

1. The “Empathetic Mistake” Subject Lines

(Avg. OR Lift: +34% — Builds trust, triggers curiosity)

1. "[Name], I was wrong about your results"
 2. "We got it wrong—and fixed it"
 3. "My biggest mistake in [industry]"
 4. "I misjudged this tactic"
 5. "We owe you an apology"
 6. "Rethinking what I told you"
 7. "I missed something important..."
 8. "You deserve better. Here's why."
 9. "What I learned from failing at [X]"
 10. "Oops... we messed this up"
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2. The “Legally Steal” Subject Lines

(Avg. OR Lift: +28% — Implies exclusivity + ease)

11. "Legally steal HubSpot's traffic play"
 12. "The viral tactic nobody's talking about"
 13. "Steal this \$50K/month email funnel"
 14. "Want our exact ad copy? Take it."
 15. "Copy this cold email (it converts at 38%)"
 16. "Borrow this growth hack—we don't mind"
 17. "How to hijack your competitor's traffic"
 18. "Steal this onboarding secret"
 19. "Swipe this 3-word CTA from Netflix"
 20. "The hidden formula behind \$1M in MRR"
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3. The “Warning” Subject Lines

(Avg. OR Lift: +22% — Triggers urgency + fear of loss)

21. "Warning: You're bleeding ad dollars"
22. " Your traffic is about to drop"
23. "Urgent: Fix this before Q3"
24. "Alert: Your emails are missing this"

- 25. "Your SEO is in danger (Fix inside)"
 - 26. "Do NOT ignore this in your funnel"
 - 27. "Warning: You're underpricing your offer"
 - 28. "Risk alert: Your churn rate is spiking"
 - 29. "Don't let this mistake kill your ROAS"
 - 30. "🚫 Your next campaign is missing this piece"
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4. The "3-Word Breakthrough" Subject Lines

(Avg. OR Lift: +31% — Actionable + intriguing)

- 31. "Your 3-word sales script"
 - 32. "3 words that closed \$24K"
 - 33. "Your 3-step retention plan"
 - 34. "3 things blocking your growth"
 - 35. "The 3-second pricing fix"
 - 36. "Your 3-minute audit is ready"
 - 37. "These 3 mistakes cost us \$5K"
 - 38. "The 3-line funnel killing it"
 - 39. "Your 3-word breakthrough"
 - 40. "The 3-part strategy our CMO swears by"
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5. The "Cart Expiry" Subject Lines

(Avg. OR Lift: +38% — FOMO-driven scarcity)

- 41. "🕒 Your cart holds your discount"
- 42. "Your deal expires in 3 hours"
- 43. "Only 1 spot left, [Name]..."
- 44. "Final hours to save 30%"
- 45. "Clock's ticking on your bonus"
- 46. "This offer disappears at midnight"
- 47. "🕒 Your [X] is about to expire"
- 48. "Don't miss this (gone at 11:59pm)"
- 49. "Your discount ends today!"
- 50. "Last call: Unlock your bonus now"

