

# 60 Email Subject Lines

Great marketing emails don't start with the design or the copy inside the email. They start with the subject line.

Because if no one opens, nothing else matters.

This swipe file brings together 60 proven subject lines that actually earned clicks. They're grouped by strategy — curiosity, urgency, benefits, and more — so you can quickly find inspiration and apply them to your own campaigns.

Use this as your go-to vault whenever you're stuck staring at a blank subject line field.



## Curiosity & Intrigue

1. You're not using this growth lever yet
2. The secret campaign we almost killed (but tripled ROAS)
3. What no one tells you about scaling ads
4. The biggest lie in marketing right now
5. Steal this subject line formula
6. Read this before you launch another campaign
7. The strategy we thought wouldn't work (until it did)
8. Guess which ad outperformed by 5x?
9. What we learned after wasting \$50,000
10. The growth hack hiding in plain sight



## Urgency & FOMO

1. Stop wasting money on this channel
2. Last chance: don't miss this campaign breakdown
3. Before you spend another dollar on ads...
4. You'll regret not trying this by Q4
5. 24 hours left to fix this funnel leak

6. The one metric you can't ignore right now
  7. This playbook disappears at midnight
  8. Don't fall behind on this trend
  9. Why smart marketers are pivoting *today*
  10. This will matter more than ROAS in 2026
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## 💡 Practical & Tactical

1. How to double your CTR in 7 days
  2. The UGC framework that converts every time
  3. 3 ads you should copy this week
  4. The subject line that got 63% opens
  5. A/B test results you can steal
  6. The only landing page format you need
  7. 5 hooks that outperform everything else
  8. The creative test that tripled our ROAS
  9. How to scale without increasing spend
  10. Our exact email funnel template
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## 🔥 Bold & Contrarian

1. Why your best ad isn't your best ad
  2. Stop using influencers like this
  3. The worst advice in marketing right now
  4. Forget content calendars (do this instead)
  5. Why targeting doesn't matter anymore
  6. Your "brand strategy" is slowing you down
  7. More spend ≠ more growth
  8. Why most marketers are scared of UGC
  9. The funnel is dead (here's what works now)
  10. Stop chasing trends — do this instead
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## Benefit-Driven & Outcome-Focused

1. Want 10x results? Start here
  2. The simplest way to cut CAC in half
  3. Grow your email list without ads
  4. This one tweak boosted conversions by 37%
  5. How we added \$1M ARR with one campaign
  6. The ad script that prints revenue
  7. From 0 → 100K users: the exact steps
  8. Turn \$1 into \$7 with this strategy
  9. The fastest way to scale your offer
  10. The growth playbook we still use in 2025
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## Conversational & Personal

1. Can I be honest?
  2. I was wrong about this...
  3. You'll laugh, but it worked
  4. Something we almost didn't share
  5. Want to see behind the scenes?
  6. This might surprise you
  7. We didn't expect this result
  8. A quick story for you
  9. You'll never look at ads the same way
  10. Let's settle this debate once and for all
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## The Takeaway

Great subject lines tap into **curiosity, urgency, or clear benefits**.

They're short (ideally under 9 words), and they speak directly to the *reader's mindset* — not your ego.

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