What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

The Ultimate **Email Prompt Template**

BY

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What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Use these templates to quickly craft engaging emails with the subject lines in the book: **Steal These Emails: 1000+ Irresistible Subject Lines to 10X Your Opens & Sales**

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Introduction

Crafting compelling emails that align with specific subject lines involves understanding the intent behind each subject line type and structuring your content accordingly.

Below are prompt and templates designed to help you write emails for various subject line categories, along with guidance on how to use these prompts effectively.

How to Use

Pick any of the email subject lines from **Steal *These Emails: 1000+ Irresistible Subject Lines to 10X Your Opens & Sales*** and apply it to any of the templates below that matches the intent or goal of your email.

Next, add both the subject line and the prompt to ChatGPT and customize a little to fit your goal by adding a little more description and let it write your emails for you. **Ensure to fill in your details inside all the brackets in the templates when prompting ChatGPT.**

Email Prompt Templates

The "Problem-Agitate-Solution" Email Prompt

[Subject Line: Pick one from the book]

This format is great for selling, persuading, or driving urgency in your emails. It works by first identifying a problem, making it feel even more pressing, and then offering a clear solution.

How to Use It:

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Problem: Start with a big, relatable pain point your reader is facing.

Agitate: Make them feel the weight of that problem—what happens if they don't fix it?

Solution: Present your product, tip, or advice as the clear way to solve it.

CTA: Tell them exactly what to do next (click, reply, buy, etc.).

[Subject Line: Pick a curiosity-driven or pain-focused subject line]

Re-usable Prompt:

Hey [First Name],

Problem: Have you ever [describe the main struggle your reader faces]? It's frustrating, right?

Agitate: The worst part? [Explain why this problem is even bigger than they might think. What happens if they don't fix it?]

Solution: But here's the good news—you don't have to stay stuck. [Introduce your solution and how it solves the problem.]

CTA: Want to [benefit of your solution]? Click here to [action step].

Example Usage:

Subject: "Why No One Opens Your Emails (And How to Fix It)"

Hey John,

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Ever feel like you're talking to a wall when you send emails? No one opens. No one clicks. No one cares.

The worst part? If your emails don't get opened, you're leaving money on the table—every single day. It's not just about open rates; it's about lost sales, missed opportunities, and wasted effort.

But there's a simple fix: Your subject lines need a serious upgrade. That's why I've put together 100 high-converting subject lines you can swipe and use immediately.

Want them? Click here to grab the list.

The "Story-Hook-Pitch" Email Prompt

This prompt works by using a short, engaging story to grab attention, then smoothly transitioning into your offer or message.

How to Use It:

Story: Start with a short, relatable story (can be personal, from a customer, or even hypothetical).

Hook: Tie the story into a key lesson or insight.

Pitch: Introduce your product, tip, or advice as the natural next step.

CTA: Tell them what to do next (reply, click, buy, etc.).

Reusable Prompt:

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

[Subject Line: Make it curiosity-driven or emotional]

Hey [First Name],

Story: You won't believe what happened to me the other day… [Share a short, interesting story related to your topic.]

Hook: It made me realize something important: [Explain the lesson or insight from the story.]

Pitch: That's exactly why I put together [your solution]—to help you [benefit].

CTA: Want to [achieve the benefit]? Click here to [action step].

Example Usage:

Subject: "I Lost $5,000 Because of This Dumb Mistake"

Hey Sarah,

A few years ago, I sent an email to my entire list… and got ZERO sales. Not one.

I spent days writing that email, sure it would work. But I made one mistake: I used a boring subject line.

That's when I realized… it doesn't matter how good your email is if no one opens it.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

That's why I created 100 battle-tested subject lines that grab attention and drive clicks. Want them? Click here to grab the list.

The "Problem-Solution-Action" Email Prompt

This prompt works by addressing a common pain point, providing a quick solution, and ending with a clear action step.

How to Use It:

Problem: Start with a relatable issue your audience struggles with.

Solution: Introduce a simple fix or insight.

Action: Encourage them to take the next step (reply, click, buy, etc.).

Reusable Prompt:

[Subject Line: Frame it around a pain point or curiosity]

Hey [First Name],

Problem: You know how frustrating it is when [common struggle]? It feels like [describe the pain].

Solution: The good news? There's an easy way to fix this: [quick tip, product, or insight].

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Action: If you want to [benefit], check this out: [insert link or CTA].

