1. Why should they 'open' your mail?

Emails are no different to 'snail mails'. You're not obliged to open them!

How many times have you dumped mail in the trash without even bothering to open it? I do it all the time... circulars from supermarkets, fast-food emporiums, auto franchises ... they all make the same mistake - they send me 'snail mail spam' with an obvious commercial message on the envelope that give me no reason to want to open them.

For example, since I have found that unsubscribing from Readers Digest is tougher than reconstructing the Eiffel Tower in my backyard, I now just trash their mail unopened... it has the word "spam" written all over it! (At least they're paying for it).

And, whether you realize it or not, you go through the same mental process with your emails. Your eyes scan the 'Subject' lines, your brain makes an instant (often subconscious) decision, and you delete anything that screams 'Spam' at you...

- $5,000 EVERY FIVE DAYS!!!!
- $250 weekly or you don't pay anything!!!
- A MILLION DOLLAR OPPORTUNITY - ACT NOW
- If you can mail two envelopes, you can make a fortune!
- New and most important, FREE!
- Sign up today and secure your place.
- MAKE $55,000 EVERY WEEK GUARANTEED!
- Friend, THIS IS NOT SPAM!
- Blah, blah, blah, blah !!

That was just a small selection from TODAY's inbox ... and they'll probably be there again tomorrow, screaming 'WASTE OF TIME' at me.

So please understand this **vital lesson** now...

YOUR 'SUBJECT' IS THE MOST IMPORTANT PART OF YOUR EMAIL

... because your campaign will bomb if people delete your message without ever reading it!

Your subscribers will also have an inbox full of legitimate messages like yours, as well as business-related e-mail, plus personal messages from friends and family, plus the usual collection of spam.

With so many messages to sift through, they're going to do exactly the same as me and delete anything that doesn't catch their eye and appeal to them personally.

An effective subject line will not "YELL" at you. It will address you personally, and it will offer a clear benefit that makes you want to read the email.

Now stand back from your own efforts and try to be totally subjective...

- How many of your own e-mails and newsletters have your subscribers deleted because they saw nothing in the subject line that convinced them it was in THEIR interests to read your missive?

- How many of your mails have been trashed because the recipient assumed it was spam?

- How many of your mails have been trashed because the reader didn't recognize who they were from?

- **How many of your mails could you have saved simply by rewriting the subject line?**

Probably a lot more than you think!

- Does your subject line *force* the reader to open and read your message?
- Is it *impossible* to ignore.
- Does the recipient think, "I've just *got* to read this."
- Does your subject line answer the question, *"What's in it for me?"*

And yet there is a fairly simple 'set of rules' that will almost 'guarantee' a meteoric increase in the number of emails that get opened...

2. Where you can, use your subscribers' real names

Personalized emails are 65% more likely to be opened that those that aren't. There is no other single technique that will boost your response rate as much as this, and that's why every e-mail campaign you send should include a personalized subject line whenever possible.

Use the name occasionally in the body of the email, too. Using someone's name makes them feel as though they have a relationship with you. And *nothing* gets a person's attention faster than 'hearing' their own name!

This way, instead of having a subject line that says (for example), "The secret is just a click away", you can place the variable before the subject ... **NAME** the secret is just a click away so that each and every subscriber will read their own name like, **Graham, the secret is just a click away** or **Angela, the secret is just a click away** etc.

It really is as easy as that. With most PRO safelist memberships, You can personalize your mailing... it's an awesome feature and, if you have it, you should USE IT!

If you cannot personalize your mailings, start with the word "Hi", or "Hello". It breaks the ice more quickly.

3. Keep the subject short

Don't be tempted to be verbose in your subject line. Remember, you have but a split second to catch your reader's attention, so KEEP IT SHORT.

As well as that, most e-mail clients have a maximum length of about 50 characters, and even the greatest subject line on earth will be wasted if it gets cut off!

Try to limit your subject lines to 40 characters (about 4 or 5 words) **or less**. And remember, the average first name is already about 8 characters long, so your 'message' needs to be no more than about 30-35 characters (including spaces).

4. Don't use CAPITALS!!

In addition to non-personalization, there are three sure signs that an e-mail is commercial or even spam...

1. A SUBJECT LINE THAT'S ALL CAPITAL LETTERS
2. A Subject Line With Capitalized First Letters
3. A Subject Line With Lots Of Exclamation Marks!!!!!!

Spammers 'love' capital letters and exclamation points. If you do the same, I can guarantee that (rightly or wrongly) people will

assume your message is spam...

As Donald Sutherland would have said in 'Kelly's Heros', "You're giving out bad vibes, brother!"

Not only do capital letters and exclamations give out 'bad vibes' by making subscribers feel that you're shouting at them, they also make the subject harder to read. So why do it? The more your subject line reads like personal e-mail from a friend, the more chance your message will be opened.

Not only that, exclamation marks and dollar signs increase the chances of your mail being flagged as spam by the filters. And, for sure, they are going to set off warning bells in the minds of the recipients.

5. The four sure fire attention grabbers

There are four ways in which you can make your subject line grab your reader's attention...

1. Make the reader curious
2. Create a sense of urgency
3. Share some news or make an announcement
4. Clearly demonstrate a benefit to the reader

1. Make the reader curious

You can write subject lines that arouse the readers curiosity, but the first paragraph of your email MUST make it clear what the connection is between the subject and the body text. Otherwise your reader will feel cheated and will not respond to your mail the way you want him or her to do.

DON'T CHEAT! Don't be tempted, for example to write "Congratulations, you've just won first prize", then write an email about joining your downline in some program or other. **That's a spammer's trick**, and people are wise to it.

The easiest way to make a reader curious is to suggest that they are missing out on something important...

- **NAME**this one's my favourite
- **NAME**are you making this common mistake?
- **NAME**did you miss out before?
- **NAME**rattle my cage and see what happens

- **NAME**here's my response

It's important when using this technique to leave something to the imagination by posing a question (real or imaginary) that the reader simply can't answer.

2. Create a sense of urgency

You'd better believe this.... URGENCY is the best way to get people to react spontaneously.

And you can create urgency in your subject lines either by limiting time or quantity.

- **NAME**only 24 hours left
- **NAME**it's now or never
- **NAME**there are just 20 copies left
- **NAME**I'm only releasing 10 copies
- **NAME**only for the next ten people to read this email

Urgency is especially effective if you have already promoted a product, and decide to do a follow-up

- **NAME**we have only two places left
- **NAME**there are now only eight left

(But use this one sparingly, because you can easily overdo it.)

3. Share some news or make an announcement

People are intrigued by new things, and generally want to have something before anybody else.

- **NAME**see it first
- **NAME**a new program just launched
- **NAME**important news just in
- **NAME**here's a new income-generator
- **NAME**be the first to see this
5. **Clearly demonstrate a benefit to the reader**

   Please note the difference between a 'feature' and a 'benefit'

   "Our grass cutter is twice the size" is a feature
   "Our grass cutter will save you time" is a benefit

   "This car uses less gas" is a feature
   "This car saves you money" is a benefit

A benefit is something very specific that is good for the reader... save money, save time, make their life easier, etc.

The key when writing subject lines that emphasize benefits is to consider your product or service from your customers' point of view...

How will they benefit from taking the time to read your e-mail? What will they learn? What will be their gain?

The rest of this bonus report can be read by purchasing
Headlines That Sell
Here

www.markhodgetts.com/headlinesthatsell/