

# PETCAREPRO ACADEMY *Pet Business Training*



## A PET CARE NEWSLETTER PLAYBOOK

100 Subject Line Examples  
for Pet Business Owners That  
Get Your Emails Opened

[www.PetCareProAcademy.com](http://www.PetCareProAcademy.com)



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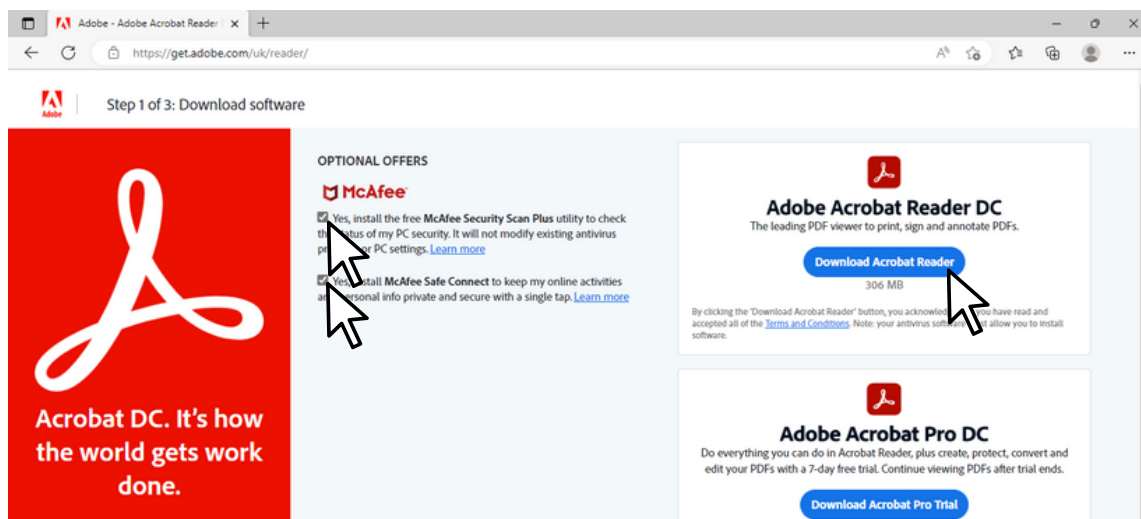
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## Editing and Saving Your Work

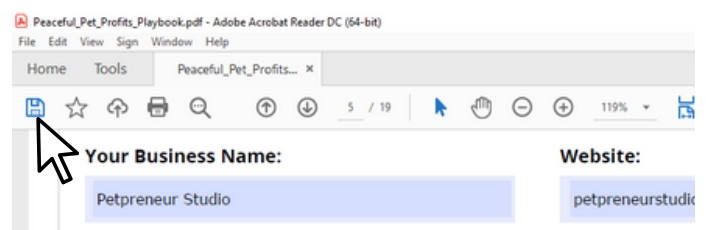


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[Download Adobe Acrobat Here](#)



## Hey, I'm Lesley, Founder of Pet Care Pro Studio!

It's nice to virtually meet you! Before we dive into this guide, you might like to know a bit about me. **Who am I to be helping you with this?!**

Well, in early 2003, I started out selling my own digital products online. My websites were no works of art, as the design was secondary to providing the information visitors needed to make a buying decision. I've had to up my design game since then!

In 2007, I started using this online marketing knowledge to help over 100 small business owners with their branding, design, and online marketing. While email list building is huge in the Internet marketing space (no marketer worth their salt would be caught dead without one), very few small businesses owners were taking advantage of email marketing to showcase their expertise, build trust, enhance their reputation and foster a sense of community in their customer base.

I was quick to set every business owner up with a form to collect the email addresses of as many visitors to their websites as possible in return for a piece of credibility-building content. Of course, the goal was for the hard-earned visitor to take action toward working with the business owner. However, if not, signing up for a piece of exclusive content (that also showcased the business owners' expertise) would give them the opportunity to start building a relationship with them moving forward.

In 2014, following a significant health scare, I decided to follow my heart into the pet care industry, starting a company where I could play with dogs in the sun all day. **Sounded as close to heaven as it got to me!**

It came as no surprise when after helping clients start and grow their small businesses for years, I went from one dog to capacity in just a few months. I actually ended up becoming far too busy, working 364 days a year, including weekends and all major holidays. As a premium pet care provider my bank balance was gratifying, but I was becoming burnt out and despondent at all the missed time with my children.

