

## Best Email Headlines

### Benefit-Driven Subject Lines

1. Did you see this?
2. Yep, this actually works
3. BOOM! That just happened...
4. Have you seen this yet?
5. Where [desired result] Is and How To Get It
6. [Blank] Your Way To A [I think something should be here but it's crossed off] You
7. You, a [desired result]
8. Stop the Madness
9. You Too Can [desired result]
10. How To Become [desired result]
11. There's Big [desired result] In Store
12. You Don't Have to Be [something challenging] to be [desired result]
13. Little Known Ways to [blank]
14. How to turn [blank] into [I think something should be here but it was crossed off]
15. Get Rid of [problem] Once and For All
16. Here's a Quick Way to [solve a problem]
17. Get [desired result] Without Losing [blank]
18. Never Suffer From [undesired result] Again
19. The Quickest & Easiest Way To [desired result]
20. How To Become [desired result] When You [something challenging]
21. See How Easily You Can [desirable result]
22. How To Take The Headache Out Of [blank]
23. Answered: Your Most Burning Questions About [blank]
24. Who Else Wants [desired result]?
25. How to fast-track your [desirable result]

### Logic-Based Subject Lines

1. Call me crazy, but...
2. Really...really!!
3. Frankly I'm a little surprised
4. Subject: How to get paid [Literally]
5. A simple formula
6. [Niche / Tactic / Objective] Hacks

### Threat-Based Subject Lines

1. WARNING Only 178 Tickets left...
2. Last Chance?
3. Bad News
4. You're About to Miss out
5. I'm Done Talking to You About This
6. If You Don't [blank] Now, You'll Hate Yourself Later
7. The Biggest Lie In [your industry]
8. Don't Try [blank] Without [desired action] First
9. [blank] May Be Causing You To Lose Out On [desired result]
10. At Last, The Secret To [desired result] Is Revealed
11. Why [blank] Fails and [blank] Succeeds
12. The Ugly Truth About [blank]
13. What Everybody Ought to Know About [blank]
14. The Sooner You Know [blank] The Better