



# Nurture and Launch Email Subject Line Guide

Use these as patterns and swap in your own topics, offers, and brand voice.

## Email 1: Welcome and orientation

- Welcome to [name of newsletter/space] Here's what to expect from me
- You're in - a quick hello + your [free guide/template]
- Thanks for joining me - let's make your [topic] feel lighter

## Email 2: Story and "you're not alone"

- Why I don't want you to feel [frustration] about your [topic] anymore
- I used to feel like this about my [topic] too
- You're not the only one who struggles with [topic]
- If [common thought] sounds familiar, read this

## Email 3: Quick win and tiny exercise

- A 10-minute [topic] reset you can try this week
- A tiny [topic] exercise my clients love
- Try this simple [topic] tweak - it changes more than you'd think

## Email 4: Social proof and gentle offer

- From 'I never do this' to 'this finally feels doable'
- How [person like them] went from [before] to [after] with a bit of support
- What changed for [someone like you] after a few small tweaks
- If [problem] is wearing you down, this might help

## Email 5: Clear paths and next step

- Three ways I can support you from here (including free)
- Your options from here with [your name/brand]
- Where we can go next - you choose what fits
- If you're not sure what you need yet, read this

Nurture Sequence





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## Email 1: Announcement / “doors open”

- Something new to help you with your [topic]
- Now open: [offer name] for [who it's for]
- [Name], [offer name] is now open for [who it's for]
- Ready to finally sort out your [topic]?

## Email 2: Story and problem

- Why I created [offer name] in the first place
- If [problem] keeps getting pushed to tomorrow, this might help
- Still struggling with [problem]? This is for you
- If ['common problem'] feels familiar, read this

## Email 3: Quick win / show the value

- A tiny [topic] exercise you can try today
- Steal this simple [topic] framework I use with clients
- Before you join [offer name]: try this 5-minute [topic] exercise
- A small [topic] tweak that can make [topic] feel lighter

## Email 4: Social proof and who it's for

*Use your real testimonials here.*

- What recent students said about [offer name]
- Why [client name / 'business owners like you'] recommend [offer name]
- How [client] went from 'I never [topic]' to 'I've got a plan'

## Email 5: Last call / decision support

*Consider your values here - keep it calm and honest with no fear-based urgency.*

- [Offer name] starts tomorrow - are you in?
- Last call for [offer name] tomorrow - is this what you need right now?
- If you're on the fence about [offer name], read this

Launch Sequence





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## One promise per subject line

- Don't try to say everything. Pick the main hook: story, question, benefit, or deadline.

## Write it like a human would say it

- Read it out loud. If you wouldn't say it to a client you respect, rewrite it.

## Avoid pressure words

- Instead of: "Hurry!", "Don't miss out or else...", "Last chance EVER!".
- Try: "Last call for [tomorrow's workshop]", "We start tomorrow - join us if this is right for you".

## Test tiny variations

Change just one thing at a time:

- Question vs statement
- "Your blog" vs "Your blogging"
- With first name vs without

## Save your winners

- When something gets a noticeably better open rate, save the pattern in a document called "Subject lines that worked" and adapt it next time.

Rae's Rules