Two years ago I completely overhauled my business and these holidays, I spent 10 days away camping with my beautiful girls. I've finally cracked the code of the elusive work/life balance so many of us in small business strive for.

I'm passionate about helping you set up systems and processes so you too can make more money while working fewer hours in your pet business. **Email marketing done right is one incredibly important step in that process.**

So without further ado, let's get into the guide to show you all our best tips to get those emails opened and read. **Let's do this!**



# 20 Types of Subject Line and 10 Examples for the 10 Most Popular

## Popular Subject Line Examples

- **Welcome:** "[First Name], welcome to our community! Here is a [limited time offer]"
- **Promotion:** "Limited Time Offer: [discount/deal]"
- **Humour:** "Why [topic] is like [funny analogy]"
- **Pain point:** "Solve [problem] with [product/service]"
- **Curiosity:** "Discover the [secret/unexpected] about [topic]"
- **Value proposition:** "Get [unique value/benefit] that no one else can offer"
- **Testimonial:** "See what [customer/industry expert] says about [product/service]"
- **How-to:** "Learn how to [accomplish task] with [product/service]"
- **News:** "Breaking News: [industry update]"
- **Questions:** "Have you ever wondered [question-related to product/service]?"
- **List:** "Top [number] ways to [accomplish a task/improve something]"
- **Social proof:** "Join [number] satisfied customers and [what they achieved]"
- **Storytelling:** "[First name], the story of [person/customer] who [what they achieved] with [product/service]"
- **Benefits:** "Get [benefit/result] with [product/service]"
- **Scarcity:** "Only [number] left: [product/service]"
- **Freebie:** "Free [item/access] with [product/service] purchase"
- **Case study:** "See how [company/customer] increased [result] with [product/service]"
- **Industry update:** "[Industry] trends and insights for [year/quarter]"
- **Webinar/event:** "Save your seat: [event name] on [date]"
- **Special announcement:** "Important update: [company/product] news"

## The Importance of Email Marketing for Small Business

Due to the deep, emotional connection people have with their pets, developing a relationship based on trust and respect with pet parents is crucial for long-term business success. Email marketing is a powerful tool for pet businesses of all sizes to connect with their customers. It's a low-cost, efficient way to build strong, long-lasting relationships with potential and current clients.

But with so many emails flooding inboxes every day, it's more important than ever to make sure your subject line stands out and entices the recipient to open your message. After all, if the email isn't opened, all the work that has gone into creating the content is pointless. The right subject line can mean the difference between a successful campaign, and one that falls completely flat.

### No pressure!

In this guide, we'll explore 20 different types of subject line that you can use to make your email marketing more effective in your pet business. From addressing pain points to creating a sense of urgency, each type is designed to grab the recipient's attention and encourage them to take action.

# Style One — Welcome Subject Lines

Email list welcome subject lines are a great way to greet new subscribers and make a strong first impression. These types of subject lines are typically sent immediately after someone subscribes to your email list, and are aimed at welcoming them to your community and setting the tone for future emails.

When crafting a welcome subject line, it's important to be friendly and use language that will make them feel like they're joining a community. For example, instead of saying "Welcome to our email list," try "Welcome to the pack! Let's make the most of your pet-ownership journey together."

It's also important to provide value in the welcome email, give them a taste of what they can expect to receive from you, and also include a call to action to encourage them to take their first step with you.

You can also use this opportunity to set expectations on the frequency and type of emails they will receive from you, and also provide an easy way for them to manage their subscription or update their preferences.

It's also a good idea to use the subscriber's name and make the email feel more personal.

## 10 Examples of Welcoming Subject Lines

**01 Welcome. Get 50% off your first grooming service**

**02 Thanks for joining our pack. Exclusive deals incoming**

**03 You're in the know Get the inside scoop on the latest trends**

**04 Welcome to the club. You now have access to exclusive treats**

**05 Welcome to the best decision you'll make for your pet today**

**06 You're in the right place to take your pet care to the next level**

**07 Welcome to the community of people who put their fur-friends first**

**08 Thanks for subscribing. Premium benefits await**

**09 So glad you're here. Exclusive access granted**

**10 You're about to learn the secrets to a long and happy life for your pet**

Brainstorm Welcome Subject Lines You Can Use in Your Pet Business Below

# Style Two — Storytelling Subject Lines

Storytelling subject lines are a powerful way to engage your audience and build emotional connections with them by using a narrative structure. By weaving a story into your subject lines, you're able to capture your audience's attention and create a sense of curiosity that motivates them to open and engage with your email.

