



Profit Inbox

The Starter Kit

50 subject line formulas

The deliverability checklist

30 insider email secrets

Turn your inbox into income.

Welcome, Insider

This kit packs three of the most useful things we know into a few pages you can keep next to your keyboard. Use the formulas to write subject lines faster, run the checklist before you send, and pick one secret to try every week.

How to use this kit

- **Before you write:** skim the 50 formulas and pick three to try.
- **Before you send:** run through the deliverability checklist once per new setup, then monthly.
- **Every week:** choose one email secret and test it on a real send.
- **Go further:** take the free 7-Day Email Profit Bootcamp at profitinbox.com/course.

50 Subject Line Formulas

Fill in the brackets. Test two against each other. Keep the winners in a swipe file.

- 1 **The open loop:** "The [thing] nobody tells you about [topic]" — *The pricing mistake nobody tells you about freelancing*
- 2 **The unexpected pairing:** "What [unrelated thing] taught me about [topic]" — *What my toddler taught me about sales calls*
- 3 **The half-reveal:** "I tried [thing] for [time]. Here's what happened" — *I tried inbox zero for 30 days. Here's what happened*
- 4 **The confession:** "I was wrong about [belief]" — *I was wrong about posting every day*
- 5 **The single word:** "[Intriguing word]." — *Oops.*
- 6 **The question they can't answer:** "Do you know your [metric]?" — *Do you know what one subscriber is worth?*
- 7 **The weird detail:** "Why I [unusual action]" — *Why I send emails at 5:47 a.m.*
- 8 **The secret:** "The [adjective] secret behind [result]" — *The boring secret behind every sold-out launch*
- 9 **The straight promise:** "How to [result] without [pain]" — *How to grow your list without posting on social*
- 10 **The timeframe:** "[Result] in [short time]" — *A cleaner inbox in 10 minutes*
- 11 **The shortcut:** "The fastest way to [result]" — *The fastest way to write a welcome email*
- 12 **The upgrade:** "Turn your [ordinary thing] into [desirable thing]" — *Turn your old blog posts into lead magnets*
- 13 **The easy mode:** "[Result], the lazy way" — *Meal prep, the lazy way*
- 14 **The for-you:** "For [specific person] who want [result]" — *For coaches who want fewer no-shows*
- 15 **The before/after:** "From [bad state] to [good state]" — *From 12 subscribers to a real newsletter*
- 16 **The steal:** "Steal my [asset]" — *Steal my content calendar*
- 17 **The list:** "[Number] ways to [result]" — *7 ways to get more replies*
- 18 **The mistake list:** "[Number] [topic] mistakes to avoid" — *5 landing page mistakes to avoid*

19	The one thing: "The 1 [thing] that [result]" — <i>The 1 habit that fixed my focus</i>
20	The specific number: "[Odd number] [things] for [goal]" — <i>13 tiny tweaks for better emails</i>
21	The step count: "[Result] in [number] steps" — <i>A sellable offer in 3 steps</i>
22	The small investment: "[Result] with just [small amount]" — <i>A pro-looking newsletter with just one template</i>
23	The ranking: "My top [number] [things] this [period]" — <i>My top 3 tools this month</i>
24	The countdown: "[Number] [things] before [event]" — <i>4 things to do before you launch</i>
25	The deadline: "[Offer] ends [day]" — <i>Your welcome discount ends Friday</i>
26	The last call: "Last chance: [offer]" — <i>Last chance: bootcamp bonus</i>
27	The countdown clock: "[Number] hours left for [offer]" — <i>12 hours left for early-bird pricing</i>
28	The limited spots: "Only [number] [spots] left" — <i>Only 4 coaching spots left</i>
29	The closing door: "Doors close [time]" — <i>Doors close tonight at midnight</i>
30	The reminder: "Quick reminder about [thing]" — <i>Quick reminder about tomorrow's workshop</i>
31	The seasonal hook: "Before [season/event] hits" — <i>Before the holiday rush hits</i>
32	The now-or-never: "Not coming back: [thing]" — <i>Not coming back: the founder bundle</i>
33	The friend text: "quick question" (lowercase on purpose) — <i>quick question</i>
34	The name drop: "[First name], [short phrase]" — <i>Sam, this one's for you</i>
35	The reply bait: "Can I ask you something?" — <i>Can I ask you something?</i>
36	The behind the scenes: "What I'm working on this week" — <i>What I'm working on this week</i>
37	The honest update: "[Honest emotion] about [thing]" — <i>Nervous about this launch</i>
38	The thank you: "Thank you for [thing]" — <i>Thank you for 1,000 replies</i>
39	The story start: "So this happened [time]..." — <i>So this happened on Tuesday...</i>
40	The advice ask: "Help me pick: [A] or [B]?" — <i>Help me pick: red cover or blue cover?</i>
41	The inside joke: "[Callback to earlier email]" — <i>The spreadsheet strikes again</i>
42	The anti-advice: "Stop [common advice]" — <i>Stop posting every day</i>
43	The myth bust: "[Belief] is a myth" — <i>"Email is dead" is a myth</i>

