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This video is about how to write subject lines that get your e-mail messages opened, any email message. Now, what you're going to walk away with is a way to structure your subject line to provoke curiosity in the reader. And that's the one and only job of your subject line, sparking curiosity and whether you need a subject line for a cold email or an email to somebody who you know but haven't spoken to in a while, or if it's a customer that you want to start a conversation with, you're going to need a strong subject line.

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And before I go any further, I need to let you know, please do not judge the effectiveness of your email campaign based on response rate. You must first know that you are being opened and how often you've got to know this. First, you must be confident that your messages are being seen before you can judge the content of your message. This may seem really obvious, but so many of my students are saying this message isn't working and changing the message, trying to get them to get more response.

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And I get that. But that's a huge mistake because there's nothing wrong with the message. Many times, many times it's perfection and you don't want to mess with perfection. Right. So here's what it means for you. In many cases, I see great copy inside messages, but subject lines that are causing the message to get deleted. And that message never gets read, but it's being called a bad message or the assumption is it's a bad message.

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Don't judge the email message first. First judge the subject line. Once you have a subject line that provokes good open rates, now you can examine the message effectiveness, OK? And there are tools to help you understand what your open rates are. There is no such thing as a one size fits all when it comes to subject lines. Now, I don't want to discourage you, but I do need to tell you some subject lines will work for a while.

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For many sellers targeting a wide variety of buyers. As an example, for a long time, the subject line quick question worked widely, but these days it is not effective at all in a majority of industries, not all, but a majority. It's basically been abused as a subject line. It's been used by people who don't ask a quick question when they send it. Instead, what has happened is over time, customers have seen this subject line. Quick question and open the email.

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Expecting a quick question, only to find a long winded sales pitch inside. And all the way at the end is this question. And it wasn't quick. The question was a terrible one. It was a request for a meeting or a demo or something like that. And in most cases, you should not ask for the meetings in the first email. OK, check the how to write cold emails video on that subject. OK, bottom line over the subject.

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Over time, the subject line usage tends to train customers after they've seen a subject line over and over, they tend to become less effective by nature. So because everybody on Earth is scanning their inbox the same way, without exception, we all want to know who's emailing me this. Is it spam? What do they want in and how long is this going to take? Right. But this harsh truth can be used to your advantage if you get way out of the box with subject lines.

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The best subject lines being written these days tend to be one or two words, believe it or not. And they're strange. They're odd. They're a little bit weird.

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Bottom line, all subject lines reach a saturation point, but in some industry segments they do still work. I do know people who do well with quick question or quick question and then first name

question mark, others a majority.

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These days it's an instant delete. So you're going to ask yourself or maybe you're thinking about asking me, how will I know what works and what doesn't? Well, you've got to test. And that's the fun part. Come on. You've got to have fun with it. If you don't have fun with it, if you take this all too seriously, you're going to fail, believe me. So as you approach subject lines, think creatively, you know, really get out of the box and embrace the fact that this is going to take some experimentation.

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And that's the cool thing about hanging out here in the academy is we're all experimenting. Right. But realize this. Once you find something that works, it's like striking gold, you're going to be able to use it to your advantage and start meeting more customers, start more conversations. And maybe you've experienced that. And I'm going to I hope and I'm going to help you. Against more of it, because I want you to help people in ways that help you, too.

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That's what sales is all about.

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So bottom line, subject lines are about mental triggers. Find the right triggers for your target customer. And doing that is something I can help you with. Now, I cannot do it for you, but I will guide you in discovering and applying them. OK, so here is the short version.

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I mean, I can't do it for you in this particular video, but I mean, here in the academy, we're doing that kind of stuff. Right. So here's the short version of how to write subject lines that get messages opened more often. Think about this as a checklist. OK, now the idea is not to try to make every subject line you write conform to every bullet on this list, but the more the better, the more the stronger.

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OK, so the subject lines job is to spark curiosity in the reader. That's it, so to do this, do make subject lines, no one specific yet also vague, and this is perhaps the most important and most difficult quality to achieve in a subject line. Think of it this way. Make it a little bit unclear, OK? What I'm getting at is creating a tension of sorts, not a tension, but tension, weirdness. There should be a tension in your subject lines, meaning it should be familiar sounding, yet not quite understandable unless you open the message and this takes place takes practice.

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So be sure to practice this balance. It's kind of an art and a science. So I'll show you an example in just a moment of a couple that are really good. Now, you must next make the subject line believable. What you say cannot sound unbelievable to your buyer. If it sounds too far fetched, it will earn immediate deletion. But then again, if it sounds difficult to believe, you may be able to get away with it.

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There may be that tension I'm trying to describe and and that tends to spark curiosity.

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Next, it should be as provocative as possible without risking your credibility or without sounding silly or cute or unprofessional or just too far out in left field. And if you want basically you want to be as short as possible about it. Also, let's say that, again, you want to be as short as possible about it. With email in general, less is more, but especially with subject lines, less is more. Brevity has more punch. And it also helps you stand out in the crowd of people who are cramming too much into their subject lines.