Example Usage:

Subject: "Struggling to write emails people actually read?"

Hey John,

You know how frustrating it is to pour your heart into an email… only to get crickets?

The problem? Your subject line isn't doing its job. If no one opens your email, they'll never read it.

The good news? I've put together 100 high-performing subject lines you can copy and paste today.

Want them? Grab your free copy here.

The "Story-Bridge-Offer" Email Prompt

This prompt works by starting with a short, engaging story, connecting it to a lesson, and ending with an offer or CTA.

How to Use It:

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Story: Begin with a quick, relatable anecdote or real-life situation.

Bridge: Connect the story to the main lesson or insight.

Offer: Present a solution, resource, or next step.

Reusable Prompt:

[Subject Line: Intriguing hook based on the story]

Hey [First Name],

Story: The other day, I [describe an interesting or surprising event]. At first, I thought [what you expected], but then [unexpected twist].

Bridge: And that's when I realized… [lesson that relates to the reader's struggle].

Offer: If you've ever felt like this, I've got something for you: [insert resource, tip, or CTA].

Example Usage:

Subject: "I almost gave up… then this changed everything"

Hey Sarah,

A few years ago, I wrote what I thought was the perfect email. I hit send, sat back, and waited for replies to flood in.

Nothing. Not a single response.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

I almost quit. But then I learned a simple trick that transformed my emails overnight—and it had nothing to do with writing skills.

If you want emails that get opens, clicks, and replies, I've put together 100 proven subject lines you can copy.

Grab them here → [link]

The "Problem-Solution-Action" Email Prompt

This prompt is designed to quickly highlight a common problem, introduce a solution, and push the reader toward immediate action.

How to Use It:

Problem: Start with a pain point your reader struggles with.

Solution: Introduce a simple fix or insight.

Action: Give them a clear next step (CTA).

Reusable Prompt:

[Subject Line: Call out a common problem or frustration]

Hey [First Name],

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Problem: Ever feel like [describe a frustrating experience related to your topic]? You're not alone. I used to struggle with this too.

Solution: Then I discovered [briefly introduce the solution]. It changed everything. Now, [describe a benefit or result].

Action: Want to try it? Grab it here → [insert CTA link]

Example Usage:

Subject: "Nobody was opening my emails. Here's how I fixed it."

Hey James,

I used to spend hours writing emails… only to see pathetic open rates. It felt like shouting into the void.

Then I started using this simple subject line trick—and my open rates doubled.

Now, I never stress about what to write because I have a bank of 100+ proven email subject lines that work every time.

Want them? Download them here → [link]

The "Curiosity Loop" Prompt

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Great for making readers open your emails and read till the end.

How to Use It:

Open with a mystery or unexpected statement.

Build curiosity by hinting at something valuable.

Reveal the answer only after some engagement.

Reusable Prompt:

Subject: "[Surprising statement]… but here's what I discovered."

Body: Start with a question or mystery → Tease the value → Reveal the insight or solution → Call to action.

Example:

Subject: "I almost gave up on email marketing… until this."

Body:

I was ready to ditch email marketing. My open rates were embarrassing. My sales? Even worse.

Then, I stumbled on something strange… something that completely changed the game.

I'll tell you what it is—but only if you're ready for more opens, more clicks, and more sales.

Want the secret? [CTA]

The "Mini Story" Prompt

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

People love stories. This format makes your emails feel natural and engaging.

How to Use It:

Start with a personal or relatable story.

Connect it to a lesson or insight.

Give an easy next step.

Reusable Prompt:

Subject: "The time I [did something unusual]—and what I learned."

Body: Tell a short story → Share a takeaway → Invite them to take action.

Example:

Subject: "How a 5-minute email made me $1,200"

Body:

I almost didn't send this email. It felt too simple. Too casual.

But I hit send anyway. And 24 hours later? I had made $1,200 in sales.

What changed? I used a formula that makes emails impossible to ignore.

I'll show you exactly how to do it here → [CTA]

The "Rapid-Fire Tip" Prompt

Great for quick, punchy emails that deliver instant value.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

How to Use It:

Start with a bold statement.

List 3-5 quick, actionable tips.

End with a CTA to learn more.

Reusable Prompt:

Subject: "5 quick fixes for [common problem]."

Body: State the problem → List your quick tips → Offer a deeper solution (CTA).