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- 44 The unpopular opinion:** "Unpopular opinion: [take]" — *Unpopular opinion: your list is too big*
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- 45 The warning:** "Don't [action] until you read this" — *Don't send that launch email until you read this*
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- 46 The overrated:** "[Popular thing] is overrated" — *Open rates are overrated*
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- 47 The permission:** "It's okay to [thing people feel guilty about]" — *It's okay to email less*
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- 48 The villain:** "The real reason [problem happens]" — *The real reason your emails land in spam*
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- 49 The versus:** "[Option A] vs. [Option B]: which wins?" — *Weekly vs. daily. which wins?*
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- 50 The plot twist:** "I did the opposite of [advice]" — *I did the opposite of what the gurus said*
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The Deliverability Checklist

Tick these off and you are ahead of most senders. Not technical advice for your specific setup: confirm details with your email provider.

- ☐ Have only **one** SPF record per domain. Multiple SPF records break it.
- ☐ SPF has a limit of 10 DNS lookups. Too many "include" statements can push you over.
- ☐ One valid SPF record including every service that sends for you
- ☐ DKIM enabled and signing with your own domain
- ☐ DMARC record published (at least p=none) with a reporting address
- ☐ From address uses your authenticated domain, not a free webmail address
- ☐ Test email shows PASS for SPF, DKIM and DMARC
- ☐ **Authenticate** with SPF, DKIM and DMARC, with alignment.
- ☐ **One-click unsubscribe** for marketing mail, using the List-Unsubscribe and List-Unsubscribe-Post headers, and honor requests promptly (within two days).
- ☐ **Keep spam complaints low:** stay well under 0.3%, and aim for under 0.1%.
- ☐ Only email people who explicitly signed up
- ☐ Never buy, rent or scrape lists
- ☐ Use double opt-in or strong bot protection on forms
- ☐ Remove hard bounces immediately (most platforms do this automatically)
- ☐ Suppress or re-engage long-term inactive subscribers
- ☐ Watch for spam traps: old, abandoned addresses that providers use to catch bad senders
- ☐ **Match expectations.** Send what people signed up for, at the frequency you promised.
- ☐ **Balance text and images.** Avoid emails that are a single big image.
- ☐ **Limit links** and avoid link shorteners, which are often associated with abuse.
- ☐ **Use a recognizable from name** and a clear, honest subject line.
- ☐ **Include a plain-text version** alongside HTML.
- ☐ **Make unsubscribing easy.** A hidden unsubscribe link often turns into a spam complaint.
- ☐ **Warm up new domains and IPs.** Start with your most engaged subscribers and increase volume gradually over a few weeks.
- ☐ **Be consistent.** Sudden spikes in volume look suspicious.

- ☐ **Segment by engagement.** Send more often to active readers, less often to quieter ones.
- ☐ **Consider a sending subdomain** (like news.yourdomain.com) to separate marketing reputation from your everyday business email.
- ☐ Check authentication. Are SPF, DKIM and DMARC all passing and aligned?
- ☐ Check your complaint rate and domain reputation in Postmaster Tools.
- ☐ Look at recent changes: new list import, sudden volume jump, new link domain?
- ☐ Pause sending to inactive segments and send only to your most engaged readers for a while.
- ☐ Review content: does it match what people signed up for?

30 Email Secrets

Small moves that compound. Try one a week.

#1 Ask for a reply in email #1 [Easy]

Close your welcome email with one easy question like "What's your biggest email headache right now?" Replies signal to mailbox providers that people want your mail, and you get free market research from your Insiders.

#2 The P.S. is prime real estate [Easy]

Plenty of readers skim straight to the bottom, so the P.S. often gets read even when the body doesn't. Park your main call to action or a playful teaser for the next send there.

#3 Plain text can beat pretty [Medium]

For personal notes, launches and asks, a plain-text-style email feels like a message from a friend instead of a flyer. Test your designed template against a simple text version and let the clicks decide.

#4 Write the preheader on purpose [Easy]

The preheader is your subject line's sidekick, and if you leave it blank the inbox grabs random text like "View in browser." Use it to add curiosity or finish the thought your subject line started.

#5 One email, one job [Easy]

Every extra link competes with the one you actually care about. Pick a single goal per send (click, reply, buy) and make everything else in the email support it.

#6 Send from a human name [Easy]

"Rich at Profit Inbox" gets a second look where "Newsletter Team" gets archived. Use a real person's name in the From field and keep it consistent so readers learn to recognize you.

