

Video:

Write Now! Persuasive Writing Prompts: **Become an Email Subject Line Machine**

Practice your copywriting skills with this prompt from The Professional Writers' Alliance (PWA).

In this Write Now! exercise, you can become an email subject line machine.

Watch this video by Pam Foster, Director of Copywriter Training at AWAI (American Writers & Artists Institute) to see how you can strengthen your email copywriting and results. (Or read the transcript below.)

[Play Video](#)

How many emails do you get in a given day? And how many do you instantly delete because the subject line is boring, spammy or useless?

Take an email you recently received — one that's trying to sell you a product or service — and make it better by writing a stronger headline or subject line.

Don't overthink it. Just try to come up with 15 different subject lines that pique curiosity and tap into the 4 U's you've learned from AWAI (American Writers and Artists, Inc.):*

- Unique
- Useful
- Ultra-specific
- Urgent

The more you practice writing email subject lines, the more it becomes automatic and second nature.

[View Our Full Library of Persuasive Writing Prompts](#)

Write Now! persuasive writing prompts are presented by the Professional Writers' Alliance (PWA) — a professional association just for direct-response industry writers. [Learn about the many benefits of a PWA membership.](#)

*You can learn more about the power of the 4 U's in AWAI's program, [The Accelerated Program for Six-Figure Copywriting](#).

Published: February 2, 2017

Related Content:

- [Email Newsletter Clients Never Run Out of Content](#)

- [The 10-Minute Workday Email Business for Copywriters](#)
- [How to Be a Clientless Copywriter in 30 Days or Less](#)
- [Writing an Indoctrination Series for Your Clients](#)
- More by [Pam Foster](#)

13 Responses to "Write Now! Persuasive Writing Prompt: Become an Email Subject Line Machine [video]"

Rediscover the Power of Your CliftonStrengths ?

- How To Make Choices You'll never Regret!
- How to discover what you're really good at!
- Stop Playing Catch Up and Start Getting Ahead!
- Discover The Fortune That Lies Hidden In your Free time

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Some developments to share ? The Art of Running a Business In Lockdown //

Reasons to scoop up our BEST DEAL EVER while you can ->

- Is This Your Dream Deal?
- Sick and tired of sitting at home?
- Confessions of a Travel Junky! (curiosity driven, once clicked email ofc explains how "travel junky" gets the best deals...from them) How to Make the Most of Working from Home ? Do you make these mistakes when working from home?
- How to work from home and get things done now!

Guest (Kendrick) – over a year ago

Product: Guitar

1. Wanting to do something different with your free time?
2. Time to learn a new skill, check out the info inside...
3. Watch how Bill plays like a master with his new guitar!
4. Do you want to improve your intelligence, look inside!
5. Pamela has inspired and made happy different people of her community. We share you how you can do the same now!
6. Hurry! They won't last forever.
7. Just let us know if you really want to change your life!
8. Do you want to be a rock star?! Prove it!
9. Are you still interested on be the owner of the best guitar at the best lower price? The offer ends tonight!

Barbara Vazquez – over a year ago

Wow, Barbara - way to go -- keep practicing! I like the ones that are relevant to guitar lessons

Pam Foster AWA! – over a year ago

10 reasons you should write copy for 30 days straight

How to get healthy skin in 7 days

30 minutes a day reduces heart attacks by 70%

Oprah's 5 lessons on success

Dry skin? Do this simple daily step

5 ways to conquer fear

Healthy foods your grandmother would approve

Hollywood secrets for better skin in 24 hrs

Reduce costs by 8%...increase productivity by 15%

Top chef reveals 3 baking secrets

Laid off...these 3 steps will transform you

Get a date tonight without spending a dime

Joint pains...see these proven results in 48 hrs

Exercise machine to will transform your body in 30 days

Finding love again...at whatever age

Is a Covid vaccine the answer?

Only 1% of Canadians do this everyday

Is online gaming affecting our kids?

Dodi – over a year ago

Awesome prompts, thank you.

