

My 100 Best Email Subject Lines.

“These are my personal
best-opened email
subject lines over the
past 12 months.

Feel free to
borrow.”

*Ray
Edwards*

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Contents

How To Use These Subject Lines	3
The 100 Best Email Subject Lines	4





How To Use These Subject Lines



These are the email subject lines that got the best open rates from the emails I have sent over the past year (May 2014—May 2015). That means more people opened the emails with these subject lines than any other subject lines I sent.

To “borrow” them, just start with the text I used, and adapt to your market, product, or service. The subjects I use are mostly “curiosity-based”, and don’t name a specific product or service, meaning they could be used as-is. Have fun!

Ray Edwards

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The 100 Best Email Subject Lines

1. B.F.O. I just had..
2. Embarrassing admission.
3. You're all set
4. Can we talk? (really)
5. Worst email. Ever.
6. Free copy of the new book by Jeff Goins
7. You!
8. Download your free success map
9. I made this guy MAD (and that's okay)
10. 5 Ancient Gospels... by Women?
11. Are you serious?
12. ... do this before it's too late!
13. Embarrassed to death?
14. Want me to build your Platform for you?
15. Does God care about your business?
16. Your comment, plz?
17. How to write a swimming pool...
18. Your video is ready
19. Shocked by what this guy wrote about me
20. Does this sound like you?
21. Today I reveal my secrets...



22. Quick note...
23. How I make the cover images for my blog posts
24. Can you meet with me and Cliff November 12?
25. Time-sensitive (plz read now)
26. Webinar replay available right now.
27. I'd like to bribe you. (time-sensitive)
28. Special video invite: small group mastermind
29. your opinion, please?
30. Free webinar Tuesday with Amy Porterfield
31. The excuses stop now. (time-sensitive)
32. Here's how to get started as a writer
33. Profit from what you already know
34. The Fastest Way To Upgrade Your Life
35. Free Book Friday (really!)
36. You, a heroic public speaker...
37. Why not you?
38. watch this
39. I'm off-track with this goal
40. How to write a \$10 Million sales page
41. A \$7,491 gift for you - but claim it now
42. Webinar with Jeff Goins tomorrow
43. Video invitation (watch now)
44. Your comments, please...
45. Do you feel weird today?
46. Scrivener Training Workshop Wednesday



47. Time's almost up
48. What if I pay for your access to PLF?
49. More important than Tax Day? [URGENT]
50. What if I set up all your marketing
51. open up (before 12 o'clock)
52. 3 gifts you haven't opened yet
53. Here's how to write a book chapter
54. get it on Amazon, and get \$291.00 in free gifts
55. why are you ignoring me?
56. Your videos are waiting...
57. I fixed the link
58. Do you need more readers for your book
59. "Oh boy, this is huge!"
60. Is this what you struggle with?
61. Download your free Sales Copy Blueprint
62. Bad news
63. Free copy of Jeff Goins' book, anyone?
64. Friday, watch me write a book chapter
65. Why product launches don't work...
66. 4 steps to quickly grow your email list
67. Are you up for this challenge?
68. This is about you
69. I just read the BEST Twitter training book
70. Are you serious... or just a big talker?
71. [New] Free 3-Part Video Series On Copywriting



72. What if this is as good as it gets?
73. Going the extra mile...
74. Hey! Live Q&A Webcast with Michael Hyatt
75. Pop quiz (new blog post!)
76. Why you may never write a book
77. Full back-door access to all Jeff Walker's
78. Are you ready to ACTUALLY change your life?
79. Check out this new podcast
80. Let's grow our email lists... together?
81. Write your book in 30 days or less
82. If you want to write a book someday
83. We're starting in 30 minutes...
84. This seems like a unique idea...
85. Two new videos + Info-Graphic for you
86. ... your webinar replay is posted
87. you joining us at 4:30 eastern?
88. plans for this evening? (at 6PM Eastern)
89. Someday I'm gonna write a book...
90. I'm looking for copywriters...
91. The price doubles @ 11:59pm
92. Ends tonight - get the new Jeff Goins book
93. plz take care of this before 3pm eastern
94. I help you build your online business
95. the webinar is starting
96. We're starting - joining us?



97. Starting now... live Hangout
98. Webinar on Supernatural Success
99. Gone forever at 11:59pm tonight...
100. Final Notice