Humans are hard-wired to be captivated by stories, it's how we have communicated since time began. Stories are all around us, we love to read, watch and consume them in every way we can. By entwining story into our subject lines and relaying them within the email you will not only increase your open rate, but build a stronger relationship with your audience as they get to know, like and trust you.

## 10 Examples of Storytelling Subject Lines

**01 This blind cat stole the hearts of everyone in the salon**

**02 How our pet sitter saved their cat's life**

**03 You won't believe this dog's reaction to our new product**

**04 How this rescue dog changed our walker's life**

**05 Watch this cat's hilarious reaction to the camera**

**06 Our new pet-sitting puppy will melt your heart**

**07 Our training client was scared to swim. Look at him now**

**08 This dog showed his true colours when given the chance**

**09 How we taught this dog to solve a puzzle to get a treat**

**10 The cat hated their dog, look at them now**

Brainstorm Storytelling Subject Lines You Can Use in Your Pet Business Below

# Style Three — Promotional Subject Lines

Subject lines that include discounts, promotions, and limited-time offers can be a powerful tool to increase your open rates and drive sales for your pet business. They are a great way to entice your subscribers to open your email and take advantage of a special deal. These types of subject lines can be especially effective for driving sales and increasing revenue for your pet business.

When crafting your subject line, it's important to be clear and specific about the deal being offered. Instead of saying "Discounts available now," try "Save 20% on your first purchase today."

You can also use power words like "limited," "exclusive," or "urgent" to create a sense of scarcity and urgency which will increase open rates.

## 10 Examples of Attention-Grabbing Promotional Subject Lines

**01 Limited time offer: Save 50% on all pet grooming services**

**02 Exclusive discount for first-time pet owners**

**03 Hurry. 24-hour flash sale on pet food and supplies**

**04 New customer special: Free pet toy with purchase**

**05 Last chance to save: End of season pet gear clearance**

**06 Buy one, get one 50% off: Pet grooming package deal**

**07 Summer savings: 10% off all pet boarding services**

**08 Stock up: Buy 6 months of pet food get 1 month free**

**09 Limited edition: Exclusive pet accessories at discounted prices**

**10 Early bird special: 10% off training booked before 30th Jan**

Brainstorm Promotional Subject Lines You Can Use in Your Pet Business Below



# Style Four — Humorous Subject Lines

Humorous subject lines can be a fun and engaging way to grab the attention of your subscribers and make your emails stand out in a boring inbox. When done correctly, a good sense of humor can be an effective way to connect with your audience and build a strong relationship with them.

When crafting a humorous subject line, it's important to keep in mind the tone of your brand and the audience you're trying to reach.

For example, if your pet business is more on the serious side, a light-hearted or silly approach may not be the best fit.

It's also important to keep in mind that not everyone will find the same things funny, so be prepared for some people to not find your subject line amusing. Use them carefully and make sure they are appropriate to your target audience and they don't come across as insensitive or offensive. Testing is crucial, try different types of humour and see which ones perform the best with your audience.

Overall, humorous subject lines can be a great way to stand out in the inbox and connect with your subscribers. But make sure they align with your brand and are appropriate for your target audience.

## 10 Examples of Humorous, Curiosity-Inducing Subject Lines

01 **Is your cat secretly a genius?  
Find out now**

02 **It's {Dog's Name} hEre,  
I cAn Talk nOw**

03 **10 ways to make your cat love  
you (even more)**

04 **If they made a documentary about  
your dog, what would she say?**

05 **Why your dog's 'weird' behavior  
is actually adorable**

06 **The one thing your pet wishes  
you knew**

07 **New discovery: cats can be  
trained (sort of)**

08 **You have this in common  
with your dog**

09 **The hilarious side-effects of  
giving your pet too many treats**

10 **Why your cat is always  
so grumpy**

Brainstorm Humorous Subject Lines You Can Use in Your Pet Business Below

# Style Five — Pain Point Subject Lines

Pain point subject lines are a powerful tool to connect with your audience and build trust with them by addressing a specific problem or challenge they may be facing. By highlighting a problem that your audience is experiencing, you're showing them that you understand their needs and are in a position to help them solve their problem. When crafting a pain point subject line, it's important to use language that your audience can relate to.

For example, instead of saying something broad, like "Problems with pet grooming," try "Pet's coat dull and lifeless? We bring back the shine."

