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Introduction



My name is Phil Basten and together with my partner Jane Mark we have been testing subject lines and email campaigns for over 17 years and we've become pretty good at it.

This killer report is the result of these tests.

We decided to share our results because it became clear that many of our members and customers were struggling when it came to getting results from their email marketing and we wanted to give them a good way to solve that problem.

You can find out more about us [here](#).

Email subject lines are one of the key areas where you can increase your profits. They can generate interest, affect open rates, and make or break a campaign.

Get them right and you can bypass spam filters, get your emails delivered to the inbox, generate interest, get more click-throughs, and put more cash in your pocket. Get them wrong and you can end up in the poor house fast.

The great advertising master, David Ogilvy, said, “*On the average, **five times as many people read the headline as read the body copy.** When you have written your headline, you have spent eighty cents out of your dollar.*”

The same is true of email subject lines...

Each of the 121 subject lines in this swipe file has been thoroughly tested for impact, and effectiveness, as well as spam content and passed with flying colors. They are rated at 91 or higher which means they are strong subject lines that should perform well.

Now there are a few important things you should know...

There are more than 200 billion emails sent every day and that means you are competing with billions of subject lines. So how do you make your subject lines stand out?

Here are a few tips...

- 1. Make a definite promise in your subject line.** Make sure the first paragraph of your copy expands on this promise so you engage the reader and keep them interested. **Example:** Do this and social media will bring profit to your business...
- 2. Stimulate your reader's emotions.** People make emotional decisions when they are in a buying mood which might explain why many buy stuff they don't actually need at the time. **Example:** I booked my cruise online and it was the most fun I ever had...
- 3. Arouse your reader's curiosity.** People love a good mystery. They want to know the answer to questions put before them. **Example:** How to get 4 dollars back for each advertising dollar you spend...

4. **Highlight an important benefit.** Something the reader will get or achieve from using your product or service. **Example:** How to become a better writer in 10 days or less...

Our subject lines cover these important points so your reader's interest is triggered to act when they read them.

Another thing you should be aware of is that in new Gmail accounts, there are 3 tabs. Primary, promotion, and social. Usually, people just set primary or inbox and uncheck the others, but many use all 3 tabs.

Depending on the words you use in your subject liners, many could end up in the promotion and social sections of Gmail. If the user only looks at their inbox they may not see your emails until it is too later and your offer has ended.

Our subject lines seek out bad tab words to ensure that your offers arrive in the reader's inbox.

You can use the subject lines as is or edit them to suit your product or service.

This is a no fluff report so let's get straight to the subject lines.

Advertising and Marketing Subject Lines...

1. Make your advertising dollars work for you... (93)
2. How to make your advertising dollars work for you... (97)
3. Here's a smart way to spend your advertising dollars... (92)
4. You won't make any moolah if you don't advertise... (93)
5. How to get 4 dollars back for each dollar you spend... (92)
6. How to stretch your advertising dollars... (95)
7. We do your advertising for you... (92)
8. We do your selling for you... (94)
9. Is your advertising making more than you spend? (97)
10. You have one day left to grab this low-cost advertising... (92)
11. Don't make these 7 advertising mistakes... (91)
12. Advertising mistakes you should steer clear of at all costs... (92)
13. Grab this advertising pack pronto before it's gone... (91)
14. Groundbreaking ad campaign makes \$10k in 24 hours... (91)
15. How to promote a brand-new website... (97)
16. How to gain more business in 2019... (99)
17. 3 ways to fast track your business results... (93)

Business Opportunity Subject Lines...

1. How to become a better writer in 10 days or less... (98)
2. 17 ways to create more wealth online... (99)
3. 7 secrets that have put \$1000's in my bank account... (99)
4. Follow this simple plan and laugh at your wallet worries... (92)
5. How I made a fortune with a really stupid idea... (97)
6. Discover the fortune that lies buried in your business... (95)
7. Become your own boss in the next 24 hours... (94)
8. At last, a simple way to stuff your wallet or purse online... (93)
9. How to build a business that delivers big fat paychecks... (96)
10. My boss just fired me and I forgot to thank him... (94)
11. Do this and fire your boss in the next 6 months... (94)
12. 7 priceless tips for a more profitable business... (94)
13. Discover how our downlines are exploding... (99)
14. How to gain more business in 2019... (99)
15. See how we help clients boost their R.O.I. (99)
16. If you have a website, you need this tool... (94)
17. How to write a subject line your readers actually click... (92)

Business Success Subject Lines...

1. [firstname], this can help you expand your business... (96)
2. Don't dream about succeeding, make it happen... (91)
3. Are you making these 7 mistakes in your business? (97)
4. 7 step strategy for online business prosperity... (91)
5. How to build your business without spending a fortune... (96)
6. Workshop reminder: How to build a business that thrives... (96)
7. Be the first to see these just-released business tools... (93)
8. 3 fast ways to reach your competitor's customers... (96)
9. Is it ok if I help increase your conversion rate? (93)
10. How to use social networks to build your business? (97)
11. Do this and social media will bring profit to your business... (92)
12. How to turn your social media contacts into paying clients... (96)
13. If I had to begin again, I would do this... (94)

Health and Fitness Subject Lines...

