

## How To Write Safelist Subject Lines: Creating Safelist Ads That Get A High Response

**The subject line of your safelist ad is the most important part.** The reason for this is very simple. *If your subject line isn't good, then your ad will never be opened!* You could spend lots of time crafting a great sales letter that would get a very high response, **but if no one ever opens your ad, then your well crafted letter is just internet waste.**

The *Safelist Users Manual* points out that to make a good subject line, you must create one that stands out! It must grab a person's attention.

Below is a list of subject lines that appeared in my inbox. I have inserted one subject line myself. This subject line was created using a method that is explained in the *Safelist Users Manual*. Look through the list below to see which it is.

Could You Survive On \$109,350 A MONTH?  
Just Launched FREE Club Colossal  
Top affiliate earns £167,000. FR\*EE EBook & more.  
!!! Join all 5 of MY TYCOON MANAGER PROGRAMS AND P...  
BRAND NEW! JUST LAUNCHED! Folks DON'T miss this on...  
HELP WANTED// NEEDED website sales REP in your ...  
----Free Online Marketing Training----  
YOUR ADS TO 362,979 MEMBERS! ITS ALL FREE! SIGN UP...  
Blast One Click 14,318 Optin Lists 24/7!  
I built a HUGE opt-in list with this one!  
How To Kill A Business In Ten Easy Steps...  
FR\*EE EBook, Top affiliate earns \$162,000 and more...  
\$20 GETS YOU YOUR OWN SAFELIST, FFA & NEWSLETTER SI...  
{{FREE Online SUBMITTER}}ADD your own Safelists! S...  
!!! Join all 5 of MY TYCOON MANAGER PROGRAMS AND P...  
I built a HUGE opt-in list with this one!  
FREE 1,400+ Fresh Opt-In Leads Before You Pay a Ce...

**It is clear that the most obvious subject line is Free Online Marketing Training.** The reason is simple. When you skim down through the subject lines it is the only one that is indented.

The authors of the other subject lines tried to use letters in big caps to get your attention, or !!!!, but the problem is *everyone else does the same thing*. Instead of doing what everyone else does, trying to make their subject line stand out, *you can literally make it stick out by using a very simple indentation.*

By using this technique you can make sure your subject line stands out in a crowd, but this alone isn't enough to make people open your ads.

Your subject lines also have to make people want to open and read your email!

**To learn about how John Gorecki, the creator of the *Safelist Users Manual*, can help you create killer subject lines that get noticed AND get opened, [click here!](#)**

(Or copy and Paste this link into your browser)

<http://www.safelisttraining101.com/SUM1>

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