



Product-Focused (20)

1. Travel-Friendly? – Is it portable? TSA-approved? Tell them.
2. What's Inside – Breakdown of what's included in the box or bundle.
3. Zero Waste Use – Share how to use all of a product with no waste.
4. Reorder Reminder – Nudge to repurchase (especially consumables).
5. One Feature – Spotlight a standout ingredient or detail.
6. Why It Works – The science or logic behind your product.
7. What It Replaces – Highlight what your product helps customers stop doing or using.
8. Limited Edition Look – Highlight a time-sensitive or seasonal product.
9. Who It's For – Describe your ideal customer.
10. Product Spotlight – Dedicate a whole email to one SKU.
11. One Benefit – Emphasize a powerful outcome of using your product.
12. Best Paired With – Upsell with perfect pairings or complementary products.
13. Staff Favorite – Feature an employee's personal favorite and why.
14. Best-Seller Breakdown – Deep dive on your top-selling product.
15. Child/Pet Safe? – Answer common family-related product questions.
16. When to Use It – Situational breakdowns: morning, night, gym, travel, etc.
17. What Makes It Different – Comparison to industry standards or common products.
18. How to Use It – Instructions, tips, or best practices for success.
19. Who It's Not For – A contrarian approach to further qualify leads.
20. How It's Made – Share the materials, craftsmanship, or sourcing process.



Education & Comparison (20)

1. Expert Tip – A niche trick from a pro or insider.
2. Step-by-Step Guide – Use, assemble, or apply.
3. 3 Things You Didn't Know – Share surprising info about your product.
4. Label Decoder – Explain hard-to-understand product specs or certifications.
5. FAQ Roundup – Answer top questions from support.
6. Industry Secrets – Share insider knowledge or sourcing practices.
7. You've Been Doing It Wrong – A clever twist to educate.
8. Ingredient Highlight – Focus on one specific ingredient or material.
9. Break the Rules – Flip a standard belief in your category.
10. How It's Different Than It Looks – Break assumptions.
11. Better for You, Here's Why – Educate on long-term benefits.
12. Customer Misconceptions – Clarify common misunderstandings.
13. Upgrade Your Routine – Show how your product improves daily life.
14. New Research Says... – Cite studies relevant to your offering.
15. The Dirty Truth – Reveal what's wrong with other options.
16. Top 3 Mistakes – Help customers avoid pitfalls in your niche.
17. Myths vs Facts – Bust industry misconceptions.
18. Us vs Them – Brand comparison chart or list.
19. How to Read a Label – Teach customers how to shop smarter.
20. Why Cheaper Isn't Better – Quality over price argument.



Customer & Social Proof (20)

1. UGC Gallery – Send an email just showing lifestyle content.
2. “I Was Skeptical Until...” – A compelling conversion story.
3. Social Media Roundup – Feature tagged posts from real users.
4. Real People. Real Results. – Compile mini testimonials with headshots.
5. Customer Poll Results – Turn survey data into an email.
6. What You Said vs What We Did – Customer-driven updates or features.
7. Fan of the Month – Reward & showcase a loyal customer.
8. Thank You for 10,000 Customers – Celebrate milestones.
9. Testimonial Showcase – Feature a customer quote and result.
10. Top Reviews – A collage of happy customer feedback.
11. 1 Customer Deep Dive – Feature one customer story.
12. 95% of Customers Say... – Share stats from surveys or reviews.
13. Video Review Spotlight – Link to or embed UGC.
14. Product Rated 4.9 Stars – Here’s Why – Social proof-driven explanation.
15. Your Voice Matters – Ask for reviews or feedback.
16. Before & After – Visual or narrative transformation.
17. Customer Map – Show where customers are located worldwide.
18. Your #1 Product – According to Reviews – Backed by the data.
19. Celebrity/Influencer Endorsement – Subtle flex without bragging.
20. How Customers Use It Differently – Showcase unique use cases.

Brand & Community (20)

1.
BTS of a Product Launch – Pull the curtain back.
2. Your Stories Inspire Us – A thank you to the community.
3. Founder's Favorites – Product picks + personal story.
4. Note from the Founder – Vision, gratitude, or a behind-the-scenes look.
5. From Our Family to Yours – Humanize your brand with warmth.
6. Charity Spotlight – Promote who you support and why.
7. Our Packaging Journey – Sustainability or branding angle.
8. Culture Corner – What books, music, or vibes power your team.
9. Why We Exist – Share your brand mission or problem you solve.
10. We're Listening – Invite feedback on your growth.
11. Our Values – Let people connect with your ethos.
12. Team Favorites – What your employees actually use.
13. We're Hiring – Let your customers refer great people.
14. Behind the Scenes – Office, warehouse, or production shots.
15. Brand Anniversary – Celebrate with reflection or a story.
16. Impact Report – Show how purchases support bigger causes.
17. Brand Timeline – From launch to now.
18. What We Believe – A manifesto-style email.
19. Meet the Team – Spotlight team members with photos or fun facts.
20. Sustainable Practices – Share your eco-commitments or efforts.

Creative & Fun (20)

1. Weekly Roundup – Recap blog posts, IG Reels, TikToks, etc.
2. Style Guide / Lookbook – Outfit or usage inspiration.
3. Flashback Friday – Old logo, product, or founder photo.
4. Pet Pics / Kid Pics – Showcase customers' pets/kids using your product.
5. This or That – Poll your audience with 2 options.
6. Design Process – Share the early sketches or mockups.
7. Did You Know? – Surprising trivia about your product or industry.
8. Your Daily Routine, Upgraded – Fun checklist-style layout.
9. Behind the Name – Explain product or brand name origin.
10. Customer Challenge – Encourage them to use the product daily, etc.
11. Would You Rather – Quick fun poll email.
12. What's Coming Next – New products or updates.
13. Treat Yourself – Self-care focused without a discount.
14. What's in Our Bag? – Reveal your team's favorite everyday items.
15. Quiz Time! – Personality quiz to match products.
16. Sneak Peek – A teaser of an upcoming product.
17. Vision Board – Show where your brand is headed in the future.
18. You Voted – Here's the Winner – Share results of customer voting.
19. Trivia Time – Fun facts about your industry or brand.
20. Riddle or Puzzle – Just for fun, tied back to your brand.