

Twitter Thread by [Chase Dimond | Email Marketing Nerd](#)



[Chase Dimond | Email Marketing Nerd](#)

[@ecomchasedimond](#)

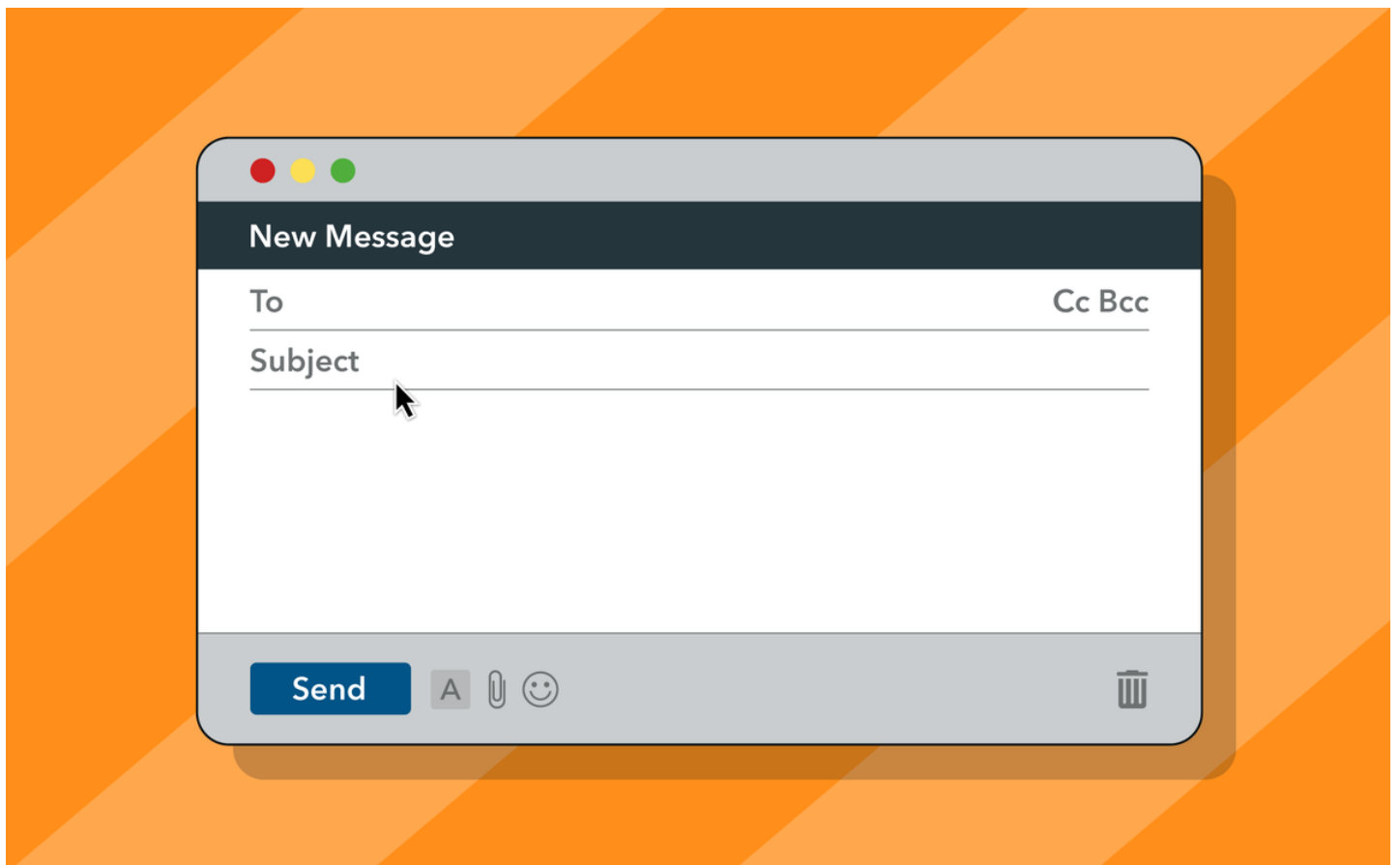


An okay email with a great subject line will outperform a great email with an okay subject line,

Every time.

Here's a list on 7 subject lines that just work

Quick thread:



Before we begin, let's get one thing straight:

The subject line doesn't sell the product, it sells the open.

And to sell the open, you need to intrigue your subs.

These are all subject lines engineered for INTRIGUE:

1)

The X you don't have (yet)

Creates mystery and triggers our desire for instant gratification.

2)

Special delivery for [name]

Personalization goes far when it comes to email.

Everyone likes gifts, especially if it has their name on it.

3)

N things...

N non-negotiables...

The n ways to...

Lists always work because people want to know what the whole list is about.

4)

Can you keep a secret?

Intrigue, mystery and ambiguity are your friends here.

Hard not to click on this one...

5)

As our thanks, here's 20% off!

If you're in ecom, you know discounts work well.

Combine it with thanking your customers and you'd be surprised at how well this works...

6)

Surprise inside (can you guess?)...

Suspense + question + intrigue = Opens

7)

We couldn't wait until Friday!

If you're launching something on Friday, consider giving your subs a little advantage beforehand + a discount.

Will get you A LOT of sales.