### CheatSheet

The Science Behind the Buying Brain [Masterclass 3] THE SECRET FORMULA OF SUBJECT LINES



Colleen Backstrom Kaleidoscope NeuroMarketing for Digital



# How to get attention

### Subject lines: Techniques

- □ Odd numbers. 79.5% of businesses prefer email for B2B.
- $\hfill\square$  Questions? Why do people... How do you tell... What is the best way ...
- □ Capitals. People who DIET need this.
- □ Brackets. Call Centre Trends [Research Summary] or [Revised] or [Updated 2022]
- □ [Video] 7 Deadly sales mistakes
- Personal pronouns. you, your
- □ → KLM Pack&GO super deals to London are here! 
  Unicode symbols
- $\square$  > 5 things to consider before you redesign your website
- □ CHEAT SHEET how to (your topic) or WHITEPAPER or NEW RESEARCH
- □ Referral. Katy Smith loves us, maybe you could too?



### Subject lines: Fill in the blanks

 $\Box$  7 secrets of ...

 $\hfill\square$  How to... (or Find out how...)

 $\hfill\square$  Simple formula for...

 $\hfill\square$  ... step-by-step for beginners.

□ 3 BIG...

□ 5 Techniques that...

 $\Box$  ... in 7 days.

□ Update on ... (niche market)



### Subject lines: Negatives

- $\hfill\square$  The 5 worst things about ...
- □ 3 ways to annoy your customers ...
- □ [eMail Marketing] The good news and the bad news.
- □ Shocking legal statistics
- □ YOU MISSED OUT. Will R20-off make it better?
- □ STOP doing this... [It makes your customers mad]



### Subject lines: Controversial

- □ Black Friday shoppers are the worst customers
- □ BDMs still using traditional marketing are living in the 90s
- □ LET'S FACE IT > eMail marketing is dead
- □ We've been hacked, here's what's going on [Buffer Tech Co]
- □ We dropped the ball [we're sorry]
- □ It's time to rethink Black Friday [sales agreements, data processing]



### Subject lines: Curiosity

- $\hfill\square$  The loneliest job in the world.
- $\square$  10 ways to kiss
- $\hfill\square$  Watch out for this scam
- □ Can I make your life 20% easier?
- Most email marketers make this mistake
- □ 5 rules for weight loss (and when to break them)
- □ Always be the most interesting CEO in the room (CEO blog subscribe)
- $\square$  And our #1 wine is...
- □ This is worth the scroll ...



(NB remain relevant, no clickbait)

### Subject lines: Inspired creativity

Dad, this is not for you. Please forward it to your family
 Our power might still be off, but our sale's still ON
 Top 5 gifts selected by MOMS

 $\hfill\square$  Baby sale. Sweet little pwices



### Subject lines: USA

- □ 3 Jealously guarded secrets that...
- □ Here are 5 of my most prized techniques for...
- □ Boost your golf drive by xx meters when...
- □ A whole new way to lose 10 kg in 7 weeks with...
- □ Marketing toolkit contains 4 power tools that...



#### Subject lines: More USA

□ Follow these 7 magical steps to...

□ Read this 22-chapter, 376 page powerhouse...

□ The 10 Commandments of power positioning...

□ Cut paperwork by as much as 47% when...

 $\hfill\square$  ... and start within 33 minutes.

□ 3 Customer Service Tips that Work



### Subject lines: Humour

 $\hfill\square$  This is a sales email

Don't you just hate a salesperson who won't give up?
Buy this, get your face licked (dog food)
Buy this for the one who loves you most (dog food)
Low sugar candy that's GOOD for you [so you can be BAD]
Don't Open This Email [unless you're sitting down] (BIG sale)
Hold your breath until you see this (air fresher)
Get fresh – in bed (bed linen)

□ Buy my product, it's awesome



## biggest trend SEGMENTATION

Personalising the message



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#### Note: Benchmark is 22%

> NeuroPricing and the Brain's Sweetspot [workshop]	73%
> How to fix my online marketing	70%
I was right – and that's not good for you.	69%
The SECRET FORMULA of Subject Lines [Complimentary Workshop]	69%
<ul> <li>Wanted to make sure you got my email</li> </ul>	66%
7 email marketing trends you MUST KNOW	64%
> > 5 Common Pricing Mistakes >> NeuroPricing workshop	64%
<ul> <li>Before you write another blog, read this</li> </ul>	61%
You don't want FOMO do you?	60%





### Worst subject lines. (mailchimp)

Last minute gifts, we have the answer
Shop early and save 10%
Reminder xxxx
Open me! Please!!
You asked for more.
You asked for more.
Weekly Newsletter
Re Weekly Newsletter
Sale special!!! While stocks last!



### biggest trend? SEGMENTATION

Personalising the message



## Most powerful subject line technique

### **Segmentation of lists**

□ Architects. World's first...

□ Mothers...

□ Guesthouse owners...

 $\Box$  CEO's...

□ Fine wine lovers...

□ [Sales Tip] 3 ways to a better (topic)

Start now by segmenting your lists, Industries, Designations, Groups....



### TIP:

### https://mailmeteor.com/spam-checker



The Brain loves the word "Free". Use it with care as it is a spam word

□ Story Telling in Sales [Free Research Report]

□ Free Report, CheatSheet, Summary, Research

□ FREE DELIVERY for the month of June

□ Claim your R350 GIFT CARD, and get a FREE KingPrice quote



### How long should your subject line be?

### It depends:

### New lists: short, 45 characters (Hubspot) Old lists: longer



### TIP:

### A good longer subject line will outperform a short rubbish one

Test, test, test, become a pro



**To personalise or not?** Dear Colleen ...

Yes, if they know you No, if they don't



#### **Choose the best subject lines**

VersaPET cake domes & bases - available ex stock BAKERY - PET domes & bases - ex stock (best – segment Bakers)



Increase the performance of your generators STOP generator shutdowns (best – short and goes straight to the pain point)



Be our guest: Textile Architecture Seminar Architects, please be our guest (best – segment Architects )



CYCLE the Great Karoo (best – segment Cyclists) Karoo cycling trails



#### MORE

#### Where to Drink Beer Right Now? (best: food & drink hub website) Now open. Buddy's Boston Bar



Here's that discount you wanted (best: shoe retailer) 20% off. This weekend only!



20 flats for rent in CBD Cape Town Flat for rent [What can you afford?] (best)



Take \$20 off your order of \$25 or more (best: uber eats) 80% discount on deliveries today!

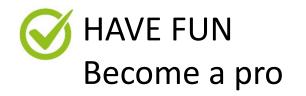


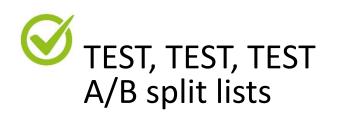
### And the world's best subject line?



### Free beer, click here.









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### THE SECRET FORMULA OF SUBJECT LINES



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### NeuroMarketing for digital