Example:

Subject: "3 subject line tweaks that 2x your open rates"

Body:

Most emails fail before they're even opened. Here's how to fix that:

Use curiosity (Example: "I made $10K from a typo. Here's how.")

Make it personal (Example: "James, this is why your emails get ignored.")

Add urgency (Example: "24 hours left—then it's gone.")

Want 97 more of these? Grab them here → [CTA]

The "Contrarian Opinion" Prompt

Perfect for grabbing attention by challenging common beliefs.

How to Use It:

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Start with a bold or surprising claim.

Challenge a popular belief with a fresh perspective.

Back it up with logic, data, or personal experience.

End with a CTA.

Reusable Prompt:

Subject: "Why [common belief] is completely wrong."

Body: State the belief → Challenge it with proof → Offer a better approach → Invite discussion.

Example:

Subject: "Why long emails don't actually hurt your sales."

Body:

Everyone says, "Keep emails short or people won't read them."

But I tested this—and guess what? My longest email made the most sales.

Here's why: When your content is engaging, people will read every word.

Want to see the exact email that did it? Click here → [CTA]

The "If-Then" Formula

Great for guiding your audience toward action with logic-based framing.

How to Use It:

Start with an "If" statement that connects to a desire or pain point.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Follow it with a "Then" solution that leads into your message.

Keep it short, logical, and actionable.

Reusable Prompt:

Subject: "If you want [desired outcome], then do this."

Body: Frame the pain point → Show the solution → CTA.

Example:

Subject: "If you hate selling, try this instead."

Body:

If selling makes you uncomfortable, then you're probably doing it wrong.

Selling should feel like helping, not forcing.

That's why I use a simple email formula that makes offers irresistible—without pressure.

Want to see how it works? Grab it here → [CTA]

The "Mistakes to Avoid" Prompt

People love avoiding mistakes—this prompt gets them hooked.

How to Use It:

Start with a big mistake people make.

Explain why it's harmful.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Give a simple fix.

Reusable Prompt:

Subject: "The biggest mistake [target audience] makes (and how to fix it)."

Body: Introduce the mistake → Explain why it's dangerous → Show the fix → CTA.

Example:

Subject: "The #1 mistake killing your email sales."

Body:

Most people think email sales come from perfect copy.

Nope. It's actually about sending the right emails at the right time.

I'll show you how to fix this (and double your sales) inside this guide → [CTA]

The "Struggle to Solution" Prompt

Highly relatable, especially for those facing a common challenge.

How to Use It:

Start with a real struggle or problem.

Describe how it felt or why it was frustrating.

Reveal the breakthrough solution.

Reusable Prompt:

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Subject: "I struggled with [problem] until I found this."

Body: Describe the struggle → Explain what changed → Share the solution → CTA.

Example:

Subject: "I struggled with email marketing—until I found this."

Body:

For months, I was sending emails that nobody opened.

I felt like I was wasting my time… until I learned this simple trick.

Now? My emails get 40%+ open rates and daily replies.

Want to know what changed? Read here → [CTA]

The "Curiosity Gap" Prompt

Designed to make readers itch to open your email by leaving out a key detail.

How to Use It:

Start with an intriguing statement.

Hint at valuable information, but don't reveal it immediately.

Make them click to find out.

Reusable Prompt:

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Subject: "I tried [something surprising]… and here's what happened."

Body: Set up the curiosity → Hold back the key detail → Make them read more → CTA.

Example:

Subject: "This one email made me $5,241 in a day."

Body:

I was struggling with email sales until I changed ONE thing.

The results? Over $5K in 24 hours.

It's so simple, you'll kick yourself for not doing it sooner.

I break it down here → [CTA]

The "Numbers & Proof" Prompt

People trust hard facts—this approach builds credibility fast.

How to Use It:

Start with a big, specific result.

Back it up with proof or a story.

Offer a way for them to replicate it.

Reusable Prompt:

Subject: "How I got [specific result] in [timeframe]."

Body: Share the data → Explain the method → Show how they can do it too → CTA.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Example:

Subject: "How I grew my email list by 10,000 in 60 days."

Body:

I used to get zero new email subscribers.

Then I tried a weird little strategy, and in just 2 months, I added 10,000+ subscribers.

Want to know how? Here's the full breakdown → [CTA]

The "Social Proof" Prompt

Works best when you have testimonials, case studies, or real-world results.

