

5 Subject Line and Body Combination Templates to Get the Creative Juices Flowing

The goal of any email is to have a subject line and the body that is compelling enough to get the reader to open it and take some form of action. The subject line and body need to work together, grab attention and be relevant. Use these five template combinations to get your creative juices flowing.

EMAIL #1

Subject: You're in :) PLUS, a quick question....

Hey, (first name)

Welcome to (business name)

Thanks for (signing up, joining) our (business) (newsletter, tribe, email)!

Now you'll be the first to hear about new (business name) products, exclusive offers, and more.

Each email will connect you to information that will [how it helps them] to [improve their business, life].

Now, one quick question: Why are you here?

We'd love to know what made you sign up, what you're hoping to learn and most importantly, how we can help you. (Just hit reply to this message.)

While you're waiting for your first email, check out some of our popular (posts, articles, Instagram stories, videos).

Stay tuned!

[signature]

EMAIL #2

Subject: Re: (the contest, the challenge)

[Greeting of some kind] (Hey, Good morning, What's up)! [first name],

Wanted to update you on the [challenge, contest} (24-hour list building challenge, Affiliate Contest) real quick.

I haven't added up all of the submissions yet to (see who won, how many we have participating). I'll do that in the morning and let you know.

But I wanted to share a few of the results I saw rolling in yesterday.

(results, challenge update)

[thanks, see you soon]

[signature]

EMAIL #3

Subject: Did you forget something?

Hey (first name)

We noticed you left something behind. No need to worry though. We saved the items in your cart so you can easily complete your purchase.

Come on back to get your (item, service) you really wanted.

(return to your cart button)

We're waiting for you,

(your signature)

EMAIL #4

Subject: Hello again! It's been awhile

First name

It's been a while since we talked.

Did you still want to hear from us?

We want to ensure you continue to receive content from us that's interesting and relevant to you.

If you'd like to stay connected, please take a moment to update your information.

If you don't want to receive our emails, you can easily unsubscribe.

Signature

EMAIL #5

Subject: Want a [kick-butt team, explosion of conversions]?

Hey there, First name! It's [your name] from [your business] and I hope you're having a great day!

Have you seen my [product name with link]?

[what the product does]

The [benefits of the product] [benefits of the product], each module includes specific ways for your to [outcome].

Go here and you'll get [discount, percentage] off. No promo code needed!

And be sure to read what's happening on the blog this week...

Blog post title

Blog post title

Blog post title

So, who should you [outcome of product] [who should you hire first, what should you do first]

Thanks, and I hope you enjoy the rest of your day!

Xoxo

Your signature and image

P.S. Two years ago, I went all out on Facebook[link] and pretty much stopped all other social platforms. But I'm back on Instagram[link] and Pinterest[link]. Are we friends on any of them? I'd love to connect!

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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