

Crafting effective subject lines

When writing your subject lines, keep these principles in mind and use the checklist to ensure you're using the right words in the right order.

Key Principle #1. Many marketers worry about their ability to write persuasive copy, but the marketer's art is not persuasion; it is clarity. Indeed, when the marketer represents an authentic value proposition, clarity is persuasion.

Key Principle #2. We are not optimizing subject lines; we are optimizing thought sequences. The most effective subject lines emphasize the "get" and imply the "ask."

- Are your words specific, rather than vague?
- Does your subject line emphasize clarity over persuasion?
- Does your subject line represent an authentic value proposition?
- Is your subject line point-first?
- Do you lead with the "get"?
- Is the point-of-value introduced in the first two words?
- Is the logical next step in the thought sequence to open the email?

For more info on properly sequenced subject lines, watch the Web clinic replay:

MarketingExperiments.com/SubjectLines