

keep them short
and relevant

EMAIL SUBJECT LINES TO TRY



Create Curiosity

"You will want to open this"

"For your eyes only"

"Keep this to yourself"

"Don't read this"



use "new"

"New buy to let products"

"New article on our website"

"Meet our NEW underwriter"



use brackets

"(Webinar) How to increase your business"

"(Download) Your new product guide "

"Meet (Sandra) our new member of the team."



Use numbers

"3 ways to grow your business"

"7 steps to..."

"Our top 3 most popular products are"



Use "How"

"How to tap into the bridging market"

"How to get a case through easily"



Ask questions

"Did you miss this?"

"Have you seen this yet?"

"Why does everyone love this"