

Using Blank Subjects

By Stuart Reid

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Using Blank Subject Lines

The first task of any e-mail is to get opened. It may make it through the spam filters. It may make its way to an empty mailbox. It may even get to a valid address. Then it sits there, waiting for your recipient to open it.

That all depends on the subject line. Probably the most important aspect of your email is it's subject. Any ad copy book will stress the importance of Headlines, how they must catch the eye, how they must grab attention.

Subject Lines are the Headlines of eMails.

Here's a nifty tip for you:

Don't use a subject line. Leave it blank.

Yep. You heard me right. Used sparingly this technique can work wonders. One of the top human emotions is Curiosity. If someone gets an email with no subject line it appears as a blank line in the list of downloaded emails.

Wouldn't you be curious by this? I would!

Don't use this technique for sending ezines or other regular mailings. Don't overuse it either. It works wonders for Solos only if the sender doesn't add a prefix.

Curiosity is an extremely strong emotion. Pique someones interest and you just might have a sale!

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