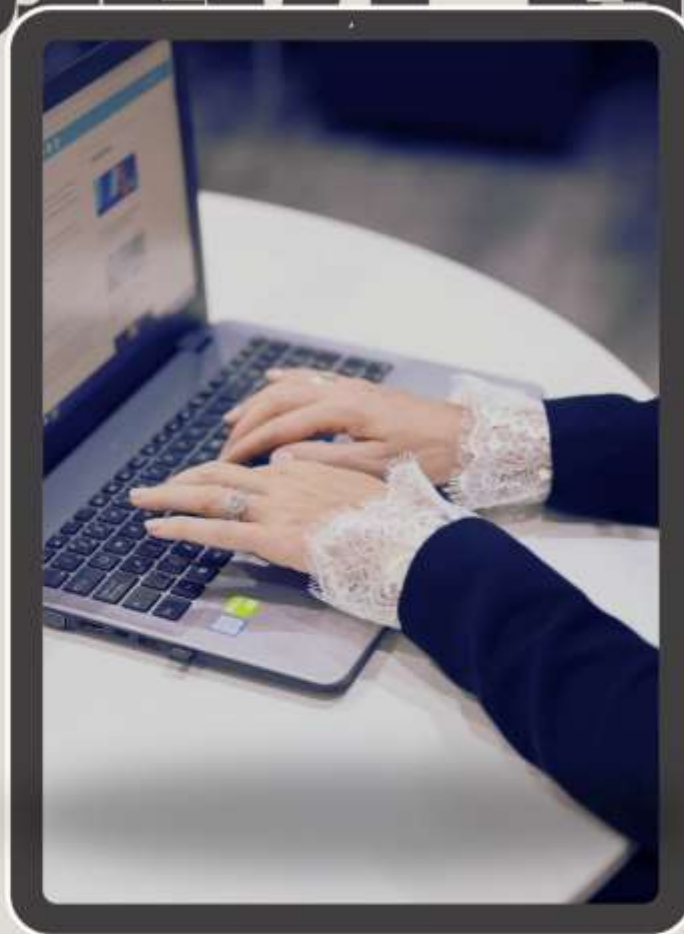


DIGI BOSS ACADEMY

WINNING EMAIL SUBJECT LINES



In today's digital age, capturing your audience's attention is more critical than ever, especially when it comes to email marketing. A compelling email subject line can be the difference between a message that gets opened and one that gets lost in the clutter of an overcrowded inbox. With countless emails competing for attention, savvy marketers understand that the right subject line can drive engagement, increase open rates, and ultimately lead to conversions.

This PDF, "101 Winning Email Subject Lines," is your go-to resource for crafting irresistible subject lines that resonate with your audience. Inside, you'll find a variety of expertly designed templates categorized into Articles, Promotions, and Miscellaneous emails. Whether you're sharing valuable content, promoting your products, or connecting with your audience in unique ways, these templates will provide you with the inspiration and direction you need.

By implementing these proven subject lines, you'll not only save time but also enhance the effectiveness of your email campaigns. Get ready to transform your email marketing strategy and watch your open rates soar!

You'll get templates covering three main categories, including:

- Articles
- Promos
- MiscellaneousTake a look...

ARTICLES

These templates include subject lines when you're sending articles to your list, such as how-to content, tips, lists and other useful information. Take a look...

1. How to [Get a Benefit]

Example: How to Teach Your Dog to Sit

2. [Number] tips for [getting a benefit]

Example: 12 tips for boosting conversions

3. The best way to [get a benefit]

Example: The best way to save \$1 million...

4. Are you making these [type of] mistakes?

Example: Are you making these golfing mistakes?

5. [Number] ways to [get a benefit]

Example: 15 ways to get 1000 visitors

6. Your [topic] questions... answered

Example: Your product-creation questions... answered

7. What you don't know about [topic]

Example: What you don't know about rapid weight loss

8. A surprising [type of] formula

Example: A surprising sales letter formula

9. A [number]- step method for [getting a benefit]

Example: A 3-step method for getting better abs

10. How [type of people] [get a benefit]

Example: How doctors get rid of arthritis pain

11. The [type of/benefit] checklist

Example: The ultimate novel-writing checklist

12. The “[get some benefit/discover something]” worksheet

Example: The “get out of debt fast” worksheet

13. [Number] templates [to create something quickly and easily]...

Example: 101 templates for creating email subject lines quickly and easily...

14. The “everything you need to know about [topic]” cheat sheet

Example: The “everything you need to know about getting rid of cellulite” cheat sheet

15. A [number]-day [type of/benefit] planner...

Example: A 30-day planner for launching your first blog...

