

MEQUODA PRO LIVE

EMAIL SUBJECT LINE SMACKDOWN

**Test Your Email Subject Line Prowess
Against 3 of America's Top Copywriters**

Today's Hosts



Kim Mateus
Senior Partner & Research Team Leader
Mequoda Group



Don Nicholas
Managing Partner
Mequoda Group

Today's Smackdown Panelists



Mark Johnson

Marketing communications specialist with over 25 years of copywriting experience



Peter Schaible
Copywriter



Peter Fogel
Copywriter & Author

Author of *"If Not Now... Then When? Stories and Strategies of People Over 40 Who Have Reinvented Themselves"*

Agenda for Email Subject Line Smackdown

1. Subject Lines that Get Opened
2. Email Subject Line Basics
3. Panelists' Favorite Archetypes
4. Subject Line Top Grading
5. Smackdown #1 – 4

module 1

SUBJECT LINES THAT GET OPENED

17 Email Subject Line Archetypes

1. The **KEYWORD** email subject line

"The best way to grow roses in the winter"

2. The **URGENCY** email subject line

"Early-Bird Registration Ends Friday"

3. The **BENEFIT** email subject line

"Loose Weight While You Sleep"

4. The **HOW-TO** email subject line

"How to Write a Hit Song and Sell It"

5. The **FASCINATION** email subject line

"The Amazing Diet Secret of a Desperate Housewife"

6. The **LIST** email subject line

"Ten Delicious Recipes for Squid "

17 Email Subject Line Archetypes

7. The INTRIGUING PROMISE email subject line

“The Lazy Man’s Way to Riches”

8. The TEASER subject line

“Do You Close the Bathroom Door When You’re Home Alone?”

9. The QUESTION subject line

“Would Self-Hypnosis Help You Achieve Your Goals?”

10. The NEWS email subject line

“Federal Home Loan Program Announced”

11. The TESTIMONIAL email subject line

“Why Arnold Palmer uses Quaker State Motor Oil”

12. The SEASONAL email subject line

“Your New Year’s Resolutions for Losing Weight”

17 Email Subject Line Archetypes

13. The ISSUE-BASED email subject line

“Today’s Early to Rise: Barney Frank Speaks Out”

14. The COMMAND email subject line

“Subscribe to Sunset Magazine”

15. The REASON WHY email subject line

“Reasons Why Microsoft Outsell Apple”

16. The TARGETED email subject line

“Attention Bostonians Who Need to Lose Weight”

17. HYBRID & PERSONALIZED email subject lines

“Janice Morgan, your children can earn top grades”

module 2

EMAIL SUBJECT LINE BASICS

Email Subject Line Basics

- Email subject lines are the **digital equivalent of print media headlines**.
- For both news articles and advertising, **75% of your success is gated by your headline**.
- AOL and Hotmail truncate the email subject line if it is longer than **45-51 characters**. Other email clients permit up to **80+ characters**.
- Each email should encourage the subscriber to **click through on a button, hypertext link, or navigational link** to reach a page on your website.

module 3

PANELISTS FAVORITE ARCHETYPES

Fogel's Favorite Subject Line Archetypes

Peter Fogel's Favorite Archetype:
[insert favorite archetype]

Examples of this archetype:

“insert example”

“insert example”

“insert example”

Johnson's Favorite Subject Line Archetypes

Mark Johnson's Favorite Archetype:
[insert favorite archetype]

Examples of this archetype:

“insert example”

“insert example”

“insert example”

Schaible's Favorite Subject Line Archetypes

Peter Schaible's Favorite Archetype:
[insert favorite archetype]

Examples of this archetype:

“insert example”

“insert example”

“insert example”

module 4

SUBJECT LINE TOP GRADING

Subject Line Top Grading

Topgrade from the Top Down

High performers at the top attract and hold high performers at the next level.

Topgrading occurs as the high performance standard cascades down.

