



100 PROVEN SUBJECT LINES

Email
Marketing guide



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1. Curiosity-Driven Subject Lines

These subject lines pique curiosity and make readers want to click to learn more.

1. "You won't believe what's inside..."
2. "We've got a surprise for you!"
3. "Guess what just landed in your inbox?"
4. "This changes everything."
5. "You're not going to want to miss this."
6. "What's the secret behind [Topic]?"
7. "We've got something special for you."
8. "You've got to see this to believe it."
9. "What's hiding inside?"
10. "This is too good to keep to ourselves."

2. Urgency and Scarcity

Create a sense of urgency to encourage immediate action.

1. "Last chance to grab your spot!"
2. "Only 24 hours left to save!"
3. "Hurry, this offer ends tonight!"
4. "Don't miss out—limited time only!"
5. "Your exclusive offer expires soon."
6. "Final hours to claim your discount."
7. "Time's running out—act now!"
8. "Last call for [Offer/Event]!"
9. "Don't wait—this won't last long."
10. "Limited spots available—reserve yours!"

3. Personalization

Personalized subject lines make recipients feel special and increase engagement.

1. "[Name], this one's for you!"
2. "[Name], we've missed you!"
3. "[Name], your exclusive offer is inside."
4. "[Name], you're invited!"
5. "[Name], we thought you'd love this."
6. "[Name], your cart is waiting!"
7. "[Name], you've earned a reward!"
8. "[Name], can we ask you a quick favor?"
9. "[Name], we've saved something just for you."
10. "[Name], your opinion matters to us."

4. Benefit-Focused

Highlight the value or benefit of opening the email.

1. "Unlock your exclusive discount!"
2. "Your guide to [Topic] is here."
3. "Discover how to [Achieve Benefit]."
4. "Get more [Benefit] with this tip."
5. "Your shortcut to [Desired Outcome]."
6. "How to [Solve Problem] in 3 easy steps."
7. "The secret to [Desired Result] revealed."
8. "Your key to [Benefit] is inside."
9. "Transform your [Area] with this trick."
10. "Get started on [Goal] today!"

5. Question-Based

Ask a question to engage your audience's curiosity.

1. "Are you making this common mistake?"
2. "Ready to [Achieve Goal]?"
3. "What's holding you back from [Desired Outcome]?"
4. "Do you know the secret to [Topic]?"
5. "Want to save [Time/Money]?"
6. "Need help with [Problem]?"
7. "What's your plan for [Goal]?"
8. "Can we help you with [Challenge]?"
9. "What if you could [Achieve Benefit]?"
10. "Why wait to [Take Action]?"

6. Exclusive Offers

Make recipients feel like they're getting VIP treatment.

1. "Your exclusive invite is inside."
2. "You're invited: [Event/Offer]."
3. "A special gift just for you."
4. "Your VIP access is ready."
5. "You've been selected for [Offer]."
6. "An exclusive offer for our favorite customers."
7. "Your members-only discount is here."
8. "You're on the list for [Exclusive Event]."
9. "Your early access starts now."
10. "We've reserved something special for you."

7. Social Proof

Leverage the power of social proof to build trust.

1. "Join [X] others who are [Achieving Benefit]."
2. "See why [X] people love [Product/Service]."
3. "Don't miss what everyone's talking about."
4. "Here's what our customers are saying."
5. "You're in good company—join us!"
6. "Why [X] people chose [Product/Service]."
7. "The secret our customers swear by."
8. "Join the [X] happy customers who [Achieved Benefit]."
9. "See why [X] people can't stop raving about this."
10. "You're part of something big—join in!"

8. Humor and Wit

Add a touch of humor to stand out in the inbox.

1. "We promise this email isn't spam!"
2. "Open me—I'm not a robot!"
3. "This email is 100% worth your time."
4. "You've got mail (and it's actually good)."
5. "We're not kidding—this is awesome."
6. "Don't worry, we're not selling timeshares."
7. "This email is shorter than a TikTok video."
8. "You're one click away from greatness."
9. "We're not boring—promise!"
10. "This subject line is clickbait (but the email isn't)."

9. New Arrivals and Updates

Announce something fresh and exciting.

1. "New arrivals—shop now!"
2. "Our biggest update yet is here."
3. "Something new just dropped!"
4. "The wait is over—[Product] is here!"
5. "Check out what's new this week."
6. "You've got to see our latest release."
7. "Introducing [New Feature/Product]."
8. "The update you've been waiting for."
9. "New and improved—just for you."
10. "Your first look at [New Product]."

10. Re-Engagement

Win back inactive subscribers with these subject lines.

1. "We miss you—come back!"
2. "It's been a while—let's catch up."
3. "Your inbox isn't the same without us."
4. "We've saved a spot just for you."
5. "Let's start fresh—here's a gift."
6. "We noticed you've been away..."
7. "Your favorite [Brand] is waiting."
8. "We've got something to make it up to you."
9. "Let's rekindle the magic."
10. "We're here when you're ready."

Tips for Using These Subject Lines

Test and Optimize: A/B test different subject lines to see what resonates with your audience.

Keep It Short: Aim for 50 characters or fewer to ensure your subject line is fully visible on mobile devices.

Avoid Spam Triggers: Steer clear of words like “free,” “buy,” or “act now” that might trigger spam filters.

Personalize When Possible: Use the recipient's name or other personal details to increase engagement.

Align with Your Content: Make sure your subject line accurately reflects the email's content to build trust.