Email Subject Line Checklist and Starter Formulas

Write ten subject

first idea you thin

The 10-minute test

- Write 10 different subject lines, without judging them

- Write 10 more,

Before you send

- Under 50 characters where possible, so it is not cut off on a phone

- Benefit or curios

Starter formulas (fill in your own words)

- How to [result] without [common difficulty]

- [Question your