 🥳

> **Example:**
> *Congrats on becoming CEO* 🥳

10. Join forces? 👊

Urgent Email Subject Lines

1. Do you have these numbers and analytics yet?

2. Hot conversion data insight for *{{CurrentMonth}}, 2022*

3. Resource on *{{Topic}}* that'd go great in your *{{Topic}}* post

> **Example:**
> *Resource on Email Statistics that'd go great in your Outreach post*

4. Omg *{{firstName}}*...

5. It doesn't look good

6. 10 must-know trends to keep up on the market

7. Your Free Trial is ending!

8. Save 30% before the New Year

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Email Subject Lines That Entice Curiosity

1. Everyone's favorite *{{Occupation}}* trick is…

> **Example:**
> *Everyone's favorite Sales trick is…*

2. 🤫 Real secret to *{{Task}} or {{Benefit}}* is…

> **Example:**
> 🤫 *Real secret to outperform outreach is…*

3. About your approach…

4. I have a question about how *{{DoingRelevantTask}}*

> **Example:**
> *I have a question about how you handle budgeting*

5. Does Thursday work for you?

6. New year, a new strategy to *{{Goal}}*

> **Example:**
> *New year, a new strategy to achieve 50+ conversions a month*

7. Are you taking advantage of your detailed reporting?

8. How we accomplished *{{DesiredResult}}* in 2 months

> **Example:**
> *How we accomplished 6x more sales in 2 month*

9. *{{RelevantTopic}}* trends that are the talk of the town

> **Example:**
> *Sales strategy trends that are the talk of the town*

10. Save 5 hours a week with *{{Task}}* on autopilot

> **Example:**
> *Save 5 hours a week with outreach on autopilot*

11. 56% of *{{JobPosition}}* use this trick to improve conversion

12. A cheat-sheet for better conversion — Interested?

13. *{{Topic}}* resources that can help you at this time

> **Example:**
> *Cold outreach resources that can help you at this time*

14. 4 tips to help increase sales during hard times 💪

15. It's that simple 😃

16. Few in the *{{IndustryType}}* know about these hacks

17. Pick one out of these 2 strategies

Email Subject Lines That Address Pain Points

1. How to survive *{{PainPoint}}*

> **Example:**
> *How to survive working 10 hours a day*

2. 5 easy steps to beat *{{PainPoint}}*

3. How to deal with *{{PainPoint}}*

> **Example:**
> *How to deal with LinkedIn algorithm*

4. 5 Ideas for *{{PainPoint}}*

5. A resource to help you with *{{PainPoint}}*

6. How happy are you with *{{Department}}* performance?

> **Example:**
> *How happy are you with Sales performance?*

7. Steal this strategy from us – It will work for *{{PainPoint}}* 😁

8. 7 tips for turning *{{PainPoint}}* around

9. Proven solution to *{{PainPoint}}*

10. Tired of *{{PainPoint}}?* Let's have a chat.

Subject Lines That Relieve Pain And Offer Solution

1. The fastest way to reach your Q2 target 📈

2. Here is the shortcut to *{{Benefit}}* 🙌

> **Example:**
> *Here is the shortcut to tracking performance easier* 🙌

3. Help is on the way – best strategies for lead generation

4. Problem with closing the deals? Here is how to fix it easily

5. Save up 5 hours of work per week

6. *{{ProductOrSolution}}* empowers companies such as *{{CompanyName}}*

7. Ready to implement *{{Tool}}* to eliminate *{{PainPoint}}*?

> **Example:**
> *Ready to implement Skylead to eliminate wasting time on manual outreach?*

Personalized Email Subject Lines

1. *{{firstName}}*, I was researching *{{CompanyName}}* and…

2. *{{ReferredName}}* said to reach out to you…

> **Example:**
> *Your colleague Steve said to reach out to you…*

3. *{{ReferredName}}* think you'll love us too

4. *{{firstName}}* I loved your post on LinkedIn about *{{Topic}}*

> **Example:**
> Sandy, I loved your post on LinkedIn about how to modernize sales

5. Does this work for you *{{firstName}}*?

6. *{{firstName}}*, a quick question regarding your performance

7. *{{firstName}}*, I notice you try to achieve a 50% increase in sales

8. Opportunity for *{{CompanyName}}*

9. Partner up with *{{CompanyName}}*

10. *{{firstName}},* I have a story for you

11. *{{TheirCompetitorName}}* VS *{{CompanyName}}*

12. *{{firstName}}* perform *{{Task}}* better from Now on 💪

> **Example:**
> Andy perform outreach better from Now on 💪

13. New managing employees strategy for *{{CompanyName}}*

14. Loved the blog you wrote for *{{CompanyName}}*🔥

15. *{{firstName}}* I missed you at *{{Event}}*

16. W*hat is* your expert opinion on *{{Topic}}*, *{{firstName}}*?

> **Example:**
> What is your expert opinion on social selling, {{firstName}}?

17. *{{firstName}}* is there a lot on your plate r/n?

Humorous Email Subject Lines

1. 🌮 Can we Taco 'bout your growth?

2. ⚽ I wondered why the ball was in my court, then it hit me.

3. I tried elevator pitch – in was great on so many levels 🆙

4. 🐝 You are likely an indecisive bee. Might I call you maybee?

5. 🤝 Connect with you in present or future? It's kinda tense

6. 🪐 Should I organize a space for our meeting and planet?

7. ⛵ Need a *{{Topic}}* strategy arc? I Noah guy.

> **Example:**
> ⛵ *Need a Sales strategy arc? I Noah guy.*

8. My coffee is mugged and waiting for your call 😅

9. I'm gonna make him an offer you can't refuse…

10. May the Force be with you, and *{{YourCompanyName}}* 🌌

11. *{{ReferredName}}* said to say hello to his little friend 🙋

12. "You can't handle the truth!" Or can you?

13. Shaken, not stirred. 🍹 A *{{Resource}}* you asked for.

> **Example:**
> *Shaken, not stirred.* 🍹 *A Guide To Outreach you asked for.*

14. I like *{{ProductOrAService}}* as my wine – sweet and victorious. Do you?

Summary

Strong and catchy email subject lines are mesmerizing and alluring to your prospects. They are links between your leads and your message. For this reason, it is important to make it as perfect as you can so you can increase the open rate, nurture the prospect and ultimately close the deal. And when you pass through the importance of it all, creating email subject lines and testing them can be fun indeed.

Here is a quick throwback of what you should and shouldn't do when writing the email subject lines.

Email Subject Lines DOs:	Email Subject Lines DON'Ts:
Use personalization	Avoid words such as *Hi* and *Greetings*
Make emojis your best friend	Do not mislead the prospects
Include numbers	Avoid words in Caps Lock
Make timely email subject lines	Remove excessive exclamation points
Hint the valuable content inside the email	Avoid symbols such as $$$
Test your email subject lines	Forget about spammy words

Now it's your turn. Go and rock out those subject lines!

Wish to use Demand.Cloud for your outreach campaigns and A/B test your emails? We would be glad to hear from you and chat. Say hi by. **Scheduling a Demo with us**

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Demand.Cloud is the leading sales engagement platform and service, with a team of outbound marketing experts and appointment setters, having generated thousands of leads and booked appointments for our customers.

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