16. [Number] [type of] swipes for every occasion...

Example: 101 sales letter headlines swipes for every occasion...

17. [Number] [tools] [type of people] use to [get good results/do a task]...

Example: 5 software tools writers use to be more productive...

18. Quick quiz: [Question]?

Example: Quick quiz: are you cut out to be an entrepreneur?

19. Ever wonder how to [get a benefit]?

Example: Ever wonder how to get out of credit-card debt?

20. The quick and easy way to [get a benefit]...

Example: The quick and easy way to land the job of your dreams (even if you don't have a college degree)...

21. Why you can't [get a benefit]...

Example: Why you can't lose weight (even though you're really trying)...

22. How to[get started on your goals]...

Example: How to break through writer's block and start writing your first novel...

23. What to do when [you can't do something]...

Example: What to do when your blog isn't getting any targeted traffic...

24. [A benefit] in [just a small amount of time]...

Example: Lose 15 pounds in just 6 quick weeks...

25. [Some really big benefit]?

Example: Get 1000 web visitors per day?

PROMOS

Whether you're selling your own products or affiliate products, you'll want to use these promo subject lines to get more opens....

26. Don't buy [Product] until you read this...

Example: Don't buy Profits Vault until you read this...

27. The [Product Name] review (this might surprise you)...

Example: The Earncome review (this might surprise you)...

28. Which is better: [Product A] or [Product B]?

Example: Which is the better camera for action shots: the Canon or the Nikon?

29. Proof! [Product] [gets results]...

Example: Proof! Profits Vault helps people write faster, easier and better...

30. A surprising [type of] case study...

Example: A surprising organic pest-control case study that wiped out aphids without poisoning the garden...

31. Special invitation for [people who want to get a result]...

Example: Special invitation for people who want to start getting better golf scores...

32. Grab this free [freemium] before it's gone...

Example: Grab this free kettlebell training video now before it's gone....

33. Get [product] now, pay later...

Example: Get this hydroponic gardening set now, pay later...

34. [Savings] for you, [savings] for a friend...

Example: \$15 savings for you, \$15 off for a friend too...

35. Treat yourself with [special deal]...

Example: Treat yourself with this 50% off coupon...

36. Buy [number] [products], get [number] free...

Example: Buy any three marketing apps, get one free...

37. Today only: [describe deal]...

Example: Today only: get \$50-off a platinum business startup membership...

38. Upgrade [product] now and [save money]...

Example: Upgrade your PLR membership now and save \$150 per year...

39. Save [amount] [on some item] – ends tonight!

Example: Save \$25 on all your favorite traffic-generation courses – ends tonight!

40. Our biggest [type of] sale of the year...

Example: Our biggest bodybuilding supplement sale of the year...

41. [Type of] clearance sale starts now...

Example: The big marketing course clearance sale starts now...

42. Buy more, save more on [product]...

Example: Buy more, save more on these car restoration demo videos...

43. Don't forget [some special deal]!

Example: Don't forget your \$10-off coupon!

44. Who doesn't love [getting a great deal]?

Example: Who doesn't love a buy one month, get one free membership deal?

45. Get [Product] [at some big discount]

Example: Get your choice of Udemy career-training courses at 40% off...

46. Black Friday savings – [describe]

Example: Black Friday savings – get personal nutrition coaching at 50% off...

47. [Season/holiday] sale – get [percent off]

Example: Valentine's sale: get 25% of any wedding-planning guide...

48. Who else wants to [save \$]?

Example: Who else wants to save \$25 on this productivity app?

49. The big [type of] sale starts now...

Example: The big copywriting training sale starts now...

50. Buy one [item], get one 50% off...

Example: Buy one month of prepackaged meals, get one month for 50% off...

51. Buy one [item], get one free -- sale starts now...

Example: Buy one meal-planning app, get one free – sales starts now...

52. A good deal for the first [number] who open this email...

Example: Here's a good deal for the first 150 people who open this email...

53. Only [number] [days/hours] left to save big on [product]...

Example: Only 12 hours left to save big on your favorite sales letter templates...

54. A [\$] bonus [item] – free?

Example: A \$100 bonus business fundraising course – free?

55. [Product Name] is live – link inside...

Example: Profits Vault is live – link inside...

56. Be quick to [get a discount]

Example: Be quick to get \$33 off...

57. Final day to [save money]...

Example: Final day to save \$10 on your monthly career training membership...

58. Act now to [get a discount] – hurry, this won't last long...

Example: Act now to get 75% off – hurry, this won't last long...

59. Flash sale: [describe savings]

Example: Flash sale: 12 hours to save 50% on every gardening guide in stock...

