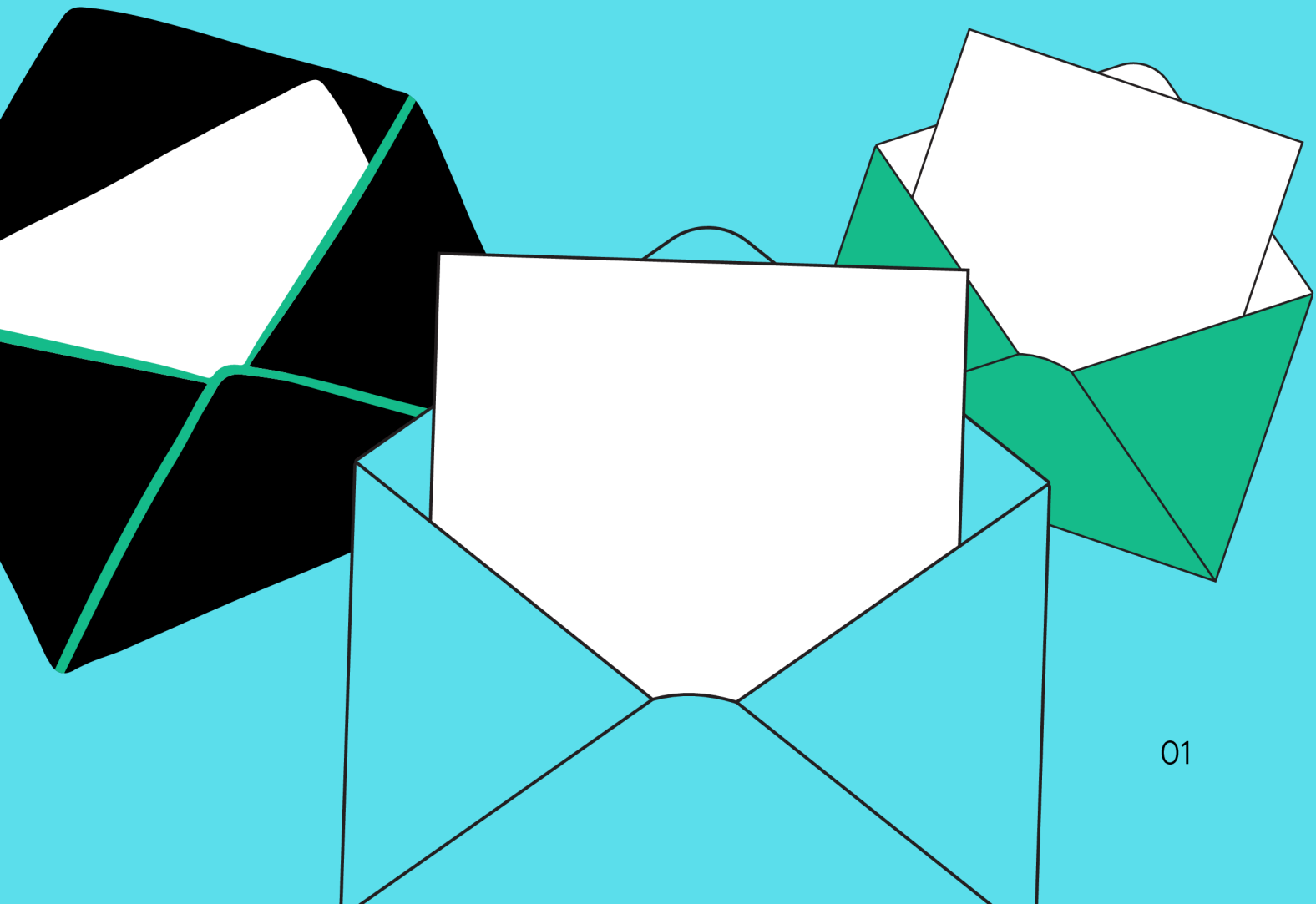




# Boost Your Opens.

**Get your emails back on track.**



**So, you've sent over a load of emails this year and still feel like you're yelling into the void? Well, guess what? We've cracked the code to make your emails irresistible. Get ready to triple your open rates, click-through rates, and overall engagement. (No, seriously. It works. Keep reading!)**

**More opens - more engagement - more clicks - more sales. Easy right?**

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## Boost I: Use Proven Subject Lines

### The Magic of Subject Lines

Your email subject line is like the first date: if it's not intriguing, there's no second chance. Here are the four categories every successful subject line falls into:

- **Curiosity:** These make readers think, "What the heck is this about?"

Examples:

- Why we paid Google £5,312,789...
- This just got weird...
- Was this you, [FIRSTNAME]?