1. 9 surefire ways to drop a pant or dress size... (99)
2. How to drop 10 pounds in just 30 days... (99)
3. Can't reduce weight? Here's what to do... (99)
4. Are you making these 7 weight loss mistakes? (99)
5. 7 days left to score weight loss tips... (99)
6. What if you just had 6 months to drop 25 pounds? (99)
7. What if you had just 3 months to totally overhaul your diet? (97)
8. Here's how I conquered snacking between meals... (97)
9. The plain truth about losing weight... (93)
10. How to finally smash through your weight-loss wall... (98)
11. Discover how to shed pounds without working out... (103)
12. The crimes we commit against our stomachs... (92)
13. Show me the shortcut to weight-loss fame... (94)
14. 5 psychological reasons blocking you from losing weight... (94)
15. Drink more water, shed 5 pounds... (94)
16. Tired of waiting for your scale to reflect your diet changes... (93)
17. Weight-loss goals you can easily keep... (92)
18. Burn more fat and watch your belly go flat... (94)
19. I'm not fat. I'm a thin person trying to bust out... (94)
20. Keep it from your lips and it won't slide to your hips... (94)
21. 5 little-known ways to shed those lingering pounds... (98)
22. Banish Your Belly Fat with These 5 Simple Tricks. (93)
23. To wear smaller slacks, eat smaller snacks... (94)
24. Eat wise and drop a size... (94)
25. Don't turn your stomach into a dumpster... (93)
26. You'll huff and puff if you eat bad stuff... (94)
27. Eat more jelly and banish your belly... (92)
28. The key to lasting weight loss revealed... (94)

Shopping Subject Lines...

1. Last shot to snag 50% off... (94)
2. 20% off for friends and family but it closes in 24 hours... (99)
3. Want 20% off your next purchase? (99)
4. All jeans 40% off, no interest for 1 year... (94)
5. Purchase in the next 24 hours - shipping is on the house... (94)
6. Shop 1000's of online items at huge discounts... (93)
7. Make your life easier by shopping online at... (93)
8. Shop at this site and bank the difference... (94)
9. 100's of stock markdowns available for the next 3 days... (100)
10. No-cost shipping extended on 100's of items... (92)
11. 100's of luxury items at great prices... (98)
12. Closes in 48 hours: 25% off all stock sitewide... (94)
13. This year's styles at last year's prices... (93)
14. Wear what the celebs are wearing without the high prices... (98)
15. [firstname], take a look at these hand-picked items...

Traffic Generation Subject Lines...

1. Do this if you want more website traffic... (94)
2. How to reach a scattered target market with very little effort... (96)
3. How to use LinkedIn to drive traffic and boost earnings... (97)
4. How to use Facebook to drive traffic... (97)
5. 7 highly effective ways to drive more traffic to your website... (97)
6. 5 top ways to increase traffic to your website... (93)
7. How to use expert interviews to drive more traffic... (97)
8. How to use quality content to boost organic web traffic... (96)
9. How to gain traffic from other people's Facebook Groups... (96)
10. 5 expert ways to boost traffic on a budget... (98)
11. How to use video promotion to drive targeted traffic... (96)
12. 5 good ways to attract buyers to your website... (98)
13. 3 killer tips to boost traffic to your website... (98)
14. 21 highly effective web traffic strategies... (94)
15. Use these tools to boost website traffic... (94)
16. How to make it onto your buyer's shortlist... (99)

Travel and Vacations Subject Lines...

1. I wanted to relax on my holiday and this is what happened... (98)
2. I had the best holiday ever and paid almost nothing for it... (93)
3. The top 10 places to book your next holiday... (94)
4. I booked a cruise online and it was the most fun I ever had... (94)
5. Discover the top 20 holiday spots at the best prices online... (97)
6. Travel more, spend less green stuff... (94)
7. This cruise was the best I have been on and here's why... (99)
8. This was the most relaxing holiday I ever took, see why... (97)
9. Here's how I go more places and spend less green stuff... (99)
10. When I want to travel I book with... (99)
11. How to secure the best airline prices for your next holiday... (98)
12. If you travel, pamper yourself without breaking the bank... (96)
13. How to travel in style without going broke... (98)
14. For the holiday of your life, have a go at this... (94)
15. Be thrifty. Book your holiday at this site... (93)

Advertising Resources...

Now an eBook on killer subject lines would not be complete if we did not tell you where to find some responsive lists that you can use these subject lines on.

[Profit From Free Ads](#) – Fast growing list of responsive users. Collect 70,000 free ads credits when you join

[Front Page Mail](#) - Reach 200,000 active users with just 1-click. Register now! Collect 100,000 free ad credits.

[Oodles of Traffic](#) - This unique, simple-to-use, technology will get your offers noticed, give you instant credibility and impact, and NO experience is needed!

[Udimi](#) – The home of some of the top list builders online who sell solo ads with guaranteed clicks.

[High-Speed List Building](#) – Build your list at light-speed using other people's lists.

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