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**SUBJECT LINES FOR COLD- EMAILS**

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**Subject line:** [Personalized question] that can help you [achieve a goal]

* **Example**: Hi [name], how's your team doing with increasing your web-leads?

**Subject line:** How to [solve a problem] without [spending time/money/resources]

* **Example:** How to increase sales without spending more on advertising?

**Subject line:** A free [resource] to help you [achieve a goal]

* **Example:** Free 99 LinkedIn Connect Notes to enhance your connection.]

**Subject line:**[Case study] How [customer name] increased [metric] by [percentage] with [your product/service]

* **Example:** Case study: How Nexvan increased website traffic by 20% with our ABS Tool.

**Subject line:** [Personalized compliment] about [something the recipient has done]

* **Example:** Hi [name], I was impressed with your recent article on [topic]

**Subject line:** [Industry trend] that could impact your business

* **Example:** The rise of AI and its impact on the B2B space

**Subject line**: [New feature] announcement that can help you [achieve a goal]

* **Example:** Announcing our new feature that can help you generate more leads from your website

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**Subject line:** [Free consultation] to see how we can help you [achieve a goal]

* **Example:** Sign up for a free consultation to see how we can help you increase number of closures!

**Subject line:** [Limited-time offer] on [your product/service]

* **Example:** Limited-time offer: Get 20% off our ABS Suite!

**Subject line:** [Personalized offer] based on your interests

* **Example:** Hi [name], I saw that you recently downloaded our LinkedIn In-mail Credits. Here is an extension exclusively for you.

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