

HOLY SHIITAKE

now that's what you call a subject line

101

**SUBJECT LINES TO BEEF UP YOUR
EMAIL MARKETING GAME IN 2018**

INSIDE

Chuckle-worthy subject lines to get
customers to click click click



B2B

1. ERMAGAHD A NEW FOLLOWER
2. Is your brand forgettable, <<FIRST NAME>>?
3. How many SEO experts does it take to change a light bulb, lightbulb, light, bulb, lamp, lighting, switch?
4. Webinar time! (Sans icky sales pitch)
5. Why I flushed my dreams down the toilet, and you should too
6. Get returns like a Boomerang
7. Your mission should you choose to accept it...
8. This message will self-destruct in..
9. Only XX spots left, <<FIRST NAME>>.
10. What's the story in <<FIRST NAME>>-land?
11. How not to be a dick + other stories
12. Greener than a 12-year old on a loop-the-loop
13. <FIRST NAME>, we've been talking to your mother...
14. Steal my secret (HOT) sauce
15. can I call you tomorrow?

16. Ew I know what I saw
17. Mission Possible
18. Spring Chicken (Casserole)
19. Business lessons from my Cat
20. Where do you want to be 6 months from now?
21. Remember that one time when...
22. How to be the baddest bitch on the block
23. Karma points, anyone?
24. Please exclude me from this narrative.
25. You're SO close, <<FIRST NAME>>.
26. this email is on FIRE
27. Bet I can get you to open this email
28. Crop it like it's hot
29. I need a </br>
30. Hustle + Heart



B2C

- 31. Prices you don't need to trade your kidneys for
- 32. Faster-than-the-Flash Sale. Happening NOW.
- 33. Blink-and-you-miss-it SALE
- 34. Unwrap your surprise!
- 35. Dirt cheap expensive shit to impress people with
- 36. Sales That Make Us Proud (Unlike the POTUS #DumpTrump)
- 37. Warm, cozy, and sexy af said nobody ever. UNTIL NOW.
- 38. What's a classier way to say FREE STUFF!?
- 39. X marks the spot (treasure inside!)
- 40. Your order is whizzing through space
- 41. IT'S OUR BIRTHDAY (Jk, but YOUR present is here!!)
- 42. What has four letters, starts with S and ends with E?
- 43. Here's that thing you wanted
- 44. heads up, <<FIRST NAME>>. Something big's coming.
- 45. Stocking stuffers they'll actually like
- 46. Save the date: Mega Savings incoming!
- 47. (Chicken) Nuggets of Gold

- 48. \$600 in savings!? Um. Yes please.
- 49. Your competition/rival/arch nemesis bought this.

OUTDOORS

- 50. Mountains aren't funny. They're Hill-areas. (Don't shoot me)
- 51. Gear that gives back
- 52. New Year, New Gear.
- 53. Your competition wears XXX, why don't you?
- 54. The mountains aren't calling you
- 55. Pack your bags, <<FIRST NAME>>. We're going on an adventure.
- 56. Traded your day pack for an ice pack?
- 57. How to keep warm when it's cold af
- 58. Wtf is a bomb cyclone
- 59. Catch flights not feelings
- 60. Whale, whale, whale. What have we got here?
- 61. Groundbreaking. (Not talking about shovels either)
- 62. Run, <<FIRST NAME>>, RUN.

VALENTINE'S

- 63. Go on a date with me?
- 64. It's time to break up with..
- 65. Where is the love?
- 66. There's a break up in your future
- 67. A lil self-love on Valentine's, <FIRST NAME>?
- 68. You're our butter-half
- 69. You're just our type
- 70. We make a nice pear
- 71. Are you breaking up with me?
- 72. You've changed, <<FIRST NAME>>

HTH 07 JULY

- 73. May the Fourth be With You
- 74. Because baby you're a firework
- 75. It's a star-spangled sale

BREAST CANCER AWARENESS

- 76. On Wednesdays, we wear pink
- 77. SAVE THE TATAS!
- 78. Big or small, save them all
- 79. Got Pink?

HALLOWEEN

- 80. Witch please
- 81. Hey, Boo-tiful
- 82. Bubble bubble toil and trouble
- 83. Witchy business
- 84. Fang-tastic Deals

THANKSGIVING

- 85. All about that baste
- 86. Go pluck yourself
- 87. "Gravy train to freedom"
- 88. Keep the Pie off Your Thighs



OTHER

89. Give 'em something to Taco 'bout
90. Sriracha anyone?
91. Sometimes you just gotta say avocadon't
92. Snape + Lily = Snily?
93. FLYING HOTCAKES
94. Handcuffed lightening thrown thunder in jail?
95. Are you for real?
96. It all starts with you, <<FIRST NAME>>>
97. Knock, knock.
98. Donut give up on us
99. Do they REALLY know you?
100. Are you kitten me right now?

101. 101 reasons you should
hire a copywriter

(lucky for you, we know just where to
find one)





FREE YOUR BRAND VOICE

**air-punching bottom line
+ personality that pops**

free your voice