

Topic



eMail Subject Line Pitfalls & Best Practices

Hello!

<FUST!NO
BROTHERSTM**INC****>**

We Build Powerful Apps for the Stars!

No Audio?

Use **Phone**

Call: **701-801-1220**

Enter: **679-256-129#**

Messages

Check **Chat Window**

Questions?

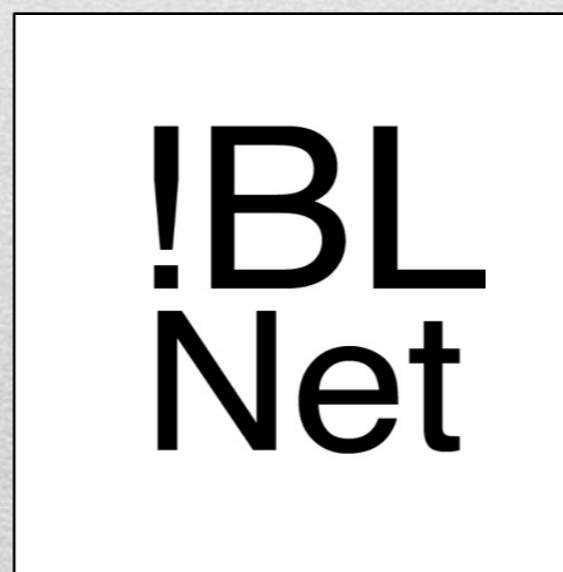
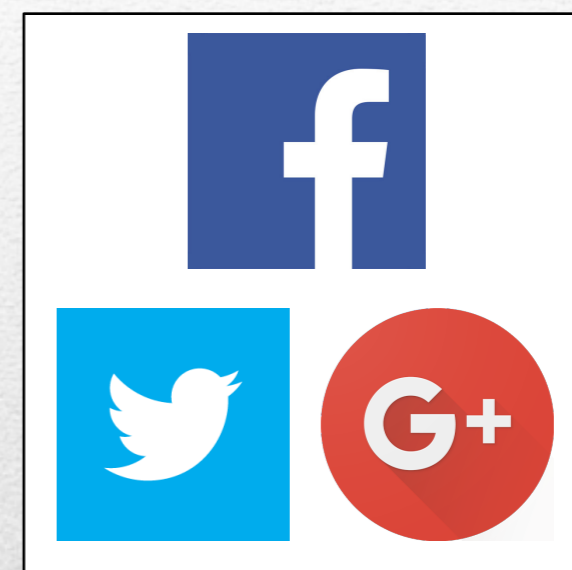
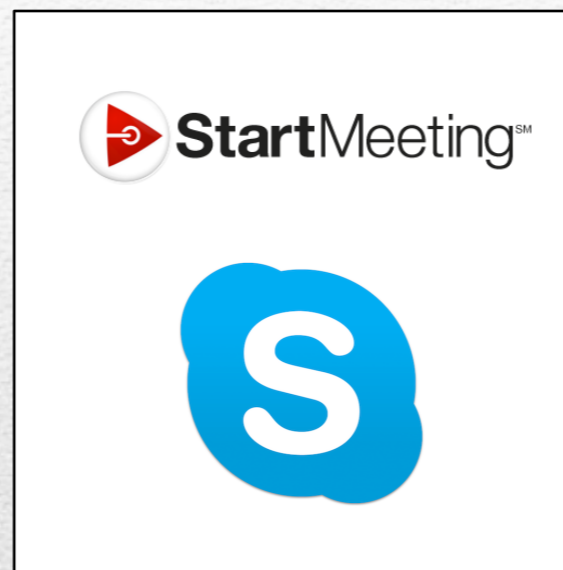
Type in **Chat Window**

Not Talking...

