



Nick James Presents:

101 FILL IN THE BLANKS

Subject Line
Templates That
Get Opens
And Clicks

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About the Author Nick James

After starting his first Internet business in 2001 **Nick James** is widely considered one of the Internet's leading independent information publishers and direct response marketers.

He recently was awarded *Internet Marketer of The Year* by **The Profit Coalition**, is the author of best-selling book: [Six Figures A Year In Info Publishing](#) and, together with his wife Kate, is also a contributor to [Rise of the JVZoo Super Hero's](#).

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- 7 Ways To Get Maximum Email Subscribers In Minimum Time
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- 17 Ways To Use Email Marketing To Generate More Traffic And Sales
- 20 Ways To Repurpose Your Blog Content
- 40 Simple Hacks For Creating Content People Love To Read
- 101 Fill In the Blanks Subject Line Templates That Get Opens And Clicks
- The 10-Step Action Plan For Writing Blog Posts That Sell Like Crazy
- The 25 Point Flash Sale Checklist For Creating Cash On Demand
- 7 Easy Set It And Forget It Ways To Make More Money Via Your Existing Website
- 7 Proven Methods To Ethically Persuade Customers To Buy Your Backend Or Upsell Offer

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Introduction

Your email subject line is the most important part of your email. That's because it has one job: to get attention and get the open. If it fails, your entire email fails.

So how do you write an awesome email subject line? Simple – just fill in the blanks on the following templates! Take a look...

1. [Something bad happened]—now what?

Example: Your product launch bombed – now what?

2. [Option 1 or Option 2] – which is better?

Example: PPC or Facebook ads – which is better?

3. Last chance: [get some benefit/discount/etc]!

Example: Last chance to get 75% off!

4. [This thing] disappears in 24 hours...

Example: This \$50 off coupon code disappears in 24 hours...

5. [Buy something now] and save [\$X amount]...

Example: Buy Unfair Advantage Cheat Sheets now save \$25...

6. How to [get a benefit] on a shoestring budget...

Example: How to start a business on a shoestring budget...

7. How absolutely anyone can [Get a Benefit]...

Example: How absolutely anyone can write an amazing novel...

8. [Number] weird ways to [Get a Benefit]...

Example: 3 weird ways to get rid of belly fat...

9. How to [Get a Benefit], fast...

Example: How to get rid of aphids, fast...

10. Who else wants to [Get a Benefit]?

Example: Who else wants to catch trophy fish?

11. The #1 best way to [Get a Benefit]...

Example: The #1 best way to choose a puppy...

12. How safe [is your object]?

Example: How safe are your online accounts?

13. [Some process] made easy...

Example: Getting rid of cellulite made easy...

14. I'm pulling the plug [on some offer]...

Example: I'm pulling the plug on this early-bird offer tonight...

15. Are you making these [type of] mistakes?

Example: Are you making these copywriting mistakes?

16. How [some specific thing][resulted in some bad thing]...

Example: How my addiction destroyed my career...

17. Are you afraid of [some task]?

Example: Are you afraid of testing and tracking?

18. Get the insider secrets to [some topic]...

Example: Get the insider secrets for profitable product launches...

19. Do you ever [feel or act some way]?

Example: Do you ever hate trying on bathing suits?

20. How to think like [some successful person]...

Example: How to think like a wealthy entrepreneur...

21. Ever dream about [some good thing]?

Example: Ever dream about traveling to Europe?

22. You'll never believe what this [type of person] did...

Example: You'll never believe what this waitress did to start a business...

23. Start [getting some benefit] for just [low dollar amount]...

Example: Start getting targeted traffic for just \$1...

24. How I [did some astonishing thing]...

Example: How I got on the New York Times bestseller list...

25. FLASH SALE: [description]

Example: FLASH SALE: Four hours, \$40 off!

26. The quick and easy way to [Get a Benefit]...

Example: The quick and easy way to lose 10 pounds...

27. Why [something bad happens]...

Example: Why businesses fail...

28. Here's why some [people] almost always [get good results]...

Example: Here's why some runners almost always win their races....