Email Subject Line Summary Report

Date Sent	Subject Line	Archetype	Total Sent	Total Open	Open Rate
7/1/09	Tools of Engagement For Your Email Newsletter	8 - Intriguing Promise	8822	1916	22%
7/2/09	Mequoda Pro: 12 Tips for Making a Good First Impression with Your Email Newsletter	6 - List	8826	1979	22%
7/6/09	Mequoda Daily: The Long Tail of Keyword Analysis	5 - Fascination	8849	2034	23%
7/7/09	Mequoda Webinar: How to Integrate Twitter into your Online Business Strategy	4 - How-to	8847	2094	24%
7/8/09	Mequoda Daily: Are All the Mequoda Best Practice Guidelines Written Down Somewhere?	10 - Question	8855	1606	18%
7/9/09	Mequoda Summit: The Real Reason We Go to Conferences...	7 - Reason Why	8707	1665	19%
7/10/09	Mequoda Daily: Mobile Site Design Tips for Content Publishers	13 - Issue Based	8703	1711	20%
7/13/09	Mequoda Daily: Seven Ways to Use Twitter Search for Business	6 - List	8713	2284	26%
7/14/09	Twitter for Publishers: Two New Speakers Announced	11 - News	8721	1759	20%
7/15/09	Mequoda Daily: Tools of Engagement For Your Email Newsletter	8 - Intriguing Promise	8714	1499	17%
7/16/09	Mequoda Summit: Two Signs That You're Probably Not a Blogger	9 - Teaser	8437	1710	20%
7/17/09	Mequoda Daily: Get Your Landing Page Design & Marketing Kit	2 - Urgency	8424	1869	22%
7/20/09	Mequoda Daily: I Tweet, You Tweet, We All Tweet... Right?	3 - Benefit	8413	1925	23%
7/21/09	Twitter for Publishers: Webinar Early-Bird Ends Tomorrow!	9 - Teaser	8405	1618	19%
7/22/09	Mequoda Daily: Meet a B2B Multi-Platform Content Rock Star	2- Urgency	8404	1532	18%
7/23/09	Mequoda Summit: How to Create Partners Out of Competitors	3 - Benefit	8412	1545	18%
7/24/09	Mequoda Daily: Secret Source of Email Subject Lines Revealed	8 - Intriguing Promise	8429	1879	22%
7/27/09	Mequoda Daily: How Magazine Publishers Are Selling Subscriptions on Twitter	4 - How-to	8476	1881	22%
7/28/09	Our Twitter for Publishers Webinar is Tomorrow!	2 - Urgency	8488	1735	20%

Email Subject Line Summary Report

Date Sent	Day of Week	Subject Line	Archetype	Open Rate
9/9/09	Monday	Mequoda Daily: 58 Online Copywriting Power Words & Phrases	6 list; 5 fascination	27%
7/13/09	Monday	Mequoda Daily: Seven Ways to Use Twitter Search for Business	6 list	26%
8/17/09	Monday	Mequoda Daily: What a Tag Page Should Look Like to Google	9 teaser; 5 fascination	25%
8/28/09	Friday	Mequoda Daily: 31 Pages of Twitter Advice - And it's All Yours!	5 fascination	24%
7/7/09	Tuesday	Mequoda Webinar: How to Integrate Twitter into your Online Business Strategy	4 how to	24%
8/31/09	Monday	Mequoda Daily: 8 Best Practices for Email Newsletter Publishers	6 list	24%
9/14/09	Thursday	Mequoda Daily: Three Quick Things You Can Do Right Now to Drive Website Traffic To An Article	6 list; 1 keyword	23%
7/6/09	Monday	Mequoda Daily: The Long Tail of Keyword Analysis	5 fascination	23%
7/20/09	Monday	Mequoda Daily: I Tweet, You Tweet, We All Tweet... Right?	9 teaser	23%
7/2/09	Thursday	Mequoda Pro: 12 Tips for Making a Good First Impression with Your Email Newsletter	6 list	22%
9/11/09	Wednesday	Mequoda Daily: Three White Papers To Inspire Your Social Media Strategy	3 benefit; intriguing promise	22%
7/24/09	Friday	Mequoda Daily: Secret Source of Email Subject Lines Revealed	8 intriguing promise	22%
7/27/09	Monday	Mequoda Daily: How Magazine Publishers Are Selling Subscriptions on Twitter	4 how to	22%
7/17/09	Friday	Mequoda Daily: Get Your Landing Page Design & Marketing Kit	3 benefit; 1 keyword	22%
9/2/09	Wednesday	Mequoda Daily: 8 MORE Best Practices for Email Newsletter Publishers	6 list	22%
7/1/09	Wednesday	Tools of Engagement For Your Email Newsletter	8 intriguing promise	22%
9/18/09	Wednesday	Special Report: Editorial Management Guidelines for Online Publishers	13 issue-based	21%
8/26/09	Wednesday	Mequoda Daily: Email Newsletter Templates that Maximize Revenue	1 keyword; 5 fascination	21%
8/12/09	Wednesday	Mequoda Daily: Creating an Effective SEO Campaign by Giving Something Valuable Away	3 benefit; 5 fascination	21%
7/31/09	Friday	Mequoda Daily: Download Your Complimentary Email Marketing Kit from Mequoda	14 command	21%
9/29/09	Friday	Get Trained on SEO Campaign Management!	14 command	21%
9/28/09	Thursday	Mequoda Daily: 7 Step SEO Guide for Getting Inbound Links to a Free Report or Product	13 issue-based; 6 list	20%
7/28/09	Tuesday	Our Twitter for Publishers Webinar is Tomorrow!	2 urgency	20%
8/19/09	Wednesday	Mequoda Daily: The Pros and Cons of Audio Conferences & Webinars	5 fascination	20%
7/16/09	Thursday	Mequoda Summit: Two Signs That You're Probably Not a Blogger	9 teaser	20%
7/14/09	Tuesday	Twitter for Publishers: Two New Speakers Announced	11 news	20%
9/4/09	Thursday	Mequoda Daily: Wall Street Journal Media Pyramid Case Study	13 issue-based	20%
9/16/09	Monday	Mequoda Daily: Editorial Strategy for Reusing, Recycling, and Repurposing Content	13 issue-based	20%
7/10/09	Friday	Mequoda Daily: Mobile Site Design Tips for Content Publishers	13 issue-based; 16 targeted	20%
8/21/09	Friday	Mequoda Daily: A Best Practice for Publishers - Rapid Conversion Landing Pages	1 keyword; 13 issue-based	19%
7/21/09	Tuesday	Twitter for Publishers: Webinar Early-Bird Ends Tomorrow!	2 urgency	19%
7/9/09	Thursday	Mequoda Summit: The Real Reason We Go to Conferences...	7 reason why	19%
8/7/09	Friday	Mequoda Daily: The Wall Street Journal Embraces Podcasting	9 teaser; 11 news	19%
9/31/2009	Monday	Mequoda Daily: Create a Calendar for Better Email Marketing Management	14 command	19%
8/3/09	Monday	Mequoda Daily: Is "Going Green" an Online Publishing Gimmick?	10 question	18%
7/29/09	Wednesday	Mequoda Daily: Are You Really a Journalist if You Know How to Blog?	10 question	18%

