

25 Fill-in-the-Blank Subject Lines

Staring at that blank spot where your subject line goes can be overwhelming. Many people, including writers, often have a hard time creating a subject line that is catchy but doesn't sound cheesy. Use the following fill the blank subject lines when you need inspiration.

1. Thank you, _____ (person, company)
 - a. Thank you, Oprah!
2. \$ _____ (amount) to get you started.
 - a. \$25 to get you started in business.
3. _____ (name), thank you for being a loyal _____ (subscriber, member, customer)
 - a. Jane, thank you for being a loyal member!
4. Your last chance to save in time for _____ (holiday)
 - a. It's your last chance to save in time for the holidays.
5. Today is # _____ (#GivingTuesday)
 - a. Today is #ThrowBackThursday. We're lowering prices for one day!
6. How to _____ (increase, decrease) your _____ (problem)
 - a. How to travel smarter (+ not go broke)
7. The _____ (time, date) is ticking- _____ (discount, deal) ends _____ (tonight, soon)
 - a. The clock is ticking – deal ends tonight
8. Seize the _____ (opportunity, chance). This is _____ (date, time sensitive)
 - a. Seize your chance. This is only good for today.
9. How to start a _____ (story, business, podcast)
 - a. How to start a podcast that gets heard
10. This just in: we're _____ (changing, announcing)
 - a. This just in: We're changing how we communicate with you.

11. Introducing _____ (your product, service, new employee)
 - a. Introducing our newest design: First peak at our Holiday line.
12. # _____ (number) ways to _____ (do something, increase, decrease) _____ (action)
 - a. 10 ways to increase your opt in rate.
13. _____, (name) you're _____ (birthday, signup) is inside.
 - a. Sally, you're birthday surprise is inside!
14. The best _____ (advices, email)you'll get _____ (this month, year, today)
 - a. The best email you'll get this month.
15. Exactly what to do to _____ (experience)
 - a. Exactly what to do to start an online business.
16. Ready for _____ (summer, holidays, winter)? So are we – See our new _____ (product line, service)
 - a. Ready for Winter? So are we – See our new ski slope line.
17. Join our _____ (loyalty, membership) to get an extra _____ (percent, amount) off.
 - a. Join our loyalty program and get an extra 10% off.
18. Get _____ (more) _____ (area, space, event, time) with these _____ (number) _____ (hacks, tricks)
 - a. Get more clicks with these 3 hacks.
19. Gobble up these _____ (deals, resources, savings)
 - a. Gobble up these deals
20. There's still time _____ (to save, to join, for saving)
 - a. There's still time to save on Holiday shopping.
21. Your most _____ (requested, popular) _____ (posts, pins, questions)
 - a. Your most requested posts revealed.
22. Save _____ (time) _____ and _____ (money) today with _____ (product, service)
 - a. Save time and money today with these prewritten posts.

23. Last day! _____ (Teach, grab, gather) them to _____ (build, do, be) with _____ (ease, comfort, joy)

a. Last day! Teach them to build their list with ease.

24. What are you _____ (afraid, avoiding)?

a. What are you afraid will happen?

25. I'm gonna _____ (do something) _____ (day, date, year)

a. I'm gonna buy an island in 2020.

Resources:

1. **Blog:** Always have your own internet property. It help Brand you, Gives you a spot for your sales pages, lead capture page, special offers, etc. I recommend the "[Profit Center](#)". It comes completely set up and is point/click easy to expand as you build. You won't need anything else for funnel building either!
2. **Email Automation:** "[Aweber](#)" is our automation choice. I've been with them since the late 1990s. They are continually improving and building your capabilities in email automation. Excellent support even for newbies.
3. **Secret EMail System:** Matt Bacak's premier system, the "[Secret Email System](#)" is definitely one you should get, study and use for life to build your online business. I guarantee it will be the best \$6 you spend today... and for life.
4. **Follow-up – or Die:** My killer article is just as applicable today as the day I wrote it back in 1997. "[Follow-up or Die](#)" holds one of the most closely held secrets in marketing that even newbies can implement from day one to succeed where few have. This is a **MUST READ** for all marketers, both online and offline.
5. **Freebies:** The more freebies you can give away to folks, the bigger your email list will be. [The 5DollarFriday site](#) gives away 24 or more marketing tools, software and training each week for you to use for yourself or as giveaways and bonuses in your promotions.
6. **Next Lesson:** The next lesson of this "**EMail Marketing Mastery**" series will be out soon.

Until next email;



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