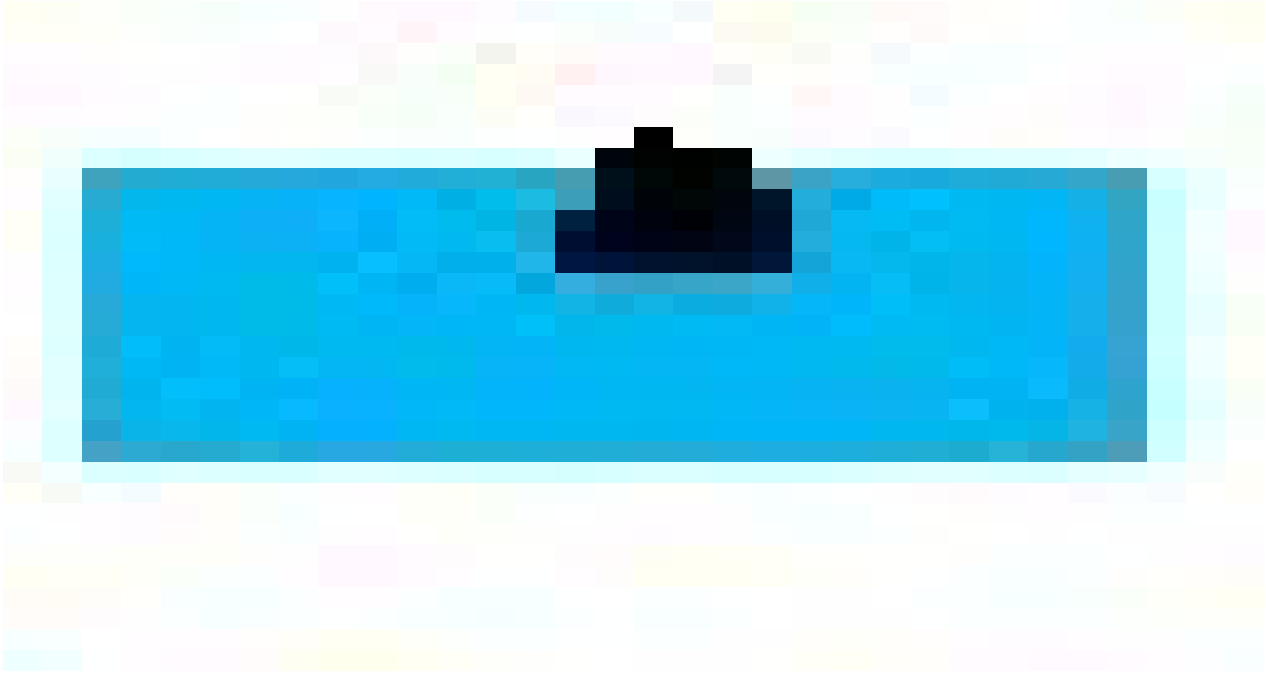

Information On Writing The Best Email Subject Lines Released

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Bren & Mike, a well known super affiliate duo, have released new information on how to write the most effective email subject lines. This information has been designed specifically for those who struggle to get their subscribers to actually open their emails. It teaches them not only what the best subject lines are but why these work as well.

Mike Marko from Bren & Mike says: "Subject lines are hugely important. Firstly, if you write them wrong, the client's email provider may pick them up as spam, meaning they won't get seen at all. Secondly, people receive so much trash in their inbox every day that a subject line really has to pop out if they are to open it. The information we have provided addresses all these issues and ensures our clients are able to write the best and most effective subject lines."

The information on best email subject lines includes 23 examples of openings that really work. These are known as 'open rate' subject lines, meaning they are almost guaranteed to work. It is these types of openings that ensure people actually read the email and absorb the information contained within it.

"The open rate, or the percentage of people opening your emails, is an important statistic in measuring your reach to your audience," says Bren from Bren & Mike. "Keep in mind that you're competing with tons of emails going to your lists inbox every day. And if no one opens your emails, then no one sees your offer or your opportunity."

Additionally, Bren & Mike have gone a step further. They have posted an Aweber vs Getresponse review, which shows people how to choose the best autoresponder. This information is particularly targeted at website owners and online marketers. Autoresponders are very important tools for businesses that rely on email marketing, as they save a lot of time. If used properly, they also greatly increase engagement with customers. When linked to knowing the subject lines to add to these responders, they have the potential to really propel a business to the next level. For Bren & Mike, using an autoresponder is vital to the success of a business and they believe both Aweber and Getresponse have their pros and cons.

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