

Writing Click-Worthy Subject Lines Checklist

A Beginner-Friendly Checklist for Writing Email Subject Lines People Actually Want to Open

Your subject line is the first thing people see. And honestly? If they don't open the email, the rest of your message never gets a chance.

That's why writing better subject lines matters so much.

The good news is you do **not** need to be a copywriting expert to improve them. A few simple tweaks can make a big difference. Use this checklist as your go-to guide whenever you sit down to write an email.

1. Keep It Short and Easy to Read

People often check emails on their phones, so shorter subject lines usually work better.

Quick tip:

Try to keep it around **50 characters or less** when possible.

Why it matters:

If your subject line is too long, it may get cut off on mobile devices.

Example:

- ✗ *Here Is an Important Update About Your Email Marketing Strategy for This Week*
- ✓ *Your email tip for this week*

Beginner reminder:

If it feels long when you say it out loud, it probably needs trimming.

2. Use Curiosity to Get the Click

A little curiosity can make people want to know more.

You do **not** want to give everything away in the subject line. Just give them enough to make them think, *"Hmm... let me open this."*

Example:

- 🌟 *Read this before tomorrow...*
- 🌟 *What most beginners get wrong about email marketing*

Beginner example:

If your email is about growing an email list, instead of saying: - ❌ *How to grow your list with a freebie*

You could say: - ✅ *The list-building mistake most beginners make*

✅ 3. Add Urgency Only When It Makes Sense

Urgency can help boost opens, but only when it is real.

Good times to use urgency:

- 🕒 A sale is ending soon
- 🕒 A bonus expires tonight
- 🕒 Registration closes today

Example:

- 🔥 *Last chance to grab your free guide*
- 🔥 *Ends tonight: are you in?*

Don't do this:

Do not make every email sound urgent. If every subject line screams “last chance,” people start tuning it out.

✅ 4. Make It Feel Personal

People are more likely to open emails that feel like they were written for them.

If your email platform allows it, use personalization tags like a first name.

Example:

- 💌 *[First Name], this one's for you*
- 💌 *Your weekly tip is here, [First Name]*

No name available?

You can still personalize based on interests.

Example:

- 🌿 *Love blogging? Try this simple email tip*
 - 💻 *For creators who want more clicks*
-

✓ 5. Stay Away From Spammy Words

Some words and symbols can make your subject line feel pushy or untrustworthy.

Try to avoid:

- 🚫 *FREE!!!*
- 🚫 *100% GUARANTEED*
- 🚫 *CLICK NOW*
- 🚫 *Too many exclamation marks*
- 🚫 *ALL CAPS EVERYWHERE*

Better approach:

Keep it natural and believable.

Example:

- ✗ *FREE GIFT INSIDE!!! OPEN NOW!!!*
 - ✓ *A little bonus for you inside*
-

✓ 6. Use Numbers When You Can

Numbers help your subject line feel clear, specific, and easy to scan.


That is why list-style subject lines often do well.

Example:

- 📌 *3 simple ways to grow your list*
- 📌 *5 email tips every beginner should know*
- 📌 *7 subject line ideas you can use today*

Beginner example:

Instead of saying: - ✗ *Helpful ways to improve your emails*



Try: -  4 easy ways to improve your emails

7. Ask a Simple Question

Questions can make readers stop and think for a second.

That little pause can lead to more opens.

Example:

-  *Struggling to get people to open your emails?*
-  *Are you making this common subject line mistake?*

Important:



If you ask a question in the subject line, make sure your email actually answers it.

8. Match Your Brand's Voice



Your subject line should sound like **you**.

If your brand is warm and casual, let that come through. If your style is more polished and professional, that works too.

Casual example:

-  *Let's talk emails and coffee*
-  *A quick tip for your next email*

Professional example:

-  *A simple strategy to improve email opens*
-  *This week's email marketing insight*

Beginner reminder:

You do not need to sound like everyone else. You just need to sound consistent.

9. Test Two Subject Lines


One of the easiest ways to improve results is to test different versions.

This is often called **A/B testing**.

How it works:

Write two subject lines for the same email and test them.

Example:

Version A: -  *3 ways to improve your open rates*

Version B: -  *Why your emails may not be getting opened*

Then check which one performs better.

Why it helps:





Over time, you learn what your audience responds to most.

10. Track What Works

Do not just send emails and forget about them.

Check your open rates and look for patterns.

Ask yourself:

-  Did short subject lines do better?
-  Did questions get more opens?
-  Did urgency help or hurt?
-  Did numbers perform well?

Smart habit:

Keep a simple document called: **“Winning Subject Lines”**

Every time one performs well, save it.

That way, you are building your own swipe file of proven ideas.

Final Takeaway

You do not need perfect subject lines. You just need better ones.

Start simple. Test often. Pay attention to what gets opened.

Small improvements in your subject lines can lead to more opens, more clicks, and better results over time.

Quick Subject Line Checklist

Before you hit send, ask yourself:

- ☒ Is it short enough?
- ☒ Does it create curiosity, clarity, or urgency?
- ☒ Does it sound natural?
- ☒ Does it match my brand voice?
- ☒ Would I open this myself?

If the answer is yes, you are on the right track. 