SuzieQ13 – over a year ago

Original: Here's what you get as a sitter on Rover

1. Make money sitting pets on Rover
2. This is how we support our pet-sitters
3. Be your own boss with Rover
4. Let clients find you on Rover
5. This is almost free money
6. Free money for sitting and petting fur-babies
7. You make money pet sitting while we got your back
8. Don't miss out on the chance to pet-sit for real dollars
9. Save yourself the hassle of finding clients as a sitter
10. Ease and convenience of pet sitting with Rover
11. We prepare you to get better as a sitter
12. Effortless pet sitting with Rover
13. This is such a child's play with Rover
14. Here's how we got your back as a sitter on Rover
15. Here's the free tools you get as a sitter on Rover

Guest (Palash) – over a year ago

Palash - great job on those email subject lines!

Pam Foster AWAI – over a year ago

New App Made Just for YOU Hi Jane, Here's Your New App New! Convenience With 1-Click Spectrum's New App - Made For You!

Spectrum's New 5?? App!

Our Customers LOVE The New App!

Spectrum Has Just Made Life Better Download "Convenience" With a Click

1 Click To Watch TV On The Go Made For You! Convenience in a Click!

Want Convenience? We Got You.

Never say "Where's The Remote?" again.

Where's The Remote? It's a Click Away!

Convenience? Spectrum Has It Covered.

It's Here! The NEW Spectrum TV App

FarleyC – over a year ago

ADT Home Security System email

Protect your family!

Here's what you can do to feel safer Would a gun make you feel safer?

Here's a sure-fire way to prevent home break-ins I've got the most effective way to defend your from home invasions

What's better than owning a Rottweiler for protection?

You need to start protecting your family now!

This is a must-have tool to keep your home safe!

Do you know the most effective way to keep criminals away?

What do guns and dogs have in common?

What you can do to secure your home now!

Is fear ruling your life?

You cannot afford to overlook home security!

Don't take chances with your family's safety!

Crime is at an all time high!

Guest (Lori) – over a year ago

Try these new restaurants near you!

\$0 Delivery fees!

Your favorite foods in one place!

Don't have time to make dinner, no problem!

Dinner delivered to your doorstep.

Holiday Savings are here! \$0 Delivery!

Nick your food is getting cold. Dinner delivered in minutes!

\$15 towards your next delivery. You've earned it!

These restaurants offering deals you don't want to miss!

Is that your stomach rumbling?

We know you're busy, order now for \$0 delivery!

Local flavors delivered to your door.

Order delivery, stay productive.

Heres 50% off just for you!

Sushi for dinner?

Order in the next 20 minutes for \$10 off!

NickkLuna – over a year ago

subject: CBD oil

A new level of calm...

The best CBD for animals Gummies or Tincture : which is better?

A relaxing evening with CBD Athlete takes CBD before game for anxiety The many benefits of CBD Are CBD topicals right for you?

30% more calm for 40% off with this offer Nail the next presentation with calm The 6 ways CBD can help you 2day The science on Cannabidiol is in All calm and no high Your next dose of calm is 50% off Why CBD is becoming so popular Invest in your mental health today

Elias – over a year ago

Service- Car rental deals for last minute travel Last-minute travel plans? Check out our special rates Holiday plans just got ruined? We've got you fixed Is car maintenance keeping you from traveling? Check our limited-time offer All set to hit the road, and your vehicle broke off? Try us for your travel needs We have your travel needs sorted; inquire today about our offers Traveling upcountry, have a safer ride with us. Inquire today Have you heard about our special offer? Call us for your last-minute travel

Fm – over a year ago

From emails:

1. Best Natural Clips-Ins You'll Ever Need
2. FEMA Would Like to Interview YOU!
3. This position is JUST for you!
4. YOUR Resume Got Picked!
5. AMAZON Wants to Interview YOU!

My examples:

6. How to become a successful writer in less than 24 hours
7. Learn how to become the next bestseller
8. Don't feel like cooking? No problem! Order the Oven 3000 today!
9. LAST CHANCE to order your free book on marketing!
10. DON'T MISS THIS OFFER on these courses! 60% off!
11. How to be the biggest Bible scholar in seconds
12. Be the next Agatha Christie by following these steps!
13. Improve your vision with these brand-new pair of glasses!
14. Learn how to dance with THIS tool!
15. Find your perfect boyfriend/girlfriend in seconds

Leslie Loo – 8 months ago

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