



POWER WRITING TIPS

Compelling Subject Lines Get Results

Inboxes everywhere are overflowing, so getting attention is essential. This issue shows you how to get results by writing compelling subject lines.

Always write your subject line last. When you've finished writing the body of the message, review it to choose the nugget that will best motivate people to read your e-mail and respond.

Step One: Write a Clear, Specific Topic

To grab the reader's attention, clearly state the topic, and where appropriate, include the action requested. In some cases you may need to include a verb.

| Vague Subject Line | Clear, Specific Subject Line |
|--------------------|------------------------------|
| Proposal | Complete Proposal by 7/6/08 |
| Early Payment | Pay 12 Days Early |

Step Two: Include a WIFM (What's in It for Me)?

To get attention, first state the WIFM (a benefit to the reader).

Benefits motivate readers to act!

Add a WIFM

Meet Marketing Goal: Complete Proposal by 7/6/08

Receive Discount: Pay 12 Days Early

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In this issue, we give you an important key to e-mail success.

Newsletter Spotlight

E-Mail

For the best response, appeal to reader needs, and state your purpose in the subject line.

Quotable Quote

"Eschew obfuscation."

Author unknown

(Say this at a party to impress your friends. Well, maybe not.)

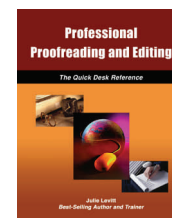
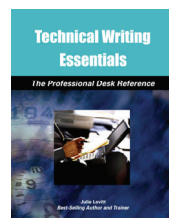
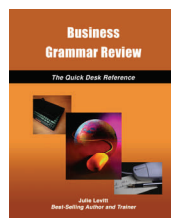
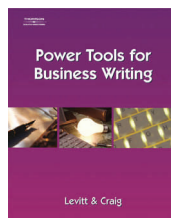
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