



The subject line of your email is worth its weight in gold. If you can't get an editor to open your email, you won't have an opportunity to show them all the value you can add to their publication.

First, you can get assistance software. There are many free email subject line generators.

We use Active Campaign as our email service provider and love them. They have a great free email subject line generator (activecampaign.com/free-marketing-tools/subject-line-generator)

Next, understand that your goal in an email subject line is to create curiosity — that's what gets an email opened. Subject lines that use titles such as:

"RE: becoming a contributor" or "Possible contributor submission" or "Article submission" (and so on) don't get opened. The "RE:" is a classic marketer subject, and one editors know to avoid.

Large publication editors are super busy. They get hundreds of emails, and yours has to stand out. When they see standard subject lines, they'll delete your email.

It's not just large publications — any type of opportunity you're pitching will respond to curiosity in your subject line. It's not hard to do this. You can take an article from that publication and use part of it in the subject line.

If you wanted a subject line that creates curiosity, it could be: "Taco Bell is bringing the meat" Taken from one of Entrepreneur's articles.

That subject line creates more curiosity than the standard Internet marketing type of subject lines. Your first paragraph of the pitch would then expand on that thought:

"Hello Editor,

Taco Bell has always been a fan favorite but even more so right now with their use of Beyond Meat. It was interesting to read about their new efforts to create a new protein.”

The first paragraph is a to show you’ve actually looked through their publication. Here are a few more things to keep in mind:

- Shorter is better. Think one to seven words MAX for a subject line.
- Don’t capitalize the first letter of each word. It’s not a regular sentence.
- Don’t put a period after the words.
- Try not to use common phrases.
- Try not to use words like “I can help, I want to help, this can help…”

Your main goal is to create curiosity. Stop and think, “what would make me curious enough to open this email?”

Keep it to the point and get those pitches opened.

You're only one pitch away from getting accepted into a large publication that will help you build every part of your business.

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