Overall, pain point subject lines can be an effective way to connect with your audience and build trust with them by addressing specific problems or challenges they may be facing. Just be sure to be specific and have a solution to offer.

## 10 Examples of Subject Lines that Address Specific Pain Points

**01 Tired of dealing with pet hair?  
Our grooming services can help**

**02 Is your pet's behaviour causing  
stress? Our training can help**

**03 Don't let your pet's health  
problems go untreated: Book Now**

**04 Overweight pet? Our weight  
management program can help**

**05 Struggling to find the right food  
for your pet? Let us help**

**06 Does your pet suffer from  
allergies? Grooming can help.**

**07 Pet anxious or stressed?  
Book them in for a pet spa**

**08 Worried about leaving your pet?  
We provide a safe environment**

**09 Doggy dental problems? Our  
grooms include teeth cleaning**

**10 Pet's coat dull and lifeless?  
We bring back the shine**

Brainstorm Pain Point Subject Lines You Can Use in Your Pet Business Below

# Style Six — Re-Engagement Subject Lines

Re-engagement subject lines are a great way to reconnect with inactive subscribers and get them to start opening and engaging with your emails again. These subject lines are typically used for subscribers who haven't opened or clicked on your emails in a while and are aimed at getting them to re-engage with your content.

When crafting a re-engagement subject line, it's essential to be direct and use language that will grab their attention. It's also a good idea to offer an incentive for re-engaging, such as a special offer, a discount or exclusive content. This will give them a reason to open your email and start engaging with your content again.

## 10 Examples of Re-Engagement Subject Lines

**01 We've missed you: Exclusive offer for returning customers**

**02 Welcome back: Special promotion for past clients**

**03 Don't let your pet's grooming go to the dogs: Book now and save**

**04 It's been a while: Check out our updated pet services**

**05 We've missed your pup: Bring {Name} back for 25% discount**

**06 Don't let your pet's health slip: Rebook a consultation now**

**07 Time for a check-up: Special offer for returning pet owners**

**08 Ready for a change? Try our new pet grooming packages**

**09 Don't miss out: Exclusive promotions for past customers**

**10 Your pet deserves the best: Try our new premium services**

Brainstorm Re-Engagement Subject Lines You Can Use in Your Pet Business Below

# Style Seven — Emoji Subject Lines

Using emojis in your email subject lines can be a great way to grab the attention of your subscribers and make your emails stand out in their inboxes. Emojis can be a fun way to connect with your audience and add personality to your subject lines. Emojis can help set the tone of your email and make it feel more personal and engaging. However, like humour, it's important to keep in mind the tone of your brand and the audience you're trying to reach.

Studies have shown that emails with emojis in the subject line have higher open rates than those without. However, it's important to use emojis sparingly, as overusing them can make your subject lines look cluttered and unprofessional. Again, like humour, try to choose emojis that are appropriate for your audience and your message. Make sure they align with your brand and are appropriate for your target audience.

## 10 Examples of Emoji Subject Lines

01 **Grooming time: 50% off all dog grooming services**

02 🐱 **Cat grooming packages: Purr-fect for your feline friend**

03 **Stock up and save: Buy 6 months of pet food and get 1 free**

04 **Exclusive offer: Free dog training consultation**

05 **Pamper your pup: Discounted spa packages for dogs**

06 **Discounted grooming services for bunnies and other small pets"**

07 **Summer special: 10% off all bird grooming services**

08 **Keep your fish and other aquatic pets happy and healthy**

09 **Easter special: Discounted grooming packages for rabbits**

10 **End of season clearance sale: Pet gear at discounted prices**

Brainstorm Emoji Subject Lines You Can Use in Your Pet Business Below

# Style Eight — Social Proof Subject Lines

Email list social proof subject lines are a powerful tool to build trust and credibility with your audience by highlighting the positive experiences and results of others who have used your products or services.

By featuring testimonials, reviews, or customer success stories in your subject line, you're showing your audience that your products or services are trusted and effective.

When crafting an email list social proof subject line, it's important to be specific and use language that your audience can relate to. For example, instead of saying "Our customers love us," try "Pet owners rave about our grooming services: see their results here." You can also use social proof in other ways, like showcasing the number of customers you have, the awards or certifications you have received, or the partnerships you have established.