How to Use It:

Start with a relatable problem someone faced.

Show how they solved it using your method.

End with a CTA inviting them to try it too.

Reusable Prompt:

Subject: "How [real person] solved [problem] using this strategy."

Body: Introduce the person → Share their struggle → Reveal the solution → CTA.

Example:

Subject: "How Jane doubled her sales with one simple email."

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Body:

Jane was struggling to sell her coaching program.

Then she used one of my email templates, and within a week, her revenue doubled.

Want to see exactly what she did? Read here → [CTA]

The "Shortcut" Prompt

People love quick fixes—this approach makes solutions feel effortless.

How to Use It:

Identify a common frustration.

Promise a fast, easy solution.

Make them take action.

Reusable Prompt:

Subject: "The fastest way to [achieve goal]—no hard work needed."

Body: Introduce the pain → Promise an easy solution → Explain how → CTA.

Example:

Subject: "The easiest way to get daily email sales."

Body:

You don't need a huge list or perfect copy to sell with emails.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

There's a shortcut that works even if you're a beginner.

I'll show you how in today's email → [CTA]

The "Challenge" Prompt

Creates engagement by daring people to take action.

How to Use It:

Set up a small, time-based challenge.

Make it sound fun or competitive.

Promise a reward or benefit.

Reusable Prompt:

Subject: "I challenge you to try this for 3 days."

Body: Set up the challenge → Explain the rules → Motivate them to join → CTA.

Example:

Subject: "Try this email trick for 3 days—watch what happens."

Body:

Here's a fun challenge: Use this one subject line trick for 3 days.

If your open rates don't improve, I'll be shocked.

Are you in? Try it and reply with your results → [CTA]

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

The "Behind-the-Scenes" Prompt

People love getting insider access—this makes them feel special.

How to Use It:

Share a personal story or secret strategy.

Make it feel exclusive.

Give them a takeaway they can use.

Reusable Prompt:

Subject: "A look inside how I [achieved result]."

Body: Set up the story → Reveal the key insight → Make them feel included → CTA.

Example:

Subject: "Here's what I NEVER share publicly (until now)."

Body:

Most people think I write my emails in one sitting.

The truth? I use a weird, 3-step system that makes my emails 10x better.

For the first time, I'm breaking it down here → [CTA]

The "Pain-Agitate-Solution" Prompt

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

A classic marketing formula that hooks readers by emphasizing their struggles.

How to Use It:

Describe a painful problem.

Agitate the frustration (make it feel real).

Offer your solution.

Reusable Prompt:

Subject: "Tired of [problem]? Here's the fix."

Body: Describe the pain → Agitate it → Provide a solution → CTA.

Example:

Subject: "Struggling to write engaging emails? Here's your fix."

Body:

Writing emails shouldn't be stressful.

But if you're spending hours staring at a blank screen, I get it.

That's why I created this collection of plug-and-play subject lines—so you never run out of ideas again.

Grab them here → [CTA]

The "Secret Formula" Prompt

Makes people feel like they're getting VIP knowledge.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

How to Use It:

Introduce a result people want.

Make it sound like an insider secret.

Reveal just enough to spark curiosity.

Reusable Prompt:

Subject: "The secret formula to [achieve goal]."

Body: Set up the secret → Explain why it works → Offer it to them → CTA.

Example:

Subject: "The secret formula behind my highest-performing emails."

Body:

After years of writing emails, I found a formula that works every time.

It's not flashy. It's not complicated.

But it consistently gets high open rates and sales.

Want it? I'm sharing it here → [CTA]

More ChatGPT Prompts to Use for Writing Your Emails

Question-Based Subject Lines

Example Subject Line: "Are you making this common [industry] mistake?"

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Prompt ChatGPT with this: "Identify a prevalent mistake within [industry] that our audience might be unaware of. Explain the consequences of this mistake and provide actionable steps to avoid it, positioning our product/service as a viable solution."

How to Use: Start by researching common pitfalls in your industry. Share insights on these mistakes, emphasize their impact, and offer practical advice or solutions, subtly highlighting how your offerings can help.

Number-Based Subject Lines

Example Subject Line: "[Number] simple steps to [achieve goal]"

Prompt ChatGPT with this: "Outline [number] clear and concise steps that guide the reader toward achieving [specific goal]. Ensure each step is actionable and easy to follow."

How to Use: Break down a complex process into manageable steps. Present each step with clarity, providing value and demonstrating your expertise on the subject.

