



110 CATCHY EMAIL SUBJECT LINES | That Get Opened

FIRST OF ALL — THANK YOU — FOR YOUR ATTENTION!

You've got something worth saying and the email is basically written. The subject line is the part that stalls you.

That's most people. The message usually isn't the problem. Getting it opened is.

I'm Joey Ragona. I'm a strategic business coach, and I've sent a lot of emails to a lot of lists, including plenty nobody opened.

These 110 are the patterns that kept showing up in the ones that did. They're starting points, not scripts. Change the words so they sound like you.

A subject line that sounds like a stranger gets treated like one.

Your AI can write a hundred of these in four seconds. That was never the hard part. Picking the one that sounds like you, and that doesn't spend trust you'll want next week, still isn't something it can do for you.

One thing on how to use them. A good subject line gets the email opened. What happens next is down to what you wrote.

These won't rescue a weak email, and they're not here to trick someone into opening something they'll regret opening. That's the fastest way to teach your list to ignore you.

Try one or two. Then [send me an email](#) and tell me how it went.

Joey Ragona

Online Business Strategist & Marketing Coach



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1. 7 _____ Secrets, They're Easy, & You Can't Mess Them Up
2. What Your _____ Really Wants To Hear
3. ReThink how you _____
4. 3 Tips Only An _____ Would Give You
5. Just the Hottest _____ Tips I've Ever Revealed
6. When Is It Safe To _____?
7. Make Your _____ Feel Like _____
8. A Stress-Free _____
9. The _____ Habit That _____ (The Bad Speaker Habit That Scares Buyers Away)
10. Insanely Easy _____
11. Make the Most of _____
12. Break Up With Your _____ (day job, fears)
13. What's better than _____?
14. Dive into _____ of _____ (Dive into the magic of customer influence)
15. Annoying _____ Problem (Annoying Workout Problem)
16. Killer _____ Advice
17. 5 must-have _____
18. Make your _____ unstoppable
19. The REAL reason you can't _____ (get sales)
20. ____ that make you ____ (conversation techniques that make you an instant magnet)
21. The scary _____ no one's talking about
22. Lock down _____
23. The surprising thing _____ notice
24. Advice from _____ you wish you had
25. 8 surprising mistakes that could cost you your _____
26. The _____ we know you're curious about (costly mistakes)
27. _____ that fuel you (marketing tips, foods)
28. 9 super-revealing _____
29. The Next Generation of _____
30. 5 Reasons to _____
31. Easy Ways to _____
32. A New Natural Approach to _____
33. What's behind the _____ trend?
34. Treat Your _____ Like a Pro
35. The Must-Have _____ (The must have investor secrets)
36. Inside _____ minds (the top marketing)
37. I discovered ordinary people _____
38. I beat my ____ (fear of failure, perfection syndrome)
39. Essential advice to _____
40. Take a deep breath ... it's time to _____
41. Dare to _____

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42. _____ like a pro
43. What it feels like to have _____
44. Your fast track to _____
45. Aim to be the best at _____
46. Real story behind _____
47. What's _____ hiding?
48. 7 things you didn't know about _____
49. The 3-Step Wonder For _____
50. What _____ Notice First
51. The most _____ (the most embarrassing thing I've ever done)
52. This super easy DIY _____ technique keeps _____ and _____ (this super easy DIY "dusting" technique keeps hair healthy and gorgeous)
53. The _____ way to get _____ (the easiest way to get thin)
54. Five Fixes For A _____
55. Do you HAVE to _____ ? (Do you HAVE to stop eating pizza?)
56. Nail Your _____ (job interview, next presentation)
57. A _____ They'll _____ (A presentation they'll drool over)
58. Are you sending the right signals to your _____ ? (customers)
59. _____ in half the time (for real)!
60. The surprising things messing with _____
61. 5 _____ rules that work
62. _____ the right way (Online marketing)
63. 3 sneaky little ways to _____ right now! (spend smarter)
64. Reboot your mind with _____ intel & tips (investment crushing)
65. The crucial topic your _____ isn't talking to you about. (financial planner)
66. Put your _____ to good use. (natural talent, failures)
67. 4 simple tricks to change up your _____ (workout results)
68. 5 traits that make you _____ (lose a sale, more attractive)
69. What does it mean to _____
70. How < NOT> to _____
71. The Rules For _____ (eating healthy in 2019)
72. 3 Reasons Why _____ (most marketing sucks)
73. Decode Their _____ (sales funnel)
74. The Greatest Thing You Can Do _____ (at a meeting, your first week on keto)
75. Build A Better _____ (business, keto plan, etc)
76. How To Rock Your _____ (next workout)
77. 3 Myths about _____
78. The Crazy Path That _____ (made my first million)
79. My first year as a _____
80. How well do you _____? (read your prospects' signals)
81. Plugging in to _____ (your customer's head – mind – thoughts)

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82. The Scary Thing 90% of People _____ (invest in, do, think about)
83. Accelerate your _____
84. Your _____ Must-Haves
85. Have the most fun _____ Ever! (workout)
86. Hurry up before this _____ gets pulled down (free training)
87. 9 facts about _____ that will blow your mind
88. 5 extremely rare _____ secrets
89. _____ are following these 7 easy steps to _____ without fail
90. Here's how people like you are _____ (making X every week)
91. I can't believe this happens _____ (every year, at Walmart, after 3 days on a diet)
92. 10 _____ Disasters
93. Smart Ways to _____ (Double Your Money)
94. 5 Mind Blowing _____ You've Never Tried Before
95. The One Thing You Must NEVER DO _____ (on a job interview)
96. Break These Rules – _____! (Make More Money)
97. Trick Yourself Into _____ (Going to the Gym)
98. Genius Ideas to _____
99. How Other People Are _____
100. What's _____ For You? (the right business)
101. An Ingeniously Simple Way To _____
102. The Small Idea That's Revolutionizing _____
103. 7 Easy Hacks to Boost _____
104. Why _____ Fails
105. 3 Simple Steps to _____
106. Everything You Need to Know About _____
107. Classic _____ Mistakes Amateurs Make
108. Why now is the moment to _____
109. Master the Art of _____
110. The tools to _____

Also check out:



**How to write email your people
actually want to open**