

Subject Line Swipe File

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SUBJECT LINE SWIPE FILE

Real(ish) lines that got opened. Use responsibly. Or irresponsibly—just own it.

CATEGORY: URGENCY (a.k.a. manufactured panic)

- “Exclusive: Report drops tomorrow, want it early?”
- “Media access closing at 3pm ET—interested?”
- “Comment available now on [trending thing]—tight window”
- “Your readers need this today (no pressure)”

CATEGORY: CLEVER (works best on clever journalists)

- “This sounds made up, but it’s not: [insert wild fact]”
- “Florida Man meets AI—kind of”
- “The best thing you’ll delete today”
- “Pitching you because you’re smarter than the others”

CATEGORY: NUMBER-DRIVEN (clickbait’s older brother)

- “7.3 billion: what we’re wasting online (and how to fix it)”
- “Only 12% of Americans know this—your readers?”
- “New study: 4 stats about Gen Z that’ll make you feel old”
- “27% spike in [crisis du jour]: new data for you?”

CATEGORY: SELF-AWARE DESPERATION

- “Yes, this is a pitch. No, I’m not proud.”
- “This is either helpful or annoying. You decide.”
- “Inbox hell? Let me join the pile (but nicely).”
- “You probably won’t respond, but here we go...”

Pro Tip:

Use these as inspiration. Don’t copy-paste mindlessly unless you’re committed to becoming the PR equivalent of a phishing scam.