#7 Prune to profit [Medium]

Sending to people who never open drags down your sender reputation for everyone else. Run a re-engagement email, then suppress the silent ones; a smaller, engaged list usually lands in more inboxes.

#8 Clicks beat opens now [Medium]

Apple Mail Privacy Protection preloads images, so opens are inflated and fuzzy. Judge content with clicks, replies and revenue, and use opens only as a rough trend line.

#9 The curiosity gap subject [Easy]

Open a loop the reader can only close by opening: "The 3-word line that doubled my replies." Pay it off fast inside the email so curiosity never turns into clickbait distrust.

#10 Resend to non-openers, carefully [Medium]

A day or two later, resend your best email to people who didn't open, using a fresh subject line. Save this move for important sends so it doesn't feel spammy, and skip it if your opens are mostly machine-generated.

#11 Segment by click, not by guess [Medium]

Every link someone clicks tells you what they care about. Auto-tag clickers by topic and send follow-ups only to the people who raised their hand.

#12 Make the unsubscribe easy [Easy]

A visible, one-click unsubscribe feels risky but protects you: frustrated readers who can't leave hit the spam button instead. Gmail and Yahoo now expect one-click unsubscribe from bulk senders anyway.

#13 Warm up before you blast [Pro]

New domain or new sending IP? Start with your most engaged readers in small batches and grow volume gradually. Mailbox providers trust senders who ramp up like humans, not rockets.

#14 Authenticate or evaporate [Pro]

Set up SPF, DKIM and DMARC on your sending domain before you scale. Bulk senders to Gmail and Yahoo are expected to have them, and our DMARC & SPF Builder makes the records less scary.

#15 The "reply with a number" poll [Easy]

Ask readers to reply with 1, 2 or 3 to vote on your next topic. It's the lowest-effort engagement you can request, and every reply is a little deliverability boost.

#16 Steal your own best-seller [Medium]

Look at your top five emails by clicks and write fresh angles on the same topics. Your audience already told you what they want; believe them.

#17 Send time matters less than you think [Easy]

Obsessing over the perfect hour rarely beats a consistent schedule readers can expect. Pick a slot, stick with it, and test times only after your content is dialed in.

#18 Use a dedicated sending subdomain [Pro]

Sending marketing mail from something like news.yourdomain.com keeps its reputation somewhat separate from your everyday business email. If a campaign goes sideways, your invoices still land.

#19 The two-sentence welcome promise [Easy]

In your first email, tell people exactly what they'll get and how often. Clear expectations up front mean fewer surprise unsubscribes and fewer spam complaints later.

#20 Link text is a mini-headline [Easy]

"Click here" tells nobody anything. Write link text that describes the payoff, like "grab the 5-minute checklist," and watch clicks climb.

#21 Sunset the ghosts automatically [Pro]

Build a rule that flags anyone with no opens or clicks in roughly 90 to 180 days, sends them a last-chance email, then suppresses them. Your list stays healthy without you lifting a finger.

#22 Put the price in the email [Medium]

Hiding the price to force a click can backfire on warm audiences. Showing it plainly pre-qualifies clickers, so the people who land on your sales page are ready to buy.

#23 Story first, pitch second [Medium]

Open with a short, specific moment (a mistake, a win, a weird Tuesday) and bridge to your offer. Stories earn attention; the pitch cashes it in.

#24 Seed your own inbox [Medium]

Keep test addresses at Gmail, Outlook, Yahoo and iCloud and send every campaign to them first. You'll catch broken links, ugly rendering and tab placement before your Insiders do.

#25 The downsell rescue [Pro]

When someone clicks your offer but doesn't buy, follow up with a smaller, cheaper option. Many "no"s are really "not at that price" or "not that much commitment."

#26 Name your newsletter sections [Easy]

Recurring segments like "Tool of the Week" or "One-Minute Win" make your email scannable and habit-forming. Readers start hunting for their favorite section every send.

#27 Revenue per subscriber is the real scoreboard [Pro]

List size is vanity; revenue per subscriber is sanity. Divide revenue by active subscribers each month and try the List Value Calculator to see what one Insider is worth.

#28 Write like you talk, then cut 20% [Easy]

Draft your email the way you'd say it out loud, then trim every sentence that doesn't earn its spot. Conversational plus concise is the sweet spot for most lists.

#29 Tease tomorrow's email today [Medium]

End each send with a one-line preview of what's coming next. Open loops across emails build anticipation and turn a newsletter into a habit.

#30 Double opt-in for cleaner growth [Medium]

Asking new subscribers to confirm filters out typos, bots and spam traps. You'll grow a bit slower, but the list you build is real and responsive.

Want more? Every week the Profit Inbox Insiders email brings one practical play. Reply to any email and say hi. We read every reply.