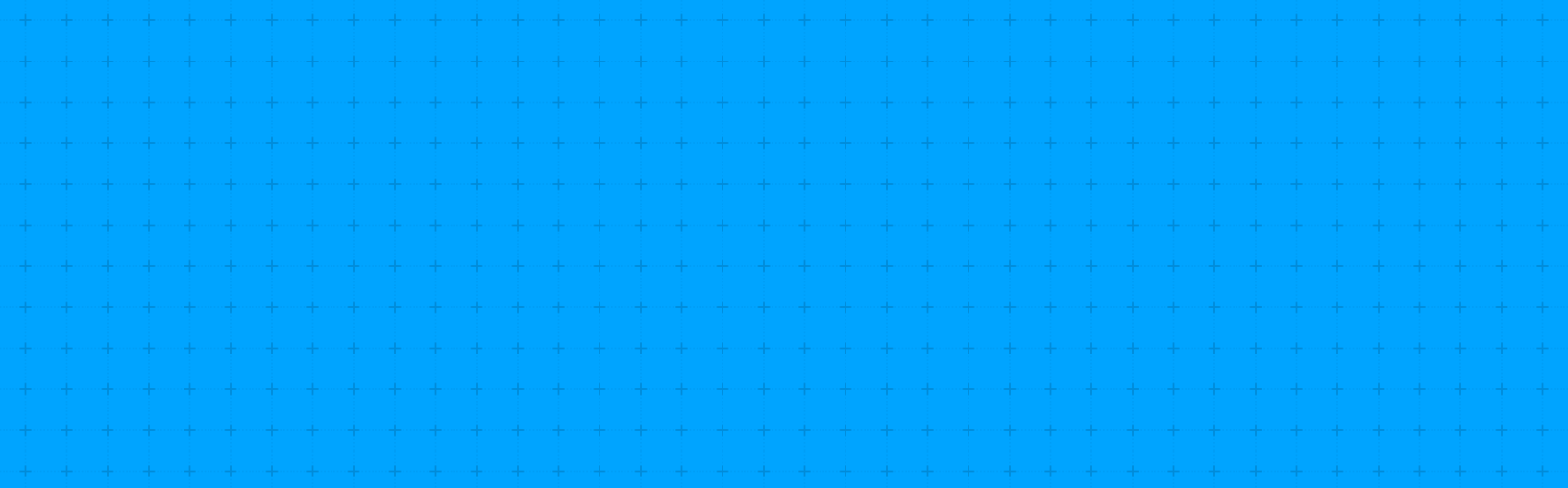


30 Top- Performing IWT Subject Lines



30 Top-performing IWT Subject Lines

Subject line	Open rate
REJECTED: Guy at farmers' market shuts me down	21.89%
3 counterintuitive secrets about earning more	21.27%
We're launching a new site	20.01%
Lol, thanks for the advice	19.24%
How to get Robert Greene's entire book collection, free	18.89%
How I read hundreds of emails/day in less than an hour	18.84%
Too successful, so they kicked her out	18.76%
Stop wasting time on minor life decisions	18.61%
Ahh god this question	18.52%
Today is my birthday. Wisdom from 33-year-old Ramit	18.51%
New Challenge: Save \$1,000 in 1 week	18.24%
"No-meeting Wednesdays"	18.08%
Get paid like Seinfeld	18.08%
The surprising math of a dream vacation (with examples)	17.87%
"Why don't babies in Asia cry?"	17.85%
New: The Ultimate Guide to Social Skills -- yours free	17.83%
The Ultimate Guide to Personal Finance	17.75%
How to charge money for something you love to do [VIDEO]	17.72%
Charging 10X: Watch me analyze these real-life businesses	17.70%
Dumb dumb dumb propaganda to buy a house	17.54%
What would you tell little NAME?	17.53%
How to work smarter, not harder -- with Jermaine Griggs	17.47%
Thinking about quitting	17.42%
I should teach this class	17.27%
5 of my favorite TV shows & movies	17.25%
New free guide: Launch Your Online Business	17.18%

30 Top-performing IWT Subject Lines

The 3 must reads (from Ramit)	17.10%
People are so weird about fear	17.00%
Why does this mouthwash cost \$25?	16.86%
The killer recap -- how to start earning more money	16.86%