

## CheatSheet

The Science Behind the Buying  
Brain [Masterclass 3]

# THE SECRET FORMULA OF SUBJECT LINES



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How to get  
**attention**

## Subject lines: Techniques

- ❑ Odd numbers. 79.5% of businesses prefer email for B2B.
- ❑ 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
- ❑ > 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

- 7 secrets of ...
- How to... (or Find out how...)
- Simple formula for...
- ... step-by-step for beginners.
- 3 BIG...
- 5 Techniques that...
- ... in 7 days.
- Update on ... (niche market)



## Subject lines: Negatives

- 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

- ❑ The loneliest job in the world.
- ❑ 10 ways to kiss
- ❑ 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)
- ❑ 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
- 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...
- ... and start within 33 minutes.
- 3 Customer Service Tips that Work



## Subject lines: Humour

- 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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# Top opens

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% |
| □ Wanted to make sure you got my email                         | 66% |
| □ 7 email marketing trends you MUST KNOW                       | 64% |
| □ >> 5 Common Pricing Mistakes >> NeuroPricing workshop        | 64% |
| □ Before you write another blog, read this                     | 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.
- ✘ 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...
- 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](#).



✓ HAVE FUN  
Become a pro

✓ TEST, TEST, TEST  
A/B split lists



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YOU