Please **Mute Mike**

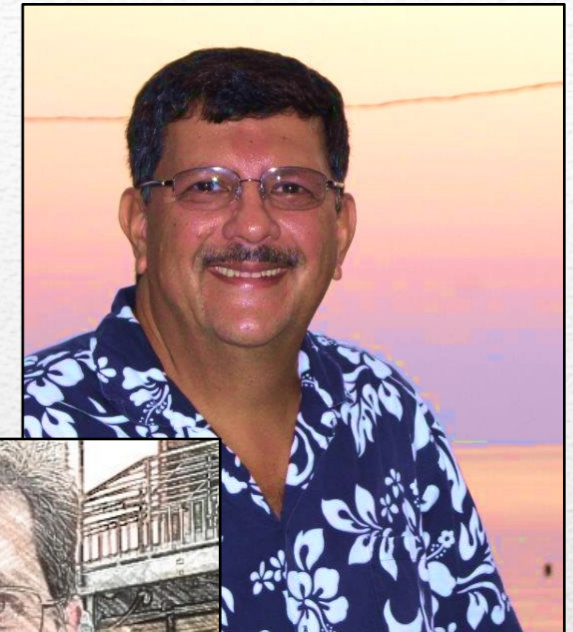
Thank You!

Welcome!



We Build Apps for Rock Stars!

