

TOP 10 EMAIL SUBJECT LINES

In no particular order of revenue, the average was \$250 per email, the lowest \$185 and the **highest, was over \$600 (from over 220 emails sent between two businesses in two years)*

1	★ NEW PRODUCT – We have [name of product] With a Christmas BONUS
2	★ NEW PRODUCT – [name of product] Handmade and exclusive to [name of business]
3	★ Black Friday Early Access – [website] ON SALE NOW!
4	★ Black Friday Early Access – [website] <i>Preview Text: na</i>
5	★ Back in Stock! [product name]
6	★ Mermaid inspired from [name of business] Join the conversation!
7	★ [name of business] – OFFER ENDS TOMORROW Reminder: Have you grabbed your 50% discount?
8	★ Facebook LIVE Event – Papercraft Kits Join [name of business] next Event!
9	★ [name of business] – Crafting with local treasures Giving everyday finds new life
10	★ [website] – HALF PRICE Clearance set of Stickers

**Aussie
eCommerce**



A DIARY