

147 email subject
lines that have over
80% open rate



Krisztina Rudnay

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1. "Uh-oh, your prescription is expiring"
2. "Best of Groupon: The Deals That Make Us Proud (Unlike Our Nephew, Steve)"
3. "Happy Birthday Lindsay – Surprise Inside!"
4. "Hey"
5. "*Don't Open This Email*"
6. "The broke girl's guide to a luxury vacation"
7. "What Can You Afford?"
8. "As You Wish"
9. "What are our customers saying?"
10. "Where to Drink Beer Right Now"
11. "Read your review for John Mulaney"
12. "You're missing out on points."
13. "Not Cool, Guys"
14. "DO NOT Commit These Instagram Atrocities"
15. "10 Engagement Tips to Gobble Over Thanksgiving"
16. "Buffer has been hacked – here is what's going on"
17. "!"
18. "Abra-cord-abra! Yeah, we said it."
19. "You're missing out on points."
20. "[URGENT] You've got ONE DAY to watch this..."
21. "Your 7-figure plan goes bye-bye at midnight..."
22. "[WEEKEND ONLY] Get this NOW before it's gone..."
23. "Mary, Earn double points today only"
24. "Tonight only: A denim lover's dream"
25. "*Don't Open This Email*"
26. "Last Day To See What This Mystery Email Is All About"
27. "10 bizarre money habits making Millennials richer"
28. "Check out my new "man cave" [PICS]"

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29. "Is this the hottest career in marketing?"
30. "What They Eat In Prison"
31. "9 Disgusting Facts about Thanksgiving"
32. "Hologram Shorts?!"
33. "A faster donkey"
34. " a surprise gift for you! {unwrap}"
35. "Where to Drink Beer Right Now" (Sent at 6:45am on a Wednesday.)
36. "Licking your phone never tasted so good"
37. "We Like Being Used"
38. "Pairs nicely with spreadsheets"
39. "Need a day at the beach? Just scratch n' sniff your way to paradise..."
40. "Boom shakalak! Let's get started."
41. "Try To Avoid These 27 People On New Year's Eve"
42. "Yes, I'm Pregnant. You Can Stop Staring At My Belly Now."
43. "NEW! Vacation on Mars"
44. "Look what you did, you little jerk..."
45. "Don't wear last year's styles."
46. "Your Butt Will Look Great in These Workout Pants"
47. "How Have You Progressed Since the Third Grade?"
48. "Gift inspiration for the discerning cyclist"
49. "Age-defying beauty tricks"
50. "Get Ready. Keep the Pie Off Your Thighs Returns."
51. "As worn in the World Tour"
52. "Products the celebs are wearing"
53. "Meet your new jeans"
54. "Get a head start on summer"
55. "Flash. Sale. Alert."
56. "New must-haves for your office"
57. "A new product you won't pass on"

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58. "25% off your favorites"
59. "Two for two"
60. "A little luxury at a great price"
61. "Complimentary gift wrap on all purchases"
62. "Get priority access."
63. " 63-Point Checklist for Creating the Ultimate Optin Form"
64. "Grow your email list 10X faster with these 30 content upgrade ideas"
65. "How to email a busy person (including a word-for-word script)"
66. "Steal these email templates..."
67. "A Native Ad in 60 Minutes or Less"
68. "212 blog post ideas"
69. "Feed your guests without breaking the bank"
70. "Where do all these toys go?"
71. "Get more kitchen space with these easy fixes"
72. "Stop wasting money on ink"
73. "Your beauty issues, solved"
74. "Since we can't all win the lottery..."
75. "How to Survive Your Next Overnight Flight"
76. "Wanted: Cute and affordable fashions"
77. "Stop wasting time on mindless work"
78. "Learn a language with only 5 minutes per day"
79. "How you can afford Your First 10,000 Readers (closing tonight)"
80. "Hey, forget something? Here's 20% off."
81. "The price dropped for something in your cart"
82. "Mary, your Envira account is on hold!"
83. "I'm deleting your Envira account"
84. "Offering you my personal email"
85. "Did you miss out on some of these new features?"
86. "Good News: Your Pin's price dropped!"

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87. "Me has stopped working"
88. "We are not gonna Give Up on You!"
89. "Mary, check out these hand-picked looks"
90. "Happy Birthday Mary – Surprise Inside!"
91. "Mary, do you remember me?"
92. "I didn't see your name in the comments!?"
93. "Are you coming?"
94. "You've Changed"
95. "So I'll pick you up at 7?"
96. "Crazy Invitation, I am Going to Buy You Lunch..."
97. "Vanilla or Chocolate?"
98. "I love you"
99. "Seriously, Who DOES This?"
100. "Quick favor?"
101. "you free this Thurs at 12PM PST? [guest blogging class]"
102. " your detailed results..."
103. "300% increase in revenue with a single optin + a neat growth trick from my mastermind!"
104. "Thanks for helping us"
105. "Two razors for your friends (on us)"
106. "Borrow" all my checklists...
107. [SWIPE] My Facebook "templates" (13 of them)
108. My new book! (and a big mistake)
109. Check out new "man cave" [PICS]
110. Did you see this?
111. 101 Blog Post Ideas
112. Yep, this actually works
113. BOOM! That just happened ...
114. Have you seen this yet?

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115. Where [desired result] Is And How To Get It
116. 15 most popular posts of all time
117. [DOWNLOAD] Ultimate Facebook Ad Template
118. [SWIPE] Our best email subject lines of 2017
119. [TEMPLATE] Cold email anyone and get a response
120. [TEMPLATE] Create engaging Facebook images
121. 212 blog post ideas
122. Do NOT sell on [Channel | Platform] without this \$7 tool...
123. Steal these email templates...
124. THIS is the hottest trend in digital marketing...
125. The 8-figure template... (swipe this)
126. Call me crazy, but...
127. Really...really!!
128. Frankly I'm a little surprised
129. Subject: How to get paid [Literally]
130. A simple sales copy formula
131. It's landing page magic...
132. How to write a promotional email
133. The ideal length of everything online
134. 21 Landing Page Mistakes
135. 2017 will be a land grab (Get Yours)
136. Spooky discount 75% off Mastermind
137. Survey Results (sort of...)
138. [Niche / Tactic / Objective] Hacks
139. WARNING Only 178 Tickets left...
140. The Facebook Slap is coming...
141. Last Chance?
142. Bad News
143. You're About to Miss Out

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144. 10 Useless Marketing Tactics

145. I'm Done Talking to You About This

146. Copy and paste these 72 headlines [Last Chance]

147. eCommerce Lessons from the Big Boys

What's next?

Smart marketers know that when executed properly, there is no faster, easier or more cost-effective way to generate sales than email marketing.

But how do you do it the right way?

Fortunately that's exactly what you are about to learn:

- How do you get your emails opened?
- Which goals and metrics should you track to measure email marketing success?
- 10 tricks to write a good subject line
- The perfect welcome email and campaign
- Automate the entire process

Check out the Email Marketing Mastery video course for only \$9.99