

# 10 Ways To Make Your E-mails Grab Attention!

By Larry Dotson

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1. Use extra white space creatively in your subject line. You can add extra blank spaces between your words or letters.

2. Combine capital letters with lower case letters. Use all capital letters in every other word or use a capital letter between every other lower case letter.

3. Add text symbols in your subject line. You could use them between words and letters. Start and end your subject with a text symbol. ( \*, \$, ,{,] )

4. Begin your subject line with the word "STOP!". People have been trained their whole life to stop what they are doing when they see that word.

5. Ask people a question in your subject line. We all went to school and were repetitively branded to answer questions.

6. Use the word "FREE" in your subject line. Your offer should be attractive to your target audience. It could be free information, software, trials, etc.

7. Begin your subject line with an "online smile :)".

People use smiles offline to gain people's attention and to win their trust, why not use them online too.

8. Don't use unbelievable claims in your subject line. People have or know some who has been ripped off and trained themselves to ignore those claims.

9. Don't use all capital letters in your subject line. It is hard to read, looks unprofessional, and on the internet it's considered a symbol for shouting.

10. Test different subject lines to see which ones draws the most traffic to your web site. Also, read the FAQ before posting a message or ad anywhere.

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