

CASTAIN TRAINING SYSTEMS

Email Subject Lines

1. "Call on 5/3 at 10:45 am" Use this subject line with the "Reverse Call To Action" technique we discussed during the webinar.
2. "What Every _____ should know about _____" Use this to send along valuable content for your prospect. Let's say you're targeting a Chief Marketing Officer, and you're hoping to sell them print, here's how that subject line would read; "What Every Chief Marketing Officer Should Know About Selecting A Printer" or "What Every Chief Marketing Officer Should Know About Stretching Their Marketing Budget."
3. "(Name of Prospect), Quick Question" You could even change it up and use (Name of Prospect), I just gotta ask . . .
4. "Name of Mutual Contact" Suggested I Get In Touch"
5. "(Name of Prospect), I thought this might be helpful." Send along a resource, an article, a useful website, etc."
6. "Idea For (Name of Prospect's Company)" Send along a no-strings attached idea.

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7. “Cutting it Close” This subject line works well for a promotion, a company event you’re inviting a potential client to. I use it when we’re rapidly approaching a deadline for one of my webinars.
8. “Deirdre’s Story” Use the name of someone who has given you a testimonial. I talk about how I used this subject line (and the amazing results) [HERE](#)
9. “Sorry about that (name)” This is a variation of the famous “break-up” email. In it, you apologize for not getting the hint since they haven’t responded and yet you’ve been continuing to try and get in touch. Ask them if you should continue to reach out or if they’d like for you to “take the hint” and go away.
10. “Hi (Name of Prospect)” Embed a picture of yourself holding a sign that reads “Hi (Name of Prospect)” in the body of the email. Great for intro emails.
11. “Say It Isn’t So (Name of Prospect)”. This subject line can be used in a variety of ways. You can use it to convey less than optimistic stats. For example, I could use it to share how the average life expectancy of a VP of Sales is approximately 18 months. I could use it to convey that 98% of cold calls end in failure. I could also use it when someone (I’ve met with) suddenly goes silent.