29. Is [something you thought was a good thing actually doing a bad thing]?

Example: Is your novel putting people to sleep?

30. The ultimate guide to [getting some benefit]...

Example: The ultimate guide to remodeling your kitchen...

31. The ultimate list of [some type of thing]...

Example: The ultimate list of email subject line templates...

32. A surprising way to [get a benefit]

Example: A surprising way to get a promotion...

33. How to simplify [some process]

Example: How to simplify conversion testing...

34. Want [some benefit]? Read this...

Example: Want more traffic? Read this...

35. What's even better than [some good thing]?

Example: What's even better than eating chocolate cake while dieting?

36. The article every [type of person] needs to read...

Example: The article every parent needs to read...

37. Why you need [some thing]...

Example: Why you need this meal-planning app...

38. Where to get [some good thing]...

Example: Where to get the best hotel discounts...

39. Can you [get a good result] without [some specific thing]?

Example: Can you land a \$100,000 job without a college degree?

40. The science behind [some topic]

Example: The science behind melting fat...

41. Save [time/money] with these [type of] hacks...

Example: Save time with these productivity hacks...

42. Don't [take some action] until [you do some other thing]...

Example: Don't buy a DSLR camera until you read this...

43. Should you [take some action]?

Example: Should you upload your book to Kindle?

44. [Something useful] for [some group of people]...

Example: Delicious, easy recipes for dieters...

45. How to get your first [desirable result]...

Example: How to get your first book deal...

46. Improve [some result] fast...

Example: Improve your golf swing fast...

47. Skip the [type of] learning curve...

Example: Skip the car-buying learning curve...

48. Avoiding [some bad thing]...

Example: Avoiding dangerous toxins in your foods...

49. The secrets behind [some topic or result]...

Example: The secrets behind writing \$1 million copy....

50. An embarrassingly simple way to [get a benefit]...

Example: An embarrassingly simple way to impress your dinner-party guests...

51. The ideal [type of thing]...

Example: The ideal plot for your next thriller...

52. Let me send you this free [type of report, video, etc]...

Example: Let me send you this free home-remodeling video...

53. Why everyone is wrong about [some topic]...

Example: Why everyone is wrong about social media...

54. Here's why you'll never [get some desired result]...

Example: Here's why you'll never get your asking price for your home...

55. No [ideal situation or prerequisite]? No problem!

Example: No college degree? No problem!

56. Steal these [tools]...

Example: Steal these copywriting templates...

57. Get rid of [bad thing]...

Example: Get rid of fine lines and wrinkles...

58. Turn [bad thing] into [good thing]...

Example: Turn a cold list into your most profitable asset...

59. The [type of] survival guide...

Example: The backpackers' survival guide...

60. Are you a [type of] zombie?

Example: Are you an affiliate marketing zombie?

61. Epic [type of] fails (and how to avoid them)...

Example: Epic gym fails (and how to avoid them)...

62. [Strategy, tool, platform, etc] is dead...

Example: Facebook is dead...

63. How to impress [some person or group]...

Example: How to impress your future mother-in-law...

64. Answers to your toughest [type of questions]...

Example: Answers to your toughest relationship questions...

65. [Getting some bad result?] Read this...

Example: Can't get rid of the love handles? Read this...

66. I love this [type of tool, product, etc]!

Example: I love this brand-new social media site!

67. How to beat [some bad thing]...

Example: How to beat your competition...

68. [Do something] for dirt cheap?

Example: Go on a Hawaiian cruise for dirt cheap?

69. Super-charge [some result]...

Example: Super charge your email marketing...

70. [Type of] experts reveal [how to get a good result]...

Example: Financial experts reveal how to retire rich...

71. What [type of people] do when they [have a problem]...

Example: What bestselling novelists do when they get writer's block...

72. How to solve your [type of] problem...

Example: How to solve your debt problem...

73. What type of [person] are you?

Example: What type of marketer are you?

74. Become a [type of] rock star...

Example: Become a copywriting rock star...

75. You, [a successful person]?

Example: You, a successful real estate agent?

76. Get [some result] fast...

Example: Get to the top of the bestsellers lists fast...

