

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #7 - 52 Fill-In-The-Blank Subject Line Templates

Your email subject line is the most important part of your email. If your subject line doesn't catch your subscribers' attention, then they're not going to open or read your emails. That's why you'll want to use these 52 fill-in-the-blank subject line templates across the following three categories:

- ⇒ Promos / Special Offers
- ⇒ How To / Tips / Other Content
- ⇒ Announcements / Events / Miscellaneous

Let's jump in...

Part One: Promos / Special Offers

Use these templates for promo emails: flash sales, launch specials, special discounts and more.

1. Flash sale: [details]

Example: *Flash sale - save 55% for the next 12 hours!*

2. Get [percent off] if you're quick

Example: *Get 25% off if you're quick*

3. Save [dollar off] with this coupon...

Example: *Save \$17 with this coupon (code inside)...*

4. Stock up on [type of products] with this sale...

Example: *Stock up on marketing tools with this software sale...*

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5. [BOGO type of product / service]

Example: Buy any copywriting app, get the second one free

6. Black Friday sale for all [types of people] – save [details]

Example: Black Friday sale for horse lovers – save up to 60%

7. Launch-week special – save [money] on [product / type of product]

Example: Launch-week special – save \$25 at Website Name

8. A special invitation for [type of people]

Example: A special invitation for classic car enthusiasts

9. [Special offer details]? Yes, if you're one of the next [number] customers...

Example: Save \$100? Yes, if you're one of the next 100 customers...

10. Get the best [type of] [tools / videos / etc.] for [offer details]

Example: Get the best Facebook marketing templates for just \$10

11. Don't buy [Product / type of product] until you read this review...

Example: Don't buy a gaming laptop until you read this review...

12. Spring [type of] special (see inside)

Example: Spring cooking special on air fryers (see inside)

13. Ring in the New Year with [savings]

Example: Ring in the New Year with up to \$123 in savings

14. Buy [product] and get [bonus]

Example: Buy these hiking shoes and get a free hydration pack

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15. The best [type of] offer you've seen all year...

Example: *The best homesteading offer you've seen all year...*

16. [Get a benefit] and save money too (details inside)...

Example: *Get rid of your back pain and save money too*

17. Early bird offer for [people] ends soon...

Example: *Early bird offer for aspiring novelists ends soon...*

18. [Type of people] need this

Example: *Real estate investors need this...*

19. It's live – go get it!

Example: *Use this swipe when you launch a special offer...*

20. One last chance to [get special offer]... (hurry)

Example: *One last chance to save 40%... (hurry)*

Part Two: How To / Tips / Other Content

Use these templates when you're sending good content such as tutorials, tips, tools and more.

21. How to [get a benefit] in [number] easy steps...

Example: *How to save your marriage in three easy steps...*

22. The #1 way to [get a benefit]...

Example: *The #1 way to get younger, healthier-looking skin...*

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

Example: *The quick and easy way to learn the guitar...*

24. If you've ever wanted to [get a benefit], read this...

Example: *If you've ever wanted to go scuba diving in the Bahamas...*

25. Here's what [people] don't want you to know...

Example: *Here's what your teenager doesn't want you to know...*

26. What [people / group] wished you knew...

Example: *What your boss wished you knew...*

27. What [experts] do when they want to [get a benefit]

Example: *What doctors do when they want to get rid of heartburn...*

28. The best way I know to [get a benefit]

Example: *The best way I know to start an Etsy business...*

29. Save [money / hundreds / thousands] with this clever [type of] trick

Example: *Save hundreds with this clever home-cooling trick*

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

Example: *Are you making these grammar mistakes?*

31. Top [number] tips for [getting a benefit]...

Example: *Top 10 tips for negotiating a contract...*

32. Don't [do something] until you read this...

Example: *Don't train for an ultra-marathon until you read this...*

33. Save yourself [time / hours / days] the next time you [do something]

Example: *Save yourself hours of work when you re-grout the tub...*

34. To everyone who wants to [get a benefit]

Example: *To everyone who wants to lose weight the easy way...*

35. Free [type of] [video / report / etc.] (link inside)

Example: *Free wedding-planning video (link inside)*

36. The top [type of] myths... busted

Example: *The top new car buying myths... busted*

37. You too can [get a benefit]

Example: *You too can get rid of cellulite...*

38. A crazy story about [topic]...

Example: *A crazy story about winning a blue ribbon at the state fair...*

39. Here's a proven system for [getting a desired outcome]

Example: *Here's a proven system for building a big mailing list...*

Part Three: Announcements / Events / Misc

Here you'll find everything else: announcements, events, and various miscellaneous emails.

40. Join the [topic] webinar on [day]

Example: *Join the web-usability webinar on Tuesday...*

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41. Win [contest prize] – find out how inside

Example: *Win a free spot in our graphic design eclass*

42. Did you get the [type of] email, [name]?

Example: *Did you get the retirement sale email, John?*

43. [Type of] group coaching session today...

Example: *Career-builders group coaching session today...*

44. Did you see this [type of] [video / post]? (Don't miss it)

Example: *Did you see this make-up tutorial video? (Don't miss it)*

45. Major announcement: [insert announcement]

Example: *Major announcement: we're increasing commissions to 70%*

46. Exciting news: [insert news]

Example: *Exciting news: you can meet me at ComicCon this year...*

47. Would you do me a favor?

No example needed here, but the idea behind this subject line is to gather testimonials or ask your readers for some other small favor.

48. Surprise: [insert surprise]

Example: *Surprise: we've extended the sale for one more day...*

49. Did you forget something?

Here again, no example needed since there are no blanks. However, this is a good email to send when someone abandons their shopping cart.

50. ICYMI: [Topic] webinar replay link...

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Example: *ICYMI: Debt-management webinar reply link...*

51. I hate when I do that! (insert details of what you messed up on or how you fixed it)

Example: *I hate when I do that! (Correct link inside...)*

52. I'm sorry – here's [apology gift]

Example: *I'm sorry – here's one month of membership absolutely free*

Conclusion

Did these templates give you any ideas for other subject lines? Go ahead and write them down while they're still fresh in your mind. That way, you'll have several dozen email subject lines to choose from the next time you craft an email!