- **Benefit:** Straight to the point. "You need this, and here's why." Examples:

- Get Traffic on Demand
- Generate £5,000 from ONE email



- **Scarcity:** Create a sense of urgency. "Hurry up or miss out!" Examples:

- FINAL NOTICE
- Last chance to become a VIP



- **Results:** Show proof with specific numbers. Examples:

- [CASE STUDY] £52,492 from one Facebook Ad
- 1,219 Leads from Twitter



**Bonus Tip: Personalize it! Throw in your recipient's name for extra attention-grabbing power.**

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## Boost 2: Add Some Emoji Magic

Who doesn't love a good emoji? 🌟

Add a splash of color and personality to your subject lines with emojis to stand out in a crowded inbox.

Some of our favorites:



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✅ The Green Tick: Affirmation and visibility.

🕒 The Alarm Clock: Perfect for urgency.

❤️ The Heart: Universally loved and noticed.

🏆 The Medal: Talk about any awards or new reviews.

🎫 The Golden Ticket: Announcing winners, Competitions or new offers.

**Trust us, these little icons work wonders. In fact, adding a simple emoji boosted our open rates by 62%!**

## **BOOST 3: PERFECT THE 'FROM' NAME**

**NOBODY WANTS EMAILS FROM STRANGERS.**

**STICK WITH A CONSISTENT AND RECOGNIZABLE 'FROM' NAME. PERSONAL NAMES WORK BEST, LIKE:**

**BENJI DAY  
BEN**

**OR A COMBO:**

**BEN FROM FUNDAMENTAL  
(illiteration makes it memorable)  
BENJI @ FUNDAMENTAL**

**TREAT IT LIKE A TAG LINE. YOU CAN ALSO ANSWER THE PHONE USING THIS NAME -**

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## **Boost 4: Master the 'Second' Subject Line**

**Think the subject line is all you need? Think again!**

**The 'second' subject line, or preview text, is prime real estate. Avoid generic nonsense like "Can't see this email? Click here" and instead, reinforce your message.**

**EG:**

- **Subject: Swipe our £12,849 Facebook Ad Template**
- **Preview: It's quick, easy, and works for any business!**
- **Heres's how he made £12K from one campaign!**

## Boost 5: Timing is Everything

Avoid the early morning "Purge Fest."

Send your emails when your audience is actually awake and ready to engage.

Test different times to see what works best for your audience, but as a general rule, avoid the first thing in the morning.

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## Boost 6: BUY THE DOMAIN. ITS £30.

No more "@gmail.com / @outlook.com" Emails.

You think it doesnt matter. It does. Spend the £30 and half an hour to get a custom domain. You'll need one for your website anyway. And you usually get Microsoft office with it too!

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## Boost 7: The Magic Number of Links

Turns out, four is the magic number of links per email. More links mean more chances to click. Include them at different points to catch different readers:

Link 1: Early in the email for image-clickers.

Link 2: Midway for direct action-takers.

Link 3: Highlight a benefit.

Link 4: Create urgency with a deadline.

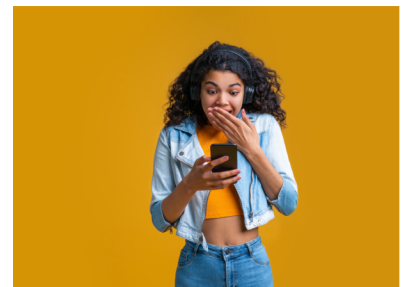
Link 5: Right at the end as a closing statement.

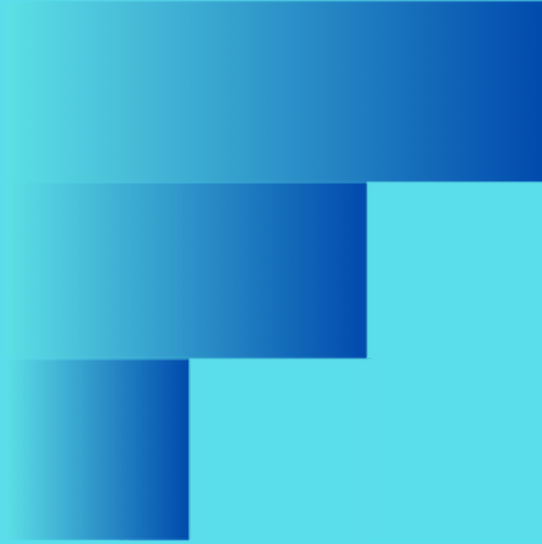
**MAKE THE BUTTON BOLD**

## **Boost 8: Make Use of Images**

**Images are click magnets. But you can step it up with play buttons. People can't resist clicking a play button. Link your images properly to avoid frustration.**

**Use AI for a bit of fun, or Shutterstock, Pixabay and Canva can give you free images.**





# FUNDAMENTAL MARKETING.