

Resource Checklist for Email Subject Lines or Topics Ideas

Stumped on creating a good headline. Don't have any idea what to write about? Use this resource checklist to help you come up with ideas.

Headline generators online

- Portent's Idea Generator - <https://www.portent.com/tools/title-maker>
- Hubspot's Blog Topic Generator - <https://www.hubspot.com/blog-topic-generator>
- Tweak Your Biz Title Generator - <https://tweakyourbiz.com/title-generator>

Repurpose content

- Videos
- Podcasts
- Webinars
- Ebooks
- Blog posts
- Social media content

Curate Content

- Hootsuite
- Buzzsumo
- SEMrush
- Ahrefs
- RSS readers like Feedly

Topic research

- Quora
- Reddit
- Keyword planners/tools like KeywordTool.io or Ubesuggest
- Google Suggest
- Amazon
- Twitter advanced search
- Google Trends
- Google Correlate
- Answer the public

Scenarios or Topics

- Follow-up
- Exclusive sale
- Thank them
- Good news
- Holidays
- Upcoming events
- Events your sponsoring, attending, taking part in
- Before and after stories
- Milestone anniversaries
- FAQs
- Free resources you found
- Exclusive tips
- Behind the scenes look
- Breaking news
- Re-engage with them
- Get reviews and input from subscribers

- Talk about how the weather, news, trends are impacting your business
- Sneak peeks
- Follow up recent events or connections
- Ask for feedback
- Send a survey
- Reminders
- Cross sell
- Early bird access
- Limited time reminders
- You made a mistake
- Introduce new members or services
- Product launches
- Free gift offers
- Share advice from experts
- Share about an event you attended
- Share about an award or recognition you received
- Warning emails
- Reveal secrets
- Name drop celebrities or influencers

Swipe files

- <http://swiped.co>
- Google
- email subject lines
- design
- copy
- signature
- post script

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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