Social Proof & Authority Subject Lines

Example Subject Line: "How [famous person/customer] achieved [impressive result]"

Prompt: "Share a success story of [famous person/customer] who used our product/service to achieve [impressive result]. Include specific details and metrics to build credibility."

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

How to Use: Highlight real-life examples where your offerings have made a significant impact. Use testimonials, case studies, or endorsements to build trust and authority.

Humor & Playful Subject Lines

Example Subject Line: "Warning: This email might make you rich ⍰"

Prompt ChatGPT with this: "Craft a lighthearted message that introduces [product/service] in a fun and engaging manner. Use humor to convey the benefits and encourage a positive response."

How to Use: Incorporate playful language and relatable humor to make your message enjoyable. Ensure the humor aligns with your brand voice and resonates with your audience.

Reverse Psychology Subject Lines

Example Subject Line: "You probably don't need this… but just in case"

Prompt: "Present [product/service] in a way that suggests it might not be for everyone, but highlight scenarios where it becomes indispensable. Create a sense of curiosity and challenge the reader's assumptions."

How to Use: Use reverse psychology to pique interest. By suggesting that the reader might not need something, you can entice them to consider why they might actually benefit from it.

Direct & Blunt Subject Lines

Example Subject Line: "Stop [negative habit]—here's what to do instead"

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Prompt ChatGPT with this: "Address a specific negative habit prevalent among [your audience.] Provide straightforward advice on how to change this behavior, emphasizing the benefits of making the switch."

How to Use: Be direct and to the point. Clearly state the problem and offer a practical solution, showcasing your expertise and willingness to help.

List-Based Subject Lines

Example Subject Line: "[Number] ways to [achieve a goal]"

Prompt ChatGPT with this: "Compile a list of [number] diverse strategies or tips that assist in achieving [specific goal]. Ensure each item is distinct and offers unique value."

How to Use: Lists are easy to digest and appealing to readers. Present each item with a brief explanation, allowing readers to grasp the value quickly.

Exclusive & VIP Subject Lines

Example Subject Line: "[Name], you're invited to [exclusive opportunity]"

Prompt ChatGPT with this: "Draft a personalized invitation for [target audience], offering them access to [exclusive opportunity]. Highlight the exclusivity and benefits of participating."

How to Use: Personalization makes recipients feel valued. Emphasize the unique advantages of the offer and express appreciation for their loyalty or interest.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

"What If" & Hypothetical Subject Lines

Example Subject Line: "What if you could [achieve goal] in [timeframe]?"

Prompt ChatGPT with this: "Pose a hypothetical scenario where the reader achieves [specific goal] within [short timeframe] using our product/service. Describe the steps and outcomes to make it tangible."

How to Use: Encourage readers to envision a desirable outcome. Paint a vivid picture of success and link it to your offerings, motivating them to take action.

"Oops" & Mistake-Based Subject Lines

Example Subject Line: "Oops… we almost forgot this!"

Prompt ChatGPT with this: "Acknowledge a minor oversight, such as nearly missing out on sharing an important update or offer. Apologize briefly and present the information or deal with a sense of urgency."

How to Use: Humanize your brand by admitting small mistakes. This approach can build rapport and trust, especially when you promptly correct the oversight and provide added value.

Teaser & Mystery Subject Lines

Example Subject Line: "Something BIG is coming…"

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Prompt ChatGPT with this: "Hint at an upcoming event, product launch, or announcement without revealing all details. Create anticipation and encourage the reader to stay tuned for more information."

How to Use: Build excitement by sharing just enough to intrigue your audience. Follow up with additional information to maintain interest and momentum.

Curiosity-Driven Subject Lines

Example Subject Line: "This tiny change could 10X your [desired result]"

Prompt ChatGPT with this: "Introduce a minor adjustment or tip that can significantly enhance [desired result]. Explain how implementing this change can lead to substantial improvements."

How to Use: Begin by presenting a common challenge related to the desired result. Then, reveal the small change or tip, providing evidence or examples of its effectiveness. Encourage the reader to try it out and share their experience.

Fear of Missing Out (FOMO) Subject Lines

Example Subject Line: "Only [number] hours left—don't miss out!"

Prompt ChatGPT with this: "Highlight [limited-time offer or event] that is about to expire. Emphasize the benefits the reader will gain by acting promptly and the potential loss if they don't."

