



THE CENTER FOR  
SALES STRATEGY

# Want that email message opened?

Subject

Keep the Subject line short. Research shows it should be 50 characters or less.

Subject

Make it specific and localized – and tailored to the prospect, if at all possible.

Subject

Avoid sounding hype-y. People read that as spam-y. The worst word to use is FREE!

Subject

Give the recipient a sense of your Valid Business Reason for emailing them today.

Subject

Best Subject line ever: The name of a person who referred you. Who can resist that?

From the nice people at [www.TheCenterforSalesStrategy.com](http://www.TheCenterforSalesStrategy.com), who know a lot more about how to generate response.