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Most importantly for sales prospecting, the best performing subject lines lately are one, two or three words. The general rule is five words or less for best performance, OK? Once you go beyond five words, you're getting too descriptive, people understand what's inside. It's pretty, pretty, pretty easy to understand just the same.

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We want to avoid subject lines that are too specific if you're too specific. This leaves nothing for the prospect to wonder about to get curious about. Also, if you're too vague, this makes the reader work too hard, wondering too much about what you're talking about. This will frustrate them and makes your message seem totally irrelevant. And I see a lot of folks making this mistake. By the way. It often comes in the form of being cute or being clever in a subject line.

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Cute never works in subject lines for cold emails. Beware. Also, be careful to not write subjects that sound like a newsletter. Literally, I see people writing kind of push style messages that read like a radio commercial script. And the subject line is a dead giveaway to what's inside, which is a commercial spot. Right, because it reads like a headline. And the most common failing tactic I see people doing is asking a yes or no question in the subject line.

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You're literally setting yourself up for a 50 percent failure with this tactic. Don't do it now. You can have success asking a yes or no question, but it must require the message to be open for the reader to be able to answer that. Yes or no question. OK, it's tough. That might work. So as you can see, you know, there are no absolutes in life nor here with subject lines. If you experience success doing something I say that will probably not work.

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There's a reason for that. Right.

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So finally, again, this is all experimental and it really depends on who you're selling to and what you're selling. Finally, don't sound familiar. Here's what I mean. Customers are being trained to quickly identify and delete inbound emails from salespeople. The more that you look like everybody else trying to, let's say, get a meeting with the other person that you're mailing, the more that you're going to get deleted. So, for example, there are many sellers out there asking for time on the customer's calendar and writing subject lines that indicate this.

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It's a dead giveaway. When your target gets five to eight of these per day or more, they simply delete them because they can't take that many meetings and they have been effectively trained to delete them. Simply because the subject lines are always the same, they look the same. They're familiar. So this is where writing weird subject lines can work. They are not familiar looking to your customer. So here are a few creative examples for you.

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I have one student who sells managed print services, and his situation is really unique because he uses the subject line, printer security breach. And this other one here protected from this question mark, protected from this. These are the top two ones here.

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Now, he uses these because his message copy inside has nothing to do with introducing the client to his services, which primarily cut costs dramatically. So he sells a service to it executives, CEOs, CEOs, business owners who are in charge of huge fleets of office printers and copiers. Sometimes they're responsible for tens of thousands of machines, but they are not responsive to him. When he goes in with his email saying, hey, you know, cost cutting messaging, I can even if he can save them a million or two million, which is often the case.

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It fails for him because so many vendors are selling ways to cut costs within it. He just blends right in. So instead, he pushes the security button, the I.T. security button, because for a few reasons, mainly because 70 percent of his customers are not aware of a security danger that exists right now with their printers and copiers. So this danger can actually land them personally in trouble with the US Federal Trade Commission or even the FBI. So this is his conversation starter, warning them about something that can hurt them.

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And these are the dynamite subject lines that he does really well with. For the obvious reasons. They're pretty provocative. You don't want to be in trouble. Right. So these security breach, are you protected from this? Compliance is another word that I see that does very well. So.

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One of my clients has customers who are annoyed by industry change, that they're forced to comply with legal compliance, but they sell a service that provides advantage to people who comply.

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So this next one here, they use advantages of blank and the blank here is for you to fill in if your customers see disadvantage in something that you can actually use to bring advantage to them with. Well, that is a curiosity provoker, it's like, huh, what? That's what I mean. So and finally, yes, I even have a guy who uses this last one. The FDA is the US Food and Drug Administration. I believe Quest Means Quality Standards and R.G. is regulation.

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So here is some industry slang here. But it's slang his buyers understand. And this is how people in the industry would write to each other as individuals, as people, not as marketers. Yeah, that end part.

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He's way out of the box. Why? Because he has a tough, tough time getting opened and getting responded to. So he's working his butt off to get creative and it's working for him, OK? It's about taking risks at some point, too.

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OK, so if you have questions or need clarifications or want to join in the discussion about this particular topic, scroll down a bit and you're going to see a way to do so. OK, now you have you know how to write subject lines that get your email messages open. This is the basics. You have some guide rails now. You now have a way to structure your subject line to provoke curiosity in the reader. And that is the one and only job of your subject line, sparking curiosity whether you need a subject line for a cold email or an email to someone you know but you haven't spoken to in a while, or if it's a customer you want to start a conversation with, you need a strong subject line.

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And remember, please do not judge the effectiveness of your email campaign based response rate. You must know you're being opened and how often first, then you can look at response rate. You must be confident that your messages are being seen before you can judge their effectiveness in terms of response. OK, see you in comments below.

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All the best.