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

How to Use: Clearly state the offer or event details, including the deadline. Use persuasive language to convey urgency and the exclusivity of the opportunity. Include a clear call-to-action directing the reader on how to take advantage.

Story-Based Subject Lines

Example Subject Line: "How a [regular person] went from [struggle] to [success]"

Prompt ChatGPT with this: "Share a narrative about a relatable individual who overcame a specific struggle to achieve notable success, thanks to [product/service]. Include challenges faced, the turning point, and the positive outcome."

How to Use: Start with an engaging introduction to the individual's struggle, detail the journey and how your product/service played a role, and conclude with the success achieved. Use authentic testimonials or case studies to enhance credibility.

Benefit-Driven Subject Lines

Example Subject Line: "Unlock [number]X more [benefit]—starting today!"

Prompt ChatGPT with this: "Present a compelling benefit that the reader can attain immediately by using [your product/service]. Provide steps or insights on how to achieve this enhanced benefit."

How to Use: Clearly articulate the benefit and its significance. Offer a straightforward plan or tips to realize this advantage, positioning your product/service as the enabler. Reinforce with data or testimonials where possible.

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Personalized Subject Lines

Example Subject Line: "[First Name], you're going to love this!"

Prompt ChatGPT with this: "Introduce [product/service] tailored to the interests or past behaviours of [target audience]. Highlight why it's particularly relevant to them."

Use your email marketing platform to personalize the email before sending it.

How to Use: Utilize personalization tokens to insert the recipient's name. Reference their previous interactions or preferences, and explain how your offering aligns with their specific needs or interests.

Controversial & Shock Value Subject Lines

Example Subject Line: "Everything you've been told about [topic] is wrong"

Prompt ChatGPT with this: "Challenge a widely accepted belief related to [topic]. Provide evidence or arguments that counter this belief, leading to a new perspective that favors your product/service."

How to Use: Begin by stating the common belief, then systematically debunk it with facts, studies, or expert opinions. Introduce your product/service as part of the enlightened approach. Ensure claims are credible to maintain trust.

Emoji & Pattern Interrupt Subject Lines

Example Subject Line: "⚠ Urgent: [Offer] ends soon!"

What is the biggest problem you are currently facing in your business? Take a 2 minutes quiz and we will recommend the book you need to fix it. **Try it for free**

Prompt ChatGPT with this: "Use an attention-grabbing emoji to highlight an urgent message about a time-sensitive offer. Detail the offer, its benefits, and the limited timeframe."

How to Use: Select emojis that align with the message tone and content. Clearly describe the offer and emphasize the urgency. Ensure the email content matches the excitement and immediacy suggested by the subject line.

Reverse Psychology Subject Lines

Example Subject Line: "You probably won't open this…"

Prompt ChatGPT with this: "Playfully suggest that the reader might ignore the email, sparking curiosity. Inside, present valuable content or an offer that contradicts the initial suggestion on this [Topic] ."

How to Use: Use a light-hearted tone to tease the reader. Once opened, reward them with insightful information or a special offer, creating a pleasant surprise that encourages engagement.

Direct & Blunt Subject Lines

Example Subject Line: "You need to fix this NOW"

Prompt ChatGPT with this: "Address a critical issue the [reader]   is likely facing. Provide immediate solutions or actions they can take, positioning your [product/service] as the remedy."

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How to Use: Be straightforward about the problem and its urgency. Offer clear, actionable advice or steps, highlighting how your product/service facilitates the solution. Maintain a professional yet assertive tone.

List-Based Subject Lines

Example Subject Line: "[Number] ways to [achieve a goal]"

Prompt ChatGPT with this: "Compile a list of [number] effective strategies or tips that assist in achieving [specific goal]. Provide brief descriptions and practical applications for each item."

How to Use: Structure the email with clear headings for each item on the list. Offer concise explanations and, where possible, link to additional resources for deeper insights. Lists should be scannable and value-rich.

Exclusive & VIP Subject Lines

Example Subject Line: "[Name], you're invited to [exclusive opportunity]"

Prompt ChatGPT with : "Extend a personalized invitation to [target audience] for an exclusive event or offer. Highlight the unique benefits and any special access they will receive."

How to Use: Personalize the greeting and detail the exclusive opportunity. Emphasize scarcity or limited availability to enhance perceived value. Include clear instructions on how to accept the invitation.