

MY 100 BEST EMAIL SUBJECT LINES



*These are the email subject lines that
got the best open rates from the emails
I sent over an entire year.*



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How to Use These Subject Lines

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These are the email subject lines that got the best open rates from the emails I have sent over the past year. 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!

A handwritten signature in a cursive script that reads "Ray Edwards".












Ray Edwards
Spokane, WA

The 100 BEST EMAIL SUBJECT LINES

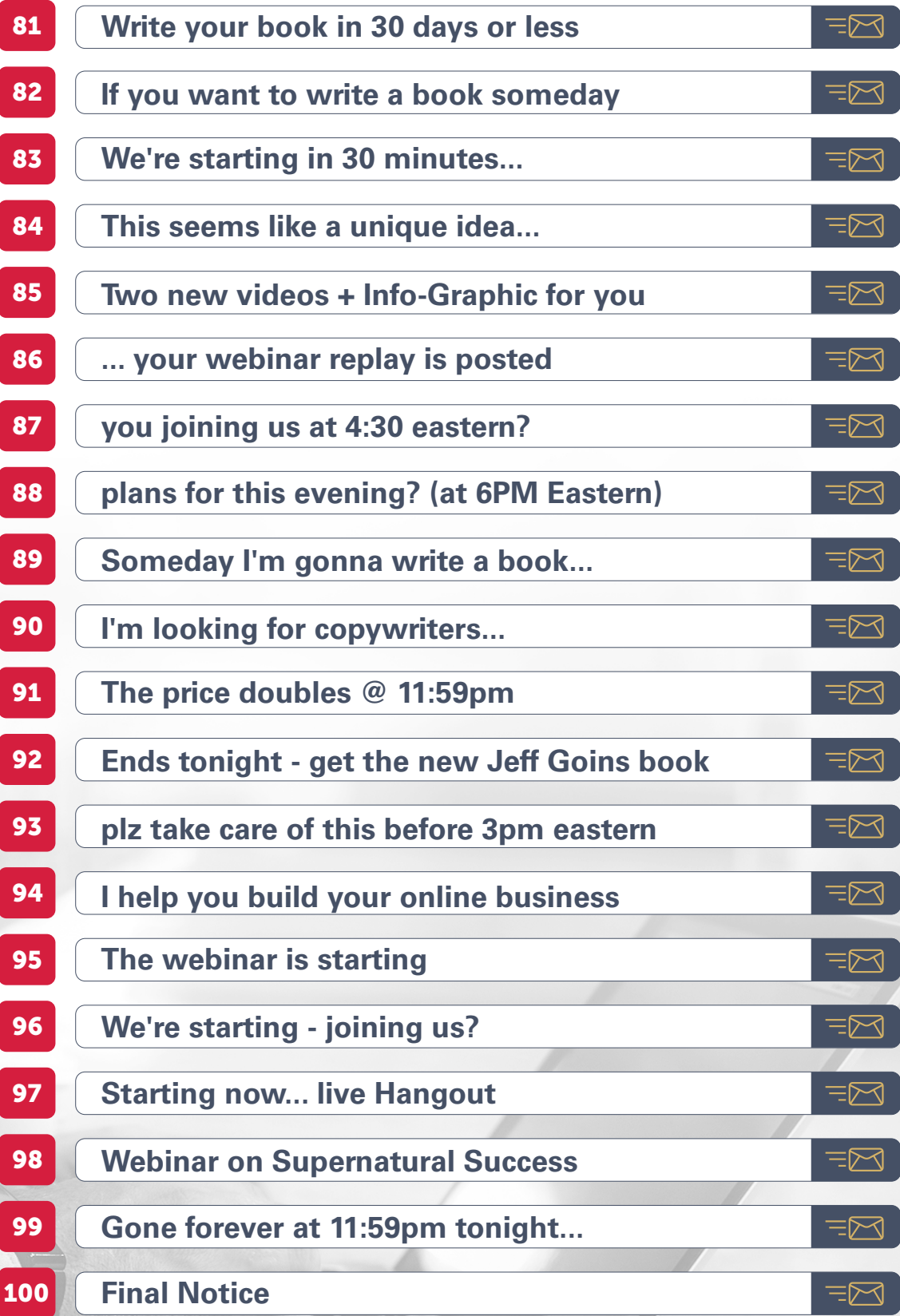











- 1 B.F.O. I just had... 
- 2 Embarrassing admission. 
- 3 You're all set 
- 4 Can we talk? (really) 
- 5 Worst email. Ever. 
- 6 Free copy of the new book by Jeff Goins 
- 7 You! 
- 8 Download your free success map 
- 9 I made this guy MAD (and that's okay) 
- 10 5 Ancient Gospels... by Women? 
- 11 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 

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- 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? 

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- 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? 

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- 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 