

Subject lines ideas for cold outreach:

1. Boost your revenue with proven strategies
2. A free gift that will bring you more conversions
3. The strategy that you are missing...
4. Are you wanting to improve your email marketing?
5. The single thing that you may be missing to destroy your competition...
6. The secret that may separate you from your competitors
7. Why successful marketers need to understand their audience
8. What to do once you have an online audience to sell to
9. 1 free gift that could get your sales to where you want
10. Are you trying to be the best in your market?
11. The marketing solution that is being used by multi-million dollar companies
12. The sneaky email template that will make your customers NEED to buy your product/service
13. Did you know that building a relationship with your customers will improve their Life Time Value?
14. If you are wanting to grow your online marketing, then you need to learn the tricks that professional marketers are using
15. Knowing what to tell your customers is important for making them purchase more
16. The quickest way to grow your email list
17. The truth behind the correct ways to benefit you & your audience
18. Better than just selling, learn how to build rapport within your customers
19. The single piece you need to finish your marketing puzzle
20. How to understand your target audience at a deeper level
21. The secret to boosting your online conversions via email
22. Why are you still worrying about how to properly email your list
23. What you should do to get your brand to the next level
24. What NEVER to send out to new customers
25. The real reason why your business may be lacking...
26. The wisdom of marketing that your competitors don't know about
27. How to utilize your email list PLUS a free gift designed for you
28. The simple email segment to learn more about your customers
29. WARNING - Don't overflow your customers with sales emails, instead try this...
30. Are you still below your competitors within the realm of online marketing?
31. The email trick to make your customers want to tell others about your company
32. The stealthy method used by the top to blow their competitors out of the water...
33. Become the BEST in all realms of online marketing
34. Did you know that the top businesses type their emails in ways that everyone else doesn't to make them the most successful?
35. When is the most effective time to send emails out to your list
36. The most effective email segment to send to new customers on your list
37. The truth about specifically designed emails for maximum revenue
38. The marketing technique your competitors don't use that you could...

39. Save yourself time by having effective emails designed for your list
40. The proven psychological trick to have maximum impact for your marketing
41. Improving your revenue via emails is more simple than you think...
42. A free gift that you can send out to your customers for better results
43. If you feel stuck with trying to grow your audience, then you need to reevaluate the effects your emails are having
44. If you want to sell your service more effectively, then you need to learn this email strategy used by the best in the market...
45. WARNING - This could be your solution to taking your business TO THE MOON!
46. Is your revenue where you want it to be at? If yes, then don't learn this secret
47. Why understanding the psychology of your target market is crucial to success
48. You began your business because you have a goal that you want to achieve, this may be the one roadblock you need to overcome...
49. Multi-millionaires use this strategy, are you?
50. How to psychologically make your customers want to buy more of your products/services
51. EVERYONE is using this new strategy that has been guaranteed to boost your sales overnight.
52. Before everyone starts using this new method...
53. Old methods not working for you?

Email template ideas for cold outreach:

DIC Template (Disrupt, Intrigue, Click)

Message 1: Goal is to get them to reply with a "Yes"

Subject Line: (Disrupt Element)

Hello <given name>,

<Personalized compliment>

In fact, there is a reason for why big companies are in the position that they are in.

It's not because they got lucky, or just found the perfect product for their market.

They were able to use proven methods to psychologically understand their target market or current set of customers.

I was looking at your website and I had an idea on how to help you increase your sales for <product>.

I put together <free gift> that you could send out to your email list that utilizes those exact proven methods.

Would you like me to send it over as a free gift?

<Signature>

Message 2: Goal is to set a time/date for a call

Hello <given name>,

I've attached the <free gift> below.

If you like what I put together, I highly recommend that we hop on a quick call to discuss other ways I could bring value to you and your business.

If so, what date/time this week would work best for you?

If not, let me know so I can remove you from my follow-up list.

<Signature>

PAS Template (Pain/Desire. Amplify. Solution)

Subject Line: (Pain/Desire Element)

Hello <given name>,

<Personalized compliment>

When you look at your current analytics, are they at the numbers you want them to be at?

Do you see the potential of your business growing to become one of the best? I do.

You have the potential to destroy your competition.

ONLY, if you use the techniques that they aren't using.

I was looking at your website and I had an idea on how you could increase your sales for <product>.

I put together <free gift> that you could send out to your email list that utilizes those techniques.

Would you like me to send it over as a free gift?

<Signature>

Message 2: Goal is to set a time/date for a call

Hello <given name>,

I've attached the <free gift> below.

If you like what I put together, I highly recommend that we hop on a quick call to discuss other ways I could bring value to you and your business.

If so, what date/time this week would work best for you?

If not, let me know so I can remove you from my follow-up list.

<Signature>