Top Grading Step by Step

- Do more **good**, do less **bad**!
- **6 of top 21** performers used **FASCINATION** archetype
- **7 of bottom 21** used **URGENCY** archetype

module 5

EMAIL SUBJECT LINE SMACKDOWN

Smackdown #1 Current Champion

Champion: “One Week Only: Complete Archive Plus Bonus Gift For Only \$29.95”

Having trouble viewing this e-mail? [Read it online >>](#)



ONE WEEK ONLY | Get the **MOTHER EARTH NEWS Archive** for just **\$29.95!**
Plus A free set of our **NEW reusable produce bags!**

\$69.99 value for less than half price!



Now you can own The **MOTHER EARTH NEWS Archive Set**, coming in a 4-CD set or on a single DVD and including all the articles printed in **MOTHER EARTH NEWS** from 1970 to 2008. That is nearly 8,000 articles, including do-it-yourself projects, recipes and the best homesteading advice.

- Discover dozens of ways to slash your heating bills
- Grow your best garden ever
- Build an easy solar air heater
- Save money with great green-building tips
- Learn how to bake healthy, delicious whole-grain bread

and so much more!

[Archive CD set \(#3629\), plus Produce Bags \(#4272\) Only \\$29.95](#)

[Archive DVD \(#4127\), plus Produce Bags \(#4272\) Only \\$29.95](#)

Pack your fruits and vegetables in these washable produce bags, and forget disposable plastic bags. This set includes six 11-by-14-inch bags packed in a bonus 12-by-8-inch bag. A \$10 value!



Free Gift!

Hurry! This is a limited time offer!
This promotion expires on November 19, 2009.
Prices do not include shipping and handling.

Purchase online or call (800) 234-3368 and give your customer service representative the promotion code **MMEEM9B6** to take advantage of this great offer.

This e-mail was sent by Ogden Publications, headquartered 1503 SW 42nd St., Topeka KS 66609

Peter Fogel

Champion:

*“One Week Only: Complete Archive
Plus Bonus Gift For Only \$29.95”*

Challenge:

“This is a better subject line”

Mark Johnson

Champion:

*“One Week Only: Complete Archive
Plus Bonus Gift For Only \$29.95”*

Challenge:

“This is a better subject line”

Peter Schaible

Champion:

*“One Week Only: Complete Archive
Plus Bonus Gift For Only \$29.95”*

Challenge:

“This is a better subject line”

time to vote

VOTE FOR YOUR FAVORITE!

Smackdown #2 Current Champion

Champion: *“Character Education Made Easy!”*

Dear Educator,

Would you like to . . .

- Improve Student Behavior?
- Boost Academic Achievement?
- Promote Social/Emotional Development?

Then you'll be pleased to know that we at Live Wire Media have created a cornucopia of great teacher-friendly classroom tools that will help you do the job.

Research shows a strong link between quality character education and student success. Which is why we have assembled a smorgasboard of inspiring, entertaining, stimulating character education materials for K-12 classrooms.

