

# Email Marketing

## How to Grab Attention

What's the best way to increase the chances of your email newsletters being read? By attracting the reader's attention with a catchy and enticing subject line. It's pointless sending out emails to your subscribers if they don't open them – so if you want to increase response rates and generate more business, it's important to get the subject line right.

Although often added as an afterthought, the subject line could be the most important part of any email because if it doesn't do the job of encouraging recipients to read on, your response rates will be poor – no matter how good the content of your communication may be. So how can you write an irresistible subject line for your next email?



There are several key types of subject lines, each of which is aimed at provoking a specific emotion and reaction. Certain combinations of words and phrases have been proven to get the best results. Here's a brief overview:

- 1. Fear of failure.** A subject line which invites the reader to continue reading to find out how to avoid failure or negative results is one of the most powerful ways to increase your 'open' rates. For example, "The Biggest Email Marketing Mistake".
- 2. Desirability factor.** A subject line which inspires the reader to find out how to achieve a specific result works well if you are selling a product that explains how to achieve a particular goal. For example, "How to Write Email Newsletter Copy".
- 3. Curiosity factor.** A subject line which motivates people to read on out of sheer curiosity. For example "The Best Way to Drive Business to Your Website".
- 4. Quick results.** A subject line that promises fast results tends to be hard to resist. For example, "The Quickest Way to Build a Subscriber Database".

Next time you send an email newsletter to your database, try applying one of these rules. It's highly likely your 'open' rates will increase as a result. The more recipients open your message, the more chance there is for you to increase sales.

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