



# STRONG SUBJECT LINE CHECKLIST

## YOUR CHECKLIST FOR CLICK- WORTHY EMAIL HEADLINES

Crafting engaging email subject lines is indeed an art form! This checklist acts as a valuable resource to present ideas that align with your email's objectives, igniting curiosity and enhancing open rates.

Take some time to review this straightforward advice before sending your email. It's crucial to consider this vital step in your email marketing campaign to increase the chances of your subscribers opening your emails – a critical initial challenge!

When brainstorming subject lines, think about what would catch your eye as you skim through your own crowded inbox.

*Be concise, clear, and compelling.*

Remember, the subject line is your first impression, so make it count! Experiment with different strategies like a sense of urgency, or asking a question to pique your readers' interest.



## CLARITY AND RELEVANCE

Does the subject line accurately represent the email's content?

Is it aligned with the audience's interests?

## PERSONALISATION

Have you personalised the subject line with the recipient's name or other relevant details?

Example: "Hey [Name], Discover the Latest Nutrition Tips Just for You!"

## URGENCY OR FOMO (FEAR OF MISSING OUT)

Does the subject line create a sense of urgency or FOMO to encourage opening?

Example: "Last Chance: Exclusive Yoga Workshop Registration Closing Soon!"

## BENEFIT-ORIENTED

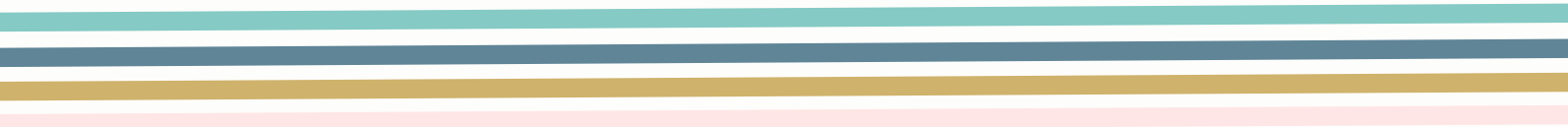
Does the subject line highlight the benefits or value proposition for the recipient?

Example: "Unlock Inner Peace: 5 Yoga Poses for Instant Relaxation"

## CURIOSITY

Does the subject line pique curiosity without giving away too much information?

Example: "Discover the Secret Ingredient to Boost Your Energy!"





## LENGTH AND CLARITY

Is the subject line concise (around 40-50 characters) and easy to understand?

Example: "New Recipe Alert: Delicious Vegan Treats Await!"

## AVOID SPAM TRIGGERS

Have you avoided spam trigger words or excessive use of punctuation?

Example: Avoid "FREE", "Discount!!!!", or "Act Now!!!!"

## A/B TESTING

Consider testing different subject lines to see which performs better with your audience.

Example: Test variations like "Find Your Zen: Yoga Class Reminder" vs. "Namaste! Don't Miss Tomorrow's Yoga Class"

## REVIEW AND REVISE

Finally, always review and revise your subject lines based on performance data and feedback from your audience.

## CALL-TO-ACTION (CTA)

Does the subject line pique curiosity without giving away too much information?

Example: "Discover the Secret Ingredient to Boost Your Energy!"

HAVE ANY QUESTIONS? REACH OUT AT  
EMILY@JAGGERDESIGN.CO.UK

© 2024 EMILY JAGGER