

DANCE TEACHER WEB

THE ULTIMATE SUBJECT LINE GUIDE

The 3 subject lines that get dance families to open, click and sign up right now. Plus every old example rewritten, the rules behind them, and 24 ready-to-use lines for your next email.

THE NEW TOP 3

1

How to [specific benefit]

Name the result, and name it early.

- How to get your dancer stage-ready in 3 weeks
- How to make this your child's best year yet
- How to save \$50 on summer camp

2

[Child's name] + something real

One true fact about their kid. Nothing beats it.

- Emma's costume is in
- Jack is ready to move up a level
- Sofia's class photo is here

3

Tell them exactly what's inside

No tease, no mystery. The subject is the message.

- Recital tickets go on sale Monday at 9am
- One free week of classes, this month only
- Registration opens tomorrow. Here's your link.

THE RULES

■ Tell, don't tease.

In a 148,000-line study, direct subject lines got 55% more replies than curiosity lines.

■ One punctuation mark, max.

Repeated "!!" or "??" opened 19% worse. Drop the exclamation habit.

■ Never vague.

"Great news!" names a topic, not a point. Vague lines opened worst of all at 35%.

■ Payoff in the first 3 words.

Phones show 30 to 40 characters. Key info up front opened at 46% vs 38% buried.

■ Make it personal and true.

Real personalization opened up to 46% vs 18 to 35% for generic blasts.

■ Judge by clicks, not opens.

About half of tracked opens are Apple's servers, not people. Count sign-ups.

Quick test: Read your subject line out loud. If a parent would have to open the email to find out what it's about, rewrite it.

OLD VS. NEW

WHAT WE USED TO SAY

How to keep your child out of trouble this fall!

A free trial class for your child!

A special gift for you from (your studio)

This is going to be our best recital ever!

This is a can't miss dance studio event!

This is great news!

WHAT TO SAY NOW

Keep your child busy this fall: here's how

One free class for [child's name], this week

[Child's name] has a gift waiting at the studio

Recital tickets on sale Monday at 9am

[Event name] is [date]. Here's what to bring.

We added a second [class name] on Thursdays

How to test it

Write your next subject line two ways: your usual way and the new way. Send each to half your list. Then ignore the open rate and count clicks, replies and sign-ups. That's the real score.

We ran our studio for over 40 years and the rules changed more than once. They'll change again. The job is to keep checking what's working, and we'll keep doing that for you. Dance Teacher Web members get a new add-on every month, including the templates and tools we build from research like this.

24 SUBJECT LINES **READY TO SEND**

Swap in your names, dates and class names. Every line follows the rules on the previous page.

ENROLLMENT & TRIALS

- One free class for [child's name], this week
- [Class name] has 3 spots left
- Registration opens [day] at 9am
- How to pick the right class for [child's name]

RECITAL & SHOWS

- Recital tickets on sale [day] at 9am
- [Child's name]'s costume is in
- Dress rehearsal is [date]. Here's the schedule.
- How to get your dancer stage-ready in 3 weeks

SUMMER & CAMPS

- How to save \$50 on summer camp
- Summer camp week 1 is almost full
- [Child's name] is invited to summer intensive
- Camp schedule is out. Pick your weeks.

RETENTION & PROGRESS

- [Child's name] is ready to move up a level
- Here's what [child's name] learned this month
- [Child's name]'s class photo is here
- Your dancer's progress report is ready

SCHEDULE & REMINDERS

- [Day] rehearsal moved to 10am
- Studio closed [date]. Classes resume [date].
- Picture day is [date]. Here's what to wear.
- Tuition is due [date]. Pay in 2 clicks.

EVENTS & COMMUNITY

- We added a second [class name] on Thursdays
- Bring a friend week starts Monday
- [Event name] is [date]. Here's what to bring.
- Parent watch week is [dates]