

Subject Line: I bet NOBODY even listens to you when you talk.

You're probably thinking that has nothing to do with writing copy,

It has A LOT to do with it.

When you start speaking, do people even pay attention?

Do they have any interest in you at all?

You need to command people's attention as soon as you start talking,

Or, in Copywriting terms, you have to write a **killer subject line**.

It doesn't matter how good your offer is if you can't make people click...

Write eye-catching one liners,

Anything that disrupts the pattern. But it has to hit pain points or desires or you'll NEVER maintain the reader's attention.

And that's the next step, you have to be capable of capturing AND maintaining one's attention.

NEVER allow the reader to get bored, it's a **SIN**.

You must be captivating at all times, drip feeding value until finally...

You give them the offer or solution that your copy has made sound irresistible, to the point they crave it.

But it all starts with getting your email opened..

Implement extreme disruptions into your subject lines and analyse your open rates,

Never forget, your email is worthless without a good subject line, as the reader will never click into it.