60. Give the gift of [product/brand] this Christmas...

Example: Give the gift of Profits Vault this Christmas...

61. [Get benefit] with free [length] trial...

Example: Start losing weight with this free two-week trial membership...

62. Try [product] free for [length of time]...

Example: Try this trophy-fishing system free for 30 days...

63. Introducing a whole new way to [get a benefit]...

Example: Introducing a whole new way to save money on your energy bills...

64. Get your free [type of] upgrade for [length]...

Example: Get your free Gold Writer's Club upgrade for two weeks...

65: [Number] [Product] benefits you'll love...

Example: 7 Profits Vault benefits you'll love...

66: [Number] reasons to love [Product]

Example: 5 really good reasons to love Jimmy D. Brown's newest guide...

67: [Number] ways to [use an item]...

Example: 7 ways to use your computer to make money...

68: Your next [product] is on the house...

Example: Your next outsourcing guide is on the house...

69: Put away your wallet – [some product] is free!

Example: Put away your wallet – this bodybuilding video is free!

70: Your [type of] coupon code inside...

Example: Your business-coaching coupon code is inside...

MISCELLANEOUS

These subject lines cover a variety of miscellaneous email topics not covered elsewhere, including emails for your affiliates, emails about contests, webinar emails and more. Take a look...

71. Free webinar: [describe topic/benefit]

Example: Free webinar: How to earn \$100k per year within your laptop...

72. Win up to [contest prize amount] – see inside...

Example: Win up to \$1500 in this new contest – see inside...

73. Special guest author: [name] explains [topic]

Example: Special guest author: Jimmy D. Brown explains the right way to use PLR content...

74. Refer a friend and [get a bonus/discount]

Example: Refer a friend and get \$25 to use on any of our products...

75. [Do this] to get an extra contest entry...

Example: Share this link with your friends to get an extra contest entry...

76. We screwed up – please accept [this discount or bonus] as our apology...

Example: We screwed up – please accept this \$50 discount as our apology...

77. Your [product/membership] has been upgraded for free...

Example: Your marathon-training membership has been upgraded for free...

78. What are you doing [date/time]?

Example: What are you doing next Tuesday at 7pm EST?

79. I'd like to interview you [on/about topic]...

Example: I'd like to interview you about writing a bestselling novel...

80. What is your favorite [type of] tip?

Example: What is your favorite high-intensity interval training tip?

81. Your new favorite [type of tip/tool/strategy]...

Example: Your new favorite way to build a big, responsive mailing list...

82. Announcement: [describe]

Example: Announcement: Our anniversary celebration starts tomorrow!

83. Calling [type of person]...

Example: Calling anyone who wants to make jewelry for fun and profit...

84. Coming to a city near you: [describe]...

Example: Coming to a city near you: the horse-training workshop for beginners...

85. Reminder: [describe]...

Example: Reminder: your \$10-off coupon expires tomorrow...

86. You're invited [describe]...

Example: You're invited to listen in as our financial experts discuss retirement planning....

87. Refer friends and [earn money/products/etc.]...

Example: Refer your friends and earn \$25 every time one of them becomes a customer...

88. Join the rewards program [to get money/products/etc.]...

Example: Join the rewards program to earn free seeds and gardening supplies...

89. Breaking news: [describe]...

Example: Breaking news: is your blood pressure drug on the recall list?

90. Get free [type of] training (details inside)...

Example: Get free resume-writing training (details inside)...

91. Let's connect [on social media]...

Example: Let's connect on Facebook...

92. Why is everyone buzzing about [topic/product]?

Example: Why is everyone buzzing about Profits Vault?

93. [Number] [people] can't be wrong...

Example: 2552 satisfied dieters can't be wrong...

94. Join [type of] giveaway to [get benefit]

Example: Join the PLR vendor's giveaway to build your list with targeted prospects...

95. Special JV – [benefits]

Example: Special JV – see your name alongside dog training's biggest names...

96. Make money [giving something away]...

Example: Make money giving away this free travel guide...

97. [Dollar amount] commissions: you in?

Example: \$97 commissions: you in?

98. New offer pays [dollar] commissions...

Example: New offer pays \$50 commissions...

99. Affiliate spotlight: how [name] [made a lot of commissions]...

Example: Affiliate spotlight: How John made \$4922 commissions with just one email...

100. New copy and paste ads for [product/person] affiliates...

Example: New copy and paste ads for Jimmy D. Brown affiliates...

101. Join the affiliate contest and win up to [amount]! Open for details...

Example: Join this affiliate contest and win up to \$2000! Open for details...