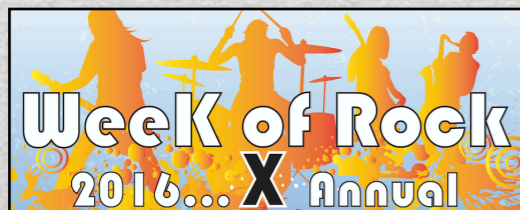
Russ – Programmer and MVP



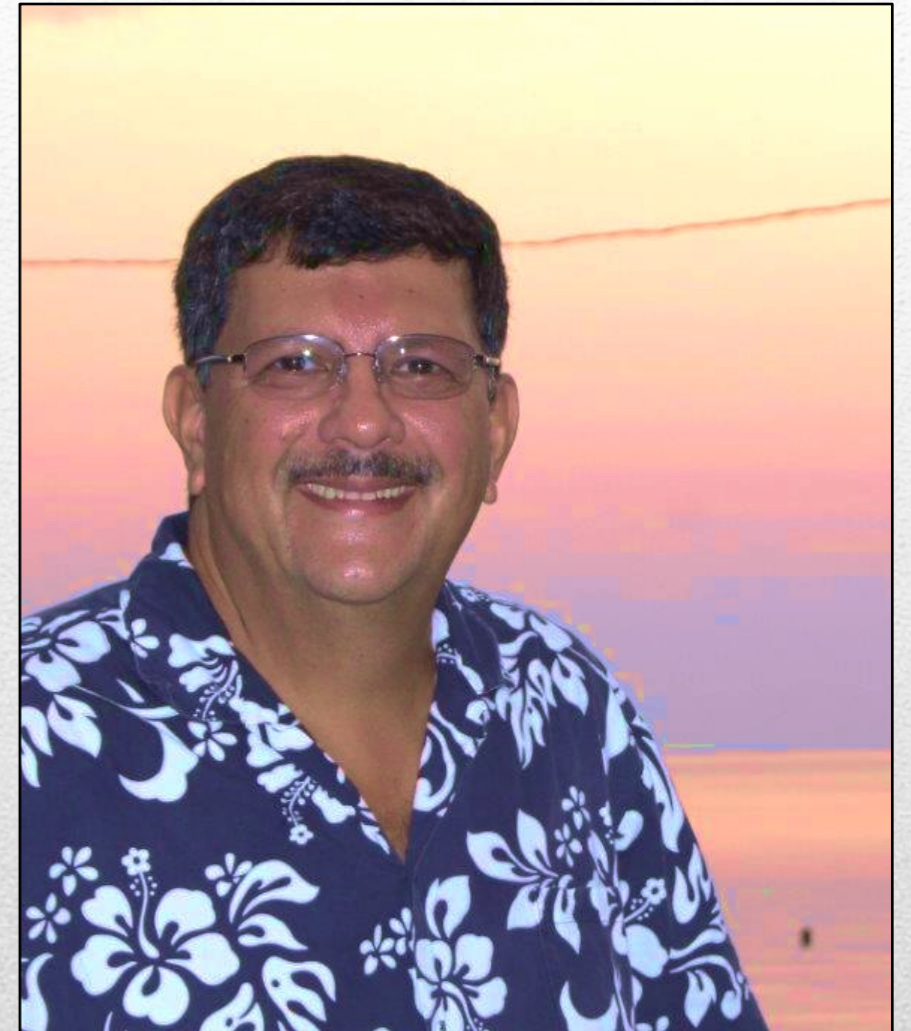
Gary – Graphics, Mkg & Business Dev



Rich – Musician & Content



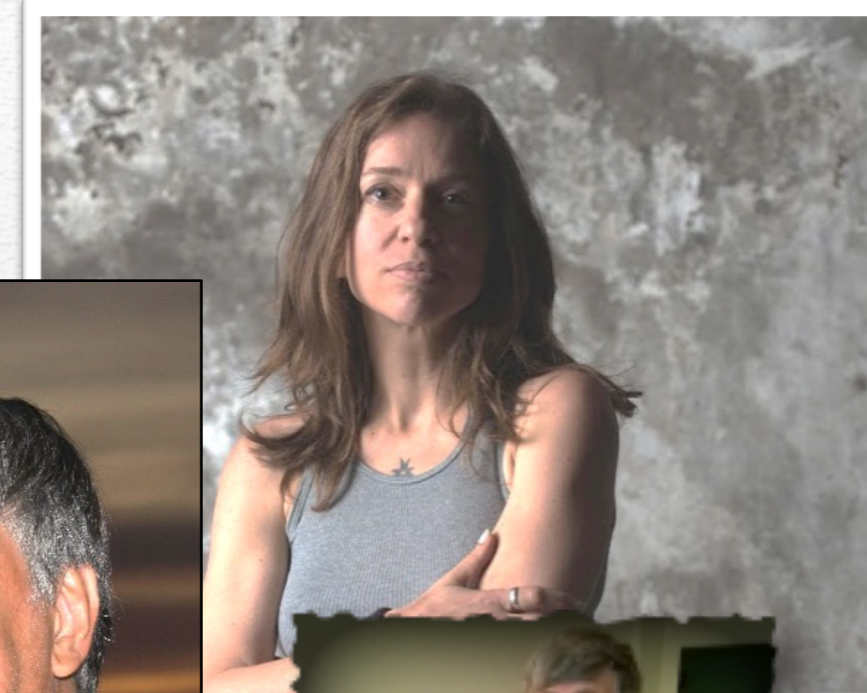
- Former Microsoft Employee
- Windows Key Influencer
- Microsoft MVP
- Published Several Windows and Windows Phone Apps
- INETA Lifetime Achievement
- Prominent in the Developer Industry
- Community Involvement
 - Mobile Application Developer User Group



- Graphics Designer/Artist
- App Design and Development
 - Icons/Tiles/Look
 - Website/SEO Specialist
- Social Media for Business
- Monthly Social Media Webinars
- Community Involvement
 - Chamber Ambassador of Qtr
 - Good 'Burger Award Nominee
- Business Organizations
 - InBusinessLinks Network
 - Bluffs Business Association



- Composer of 475 Songs+
- Matt's Music Teacher 51 Yrs
 - Ani DiFranco, Started Her Career!
 - James Piorkowski, Buffalo Guitar Quartet
 - Maryalice Demler, Miss NY State 1990
- Audio Expert
- App Ideas – App Music
- Community Involvement
 - Annual – Week of Rock (10 Yrs!)
 - Charity Events
 - Local Rock Legend Events
 - Theater Show for Matt Music 50 Yrs
 - Save Hatti Music Event
Raised \$12,000 in 2010



Welcome to Jethro Tull

Jethro Tull



Official Videos



Fan Videos



Discography



Tour Dates



Links



About



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ENDORSED

In All Popular App Stores



And More Apps...



Now All About YOU!

