



## CHECKLIST FOR EFFECTIVE SUBJECT LINES

Subject lines are one of the most important components of a successful email because of the dramatic increase in spam. Seven seconds is about how much time you have to engage readers and pull them into your email...make them count!

- Start:** Begin with writing possible subject lines while you are drafting the content of your communication. That way you will have a few relevant options to tweak rather than creating one at the last minute.
- Brand:** Include your organizations name or acronym you are known by in the subject line. Ensure the audience knows the communication is coming from a trusted source.
- Segment:** Identify customers based on their interests and then send each group communications that appeal to their interests.
- Specify:** Have the interest your communication's content is hitting clear in the subject line.
- Minimize:** Stay under 40 characters – about 5 to 8 words – with the most important words first.
- See:** Review the subject line through different email providers to see varying degrees of visibility.
- Avoid:** Do not use spam content such as sale, free, advertisement, \$ sign, and excessive punctuation by using the Anti-Spam Checker.
- Review:** Send the subject line to friends or colleagues to gain insights on how to increase relevance and creativity.
- Send:** Distribute the email to yourself to view it as the recipients would and determine if you would open it immediately, ignore it, or delete it.
- Note:** Remember the subject lines that intrigue you and which ones you tend to delete and use them as a reference.
- Test:** Send the same email to two, three, or four different groups, each with a different subject line.
- Track:** Use reporting to track the success of your subject lines through the open rates.