77. WARNING: [description]...

Example: WARNING: this food sabotages diets...

78. HURRY: [description]...

Example: HURRY, this webinar is almost sold out...

79. Never [do unwanted thing] again...

Example: Never cut yourself shaving again...

80. My favorite [way to do something or type of thing]...

Example: My favorite way to get traffic...

81. The key to [type of success] is...

Example: The key to landing your dream job is...

82. [Deadly/expensive/etc] [type of] mistakes...

Example: Deadly copywriting mistakes that kill conversions...

83. A step-by-step [type of] guide...

Example: A step-by-step guide to refinishing your cabinets...

84. This [type of thing] disgusts me...

Example: These marketers disgust me...

85. What's your opinion of [type of thing]?

Example: What your opinion of Aweber?

86. Do you recognize these [type of] signs?

Example: Do you recognize these cancer warning signs?

87. The end of [some type of thing]?

Example: The end of email marketing?

88. How [some factor] destroys [some good result]...

Example: How your fear destroys your marriage...

89. You could be the next [type of] success story...

Example: You could be the next weight-loss success story...

90. Check out these astonishing [type of] results!

Example: Check out these astonishing Facebook ad results!

91. Download this [type of product]...

Example: Download this free organic pest control report...

92. [Number] surefire tricks for [getting some good result]...

Example: 7 surefire tricks for doubling your conversion rate...

93. Is [some bad thing about to happen]?

Example: Is your wife about to ask for a divorce?

94. The future of [some topic, strategy, industry, etc]...

Example: The future of online dating...

95. [Number] [types of things] that [deliver a benefit]...

Example: 5 common foods that boost your metabolism...

96. Did you ever think [you'd get some good result]?

Example: Did you ever think you'd be living in your dream home?

97. [Number] things [type of person] needs to know...

Example: 10 things every elementary teacher needs to know...

98. Here's some [type of] magic...

Example: Here's a little copywriting magic...

99. The silent killer that's [giving bad results]

Example: The silent killer that's attacking your heart...

100. Let's [get some benefit] together...

Example: Let's write your first novel together...

101. A freaky way to [get some benefit]...

Example: A freaky way to get top Google rankings...

Conclusion

So there you have it – 101 fill in the blank email subject templates. Put these to work for you today to see what they can do for your open rates!

Recommended Resources

Six Figures A Year. This course is based on my personal experience making \$100,000+ a year selling books, reports, webinars, courses and other information products online. Let me take you by the hand and show you how to copy my success.

<http://www.SixFiguresAYear.com>

Simple Product Profit Formula If you can write 7-15 page reports, you can make a living from the comfort of your own home, working your own schedule.

<http://www.SimpleProductProfitFormula.com>

Premium Product Profit Formula. Discover how to create your own \$97 products in 48 hours or less! Ramp up your sales quickly by creating your own “premium” products in just two days. <http://www.PremiumProductProfitFormula.com>

Affiliate Traffic Game Plan. The “no-cost, no-budget” system for getting other people to send you traffic. Jam-packed with strategies, mini-blueprints, examples, fill-in-the-blank templates spread out over 3 hours and 150+ pages, this is THE system for getting free traffic to your website. <http://www.AffiliateTrafficGamePlan.com>

The Free To Fee System. Learn how to give away free content to generate traffic to your website AND persuade people to buy your products. This is THE go-to training course on the subject. <http://www.FreeToFee.com>

Email Marketing Game Plan. Fill-in-the-blank email templates. Promotional ideas for every week of the year. Copy and paste starters. Everything you need to hit “fast forward” on creating emails that get results. <http://www.EmailMarketingGamePlan.com>

Sales Copy Game Plan The “best bang for your buck” for learning how to write salesletters that convince people to buy what you’re selling. Take the “10-day challenge” and learn to write copy like a pro. <http://www.SalesCopyGamePlan.com>

Unfair Advantage Cheat Sheets. Over 880 pages of fill-in-the-blanks templates, swipe files, case studies, training tutorials and more to make writing anything faster, easier, and better. True must-have for every content writer. <http://www.UnfairAdvantageCheatSheets.com>