(Your 15 Seconds of Fame)



- Introduce Yourself / Your Business
- What's New or What's Exciting?
- Hot Projects – Published Masterpieces
- Staff/Location Highlights

Topic



Pitfalls & Best Practices

Clients Send/Receive
an Average of

123 eMails
a Day!



The Best Change of Being Read in the Title

Avoid a **Personal Question** in a Title:

“Quick Question”

“What Happened to You Yesterday”

- These are Painful to the Recipient
- Puts Them on the Spot

Result: Won't open email. Especially if they are already busy or stressed out.

Skip the easy, natural, generalized greeting...
They may sound nice in an elevator but usually
a time waster or considered a “**dupe**” or “**ploy**”
when used in a title.

*“**Hi**” or “**Hello**”*

Tend to reduce the open rate.

*Your email may even go right into **Trash!***



Other Painful Common Mistakes:

- Using a Uninteresting Title
- Giving to Much Away – **Save it for the body**
- Too Long – **Keep it brief or brake it up**
- Failing to Personalize
- Using all **CAPS**
- Keep from Fishing
 - **Not Specific**
 - **No Hook**



1. Simple, No Nonsense, Non-Flowery
 - **Your Order is Being Processed**
2. Funny – **Hungry Baby Got (Feed) Back**
3. Controversial or Shocking
 - **Is Social Media Social Action?**
4. Single Word – **Today | Call | Package**
5. Email Titles with Numbers
 - **3 Ways to Improve Your...**
6. Personalized for Separate Accounts – **Their Name / Their Business**
7. Use Punctuation in – **! : “ ” ?**
8. “Missing Out” or Other Timely Tactics – **12 Hours Only**
9. Use Title Case Format – **This is Title Case**



Snappy
stay short and sweet

Urgent
be timely 

Bold
use strong, impactful statements

Joking
make your readers laugh

Emootional
pull at their heartstrings 

Celebratory
announce something new and exciting

Teasing
pique interest

Loud
throw in some onomatopoeia

Inquisitive
ask them a question

Negative
turn a negative into a positive 

Eccentric
don't blend in, stand out!

Sincere
always be genuine

Examples

- TGIF: We Got You Covered
- Last Chance 20% Off
- Read Between the Lines
- New Arrivals- What's in Store for You
- We Can't Thank You Enough...
- Enjoy an Exclusive Discount

Source: Constant Contact

- Simple, No Nonsense / Snappy
- Funny / Joking / Celebratory / Teasing
- Controversial or Shocking / Urgent
- Use Single Words / To the Point
- Use Email Titles with Numbers
- Personalized / Type Their Name not Hi or Hello
- Use Punctuation / Loud / Eccentric / Title Case
- Missing Out / Timely Tactics / Negative to Positive

*And by all means don't ask a
personal question!*

- Website Magazine: *Systems, Tactics... for eMail*
- Fast Company & Inc. / S.Vozza:
*“4 Data-Backed Strategies for Writing Email
Subject Lines that Get Opened”*
- Internet: *The WordStream Blog*
- Internet: *Constant Contact / Miranda Pauet*

Enjoy!

Jethro Tull
Endorsed
App



www.FustinoBrothers.com

www.FustinoBrothers.com/fbi-blog.html

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<https://www.youtube.com/FustinoBrothers>

<https://www.flickr.com/photos/fbi-apps/>

www.pinterest/FustinoBrothers

Twitter: @FustinoBrothers

info@fustinobrothers.com



russ@fustinobrothers.com gary@fustinobrothers.com rich@fustinobrothers.com

Connect with FBI-Apps Today. Thank You!



By Computer

- At Your Computer- If Available Use a Headset
- Enter This link:
- <https://www.startmeeting.com/wall/679-256-129>
- Click/Tap "Join"-
 - Complete your Name and eMail Address
 - Then "Submit"
 - The System will Guide from There
 - Click/Tap the Phone Icon

Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"

By Phone

- Join-In using a land line / mobile phone
- Dial - (530) 881-1212
- When prompted enter access code followed by the "pound" key.
- 679-256-129#
(be sure to enter the "#" hashtag symbol)