GRAND LINE
—DIGITAL—

25 Subject Line Prompts That Get Clicks

A QUICK-SWIPE RESOURCE FROM GRAND LINE DIGITAL

Your subject line is the first impression your email makes. If it doesn't grab attention, your message goes unread. That's why we created this swipe file — 25 proven prompts you can adapt to boost opens and engagement.

Pro Tip:

Test different styles (curiosity, urgency, personalization) to see what resonates with your audience.

#	Category	Formula / Prompt	Example Subject Line
1	Curiosity	"The [Secret/Mistake/Strategy] You're Missing/to never skip"	"The strategy successful businesses never skip"
2	Curiosity	"What Happens When You [Do X]?"	"What happens when you stop posting daily?"
3	Curiosity Gap	"We Almost Didn't Share This…"	"We almost didn't share this growth hack…"
4	Urgency	"Last Chance: [Offer/Resource] Ends Tonight"	"Last chance: free access ends at midnight"
5	Urgency	"Only [#] Spots Left for [Event/Offer]"	"Only 5 spots left for the live workshop"
6	Urgency	"Hurry, [Benefit] Before It's Gone"	"Hurry, claim your bonus before it's gone"
7	Personalization	"Hey [Name], This One's Just for You"	"Nick, this quick win is tailor-made for you"
8	Personalization	"A Quick Win for [Role/Job/Industry]"	"Quick win for busy entrepreneurs like you"
9	Value/Benefit Driven	"How to [Achieve Result] in [Timeframe]"	"How to get 1,000 new leads in 30 days"
10	Value/Benefit Driven	"The Easy Way to [Solve Pain Point]"	"The easy way to streamline your marketing"
11	Value/Benefit Driven	"Get More [Result] Without [Pain]"	"Get more clients without spending on ads"
12	Numbers/Lists	"[#] Ways to Improve [Topic]"	"7 ways to boost your sales this month"
13	Numbers/Lists	"[#] Things You Should Know Before [Action]"	"5 things you should know before your next launch"

#	Category	Formula / Prompt	Example Subject Line
14	Numbers/Lists	"[#] Mistakes to Avoid in [Topic]"	"3 mistakes costing you loyal customers"
15	Questions	"Are You Making This [Topic] Mistake?"	"Are you making this costly marketing mistake?"
16	Questions	"What's Stopping You From [Desired Result]?"	"What's stopping you from scaling your business?"
17	Questions	"Ready to [Action/Benefit]?"	"Ready to land more clients this quarter?"
18	Exclusive/Insider	"For Subscribers Only: [Benefit/Offer]"	"For subscribers only: free toolkit inside"
19	Exclusive/Insider	"You're Invited: [Event/Benefit]"	"You're invited: private strategy session"
20	Social Proof	"See Why [X People/Brands] Trust This"	"Why 10k+ marketers love this simple tool"
21	Social Proof	"How [Famous Brand/Person] Does [Action]"	"How Netflix keeps users hooked (and what you can copy)"
22	Curiosity + Benefit	"This One Change Could Boost Your [Metric]"	"This one tweak doubled our monthly revenue"
23	FOMO	"Don't Miss Out on [Benefit/Opportunity]"	"Don't miss out on your free strategy guide"
24	FOMO	"Everyone's Talking About [Topic]—Here's Why"	"Everyone's talking about AI tools—are you?"
25	Bold/Contrarian	"Why [Common Belief] Is Totally Wrong"	"Why working harder isn't the key to success"