You probably received our new catalog within the last few weeks, but if not, you may visit www.livewiremedia.com/catalogform.php to order one. Or, better yet, visit our website at www.LiveWireMedia.com. It's all right there, and more.

Wishing you all the best for a great new school year,

Sincerely,

Freddy Sweet, Ph.D.
Co-President

Live Wire Media
273 Ninth Street
San Francisco, CA 94103

PS: If you would prefer not to receive emails from us in the future, simply reply to this email with “UNSUBSCRIBE” in the subject line and we will remove you from our mailing list.

Peter Fogel

Champion:

“Character Education Made Easy!”

Challenge:

“This is a better subject line”

Mark Johnson

Champion:

“Character Education Made Easy!”

Challenge:

“This is a better subject line”

Peter Schaible

Champion:

“Character Education Made Easy!”

Challenge:

“This is a better subject line”

time to vote

VOTE FOR YOUR FAVORITE!

Smackdown #3 Current Champion

Champion: “When Elders Don't Accept Outside Caregivers in the Home”

Agingcare.com
The Community for Caregivers

August 12, 2009

This Week on AgingCare.com

[Home](#)

[Community Discussions](#)

[Caregiver Support](#)

[Expert Q&A](#)



HELP at the Push of a Button!
Medical Alert System & Monitoring

[LEARN MORE](#)

Featured Story



When Elders Don't Accept Outside Caregivers in the Home

Some elders don't want home health agencies and professional caregivers in their home. What can caregivers do to ensure their elderly parents get proper care?

[Read More](#)

In the News...

12 Depression Busters for Caregivers

Nearly one-third of people caring for terminally ill loved ones suffer from depression according to research from Yale University. [read more](#)

Elderly Hospital Patients Facing Risk of Delirium

This often overlooked medical condition is defined as an abrupt change in a patient's mental status. Typically, symptoms are intermittent and include inattention, forgetfulness, an inability to concentrate and sometimes paranoia, agitation or hallucinations. [read more](#)

Dementia Studies Find Diet, Exercise Matter

Two studies published in this week's Journal of the American Medical Association add to evidence that long-term lifestyle habits may reduce the risk of mental decline in old age. [read more](#)

Caregivers are Saying...

"Mom is in debt with two credit card companies. She has no assets, so what happens when she tells them she can't make payments anymore?" - **Sb1007**

[Full Post](#)

"Is it a good idea to keep a journal of how and what a patient does and says?" - **jessi**

[Full Post](#)

"My husband and I have decided after 6 yrs of taking care of his mother to put her in a nursing home. The question is how do we tell her?" - **froglady1369**

[Full Post](#)

Ask your questions and join the discussions in our community!

Featured Products



Water Bag for Easy In-bed Shower

Enables elderly seniors who are stuck in bed to enjoy a

Peter Fogel

Champion:

*“When Elders Don't Accept
Outside Caregivers in the Home”*

Challenge:

“This is a better subject line”

Mark Johnson

Champion:

*“When Elders Don't Accept
Outside Caregivers in the Home”*

Challenge:

“This is a better subject line”

Peter Schaible

Champion:

*“When Elders Don't Accept
Outside Caregivers in the Home”*

Challenge:

“This is a better subject line”

time to vote

VOTE FOR YOUR FAVORITE!

Smackdown #4 Current Champion

Champion: “Share the rural life!”



[Give the best of country living this holiday season!](#)



Dear Cheryl,

GRIT is the perfect gift for that person who just can't get enough information on the joys and challenges of rural living.

You already appreciate the practical how-to information, tried-and-true advice and neighborly connections packed in each issue of GRIT.

GRIT covers the range of what it means to "have it all" in country living: picturesque property, fruitful gardens, healthy critters, the best tools and equipment to get the job done, family-friendly activities and more. Throw in a dash of our unique attitude, and GRIT is a complete guide to rural life!

It's time to discover how to adopt a more self-reliant lifestyle. And with recent changes in the cost of living, the state of the environment, and the quality and safety of our food, a simplified way of living makes more and more sense every day.

Give the gift of GRIT, only \$14.95 with this offer!

Happy holidays!

Bryan Welch
Publisher

Peter Fogel

Champion:

“Share the rural life!”

Challenge:

“This is a better subject line”

Mark Johnson

Champion:

“Share the rural life!”

Challenge:

“This is a better subject line”

Peter Schaible

Champion:

“Share the rural life!”

Challenge:

“This is a better subject line”

time to vote

VOTE FOR YOUR FAVORITE!

The Definition of Insanity

“The definition of insanity is doing the same thing over and over again and expecting different results”

» **Albert Einstein**

Thank You



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Don Nicholas

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