## 10 Examples of Social Proof Subject Lines

**01 What top veterinarians are saying about our new treats**

**02 Real pet owners share their success stories with our training**

**03 Our client raved about this before and after transformation**

**04 Experts weigh in on the benefits of our pet supplements**

**05 Why our pet sitting service is the top choice for busy pet owners**

**06 Pet owners speak out about the impact of our dog adventures**

**07 Discover the difference that sets us apart from other groomers**

**08 See why so many pet owners trust our pet daycare services**

**09 Why our pet-sitting service is the best choice for your furry friend**

**10 Find out why our pet grooming services have a 5-star rating**

Brainstorm Social Proof Subject Lines You Can Use in Your Pet Business Below

# Style Nine — Fear of Missing Out Subject Lines

Fear of missing out (FOMO) subject lines are a great way to create a sense of urgency and motivate your subscribers to take action by highlighting a limited-time offer or an exclusive opportunity that is about to expire. By emphasizing the exclusivity and scarcity of the offer, you're creating a sense of urgency that will motivate your subscribers to take action before they miss out.

When crafting a FOMO subject line, it's important to be clear and specific about the offer and the deadline. For example, instead of saying "Limited time offer," try "Last chance to save 20% on our dog grooming services before the deal expires tonight!" It's also important to make sure that the offer is indeed exclusive and limited, otherwise, you risk losing credibility with your subscribers.

## 10 Examples of FOMO Subject Lines for Pet Owners

**01 Don't miss out: Limited spots available for our training program**

**02 Last chance: Exclusive offer for first-time grooming clients**

**03 FOMO alert: Our natural treats are almost sold out**

**04 Act fast: Limited-time discounts on pet grooming packages**

**05 Only a few spots left: sign up now for our pet training class**

**06 Limited availability: Book your appointment before we're full**

**07 Don't miss the boat: Exclusive offers for first-time customers**

**08 Don't miss out on the chance to win a free pet grooming session**

**09 Don't miss out on these exclusive deals for newsletter subscribers**

**10 Limited time offer: Discounted pet grooming services for new clients**

Brainstorm FOMO Subject Lines You Can Use in Your Pet Business Below

# Style Ten — Case Study Subject Lines

Case study subject lines are a powerful way to showcase the value and effectiveness of your products or services by highlighting the real-world results and experiences of your customers. Case studies allow you to demonstrate the value and effectiveness of your products or services in a way that is both credible and relatable to your audience. They also serve as a powerful form of social proof, showing potential customers that others have found success with your products or services.

When crafting case study subject lines, it's important to be clear and specific about the results and experiences of your customers. For example, instead of saying "Success stories," try "Before and after: see the amazing results"

Within the body of the email, try to use personalisation and include the customer's name, photo, or video, to make the case study feel more personal and authentic.

## 10 Examples of Case Study Subject Lines

**01** How our natural treats helped this dog with digestive issues

**02** A fearful dog owner's story with our training program

**03** See the transformation in this dog's coat

**04** How our supplements improved this cat's joint health

**05** A disabled dog owner's experience with our pet sitting service

**06** How our service helped a senior dog with mobility issues

**07** How our pet insurance saved a pet owner thousands of dollars

**08** A dog owner's experience with our pet daycare services

**09** How our grooming services helped a dog with skin allergies

**10** How our product improved this cat's quality of life

Brainstorm Case Study Subject Lines You Can Use in Your Pet Business Below

# Next Steps

*"Dare to dream, then decide to do."*

— Annette White

**So there you have it, 20 Types of Subject Line and 10 Examples for the 10 Most Popular!**

Use these subject lines to increase your open rates and build a strong, engaged following for your pet business.

**So, where to from here?**



**Join the Pet Care Pro Academy and get full access to the Pet Care Newsletter Membership.**

Everything you need to create captivating newsletters that build trust and credibility and foster a sense of community.

Full access to everything in the Pet Care Pro Studio Store and the Pet Care Pro Academy can be yours for just one easy monthly payment.

**Join the Pet Care Pro Academy Today**

**Join our growing community: <https://www.facebook.com/groups/petcareprofessionals>**

## Pet Care Newsletter Membership

**Attract, Nurture and Turn Dream Clients into Raving Fans with a Beautiful, Professionally Written Newsletter**

We provide everything you need to quickly and easily create pet industry newsletters that are captivating, engaging, get opened and shared.

Join today and take advantage of the most effective way to capture the contact information of every one of your website visitors

**Join the Pet Care Newsletter Membership Now!**

## The Pet Brand Blueprint

**What if You Had Everything You Needed to Create a Stunning Pet Brand that Connects With Your Ideal Client, Enhances Your Credibility and Gives You a Competitive Edge in an Increasingly Crowded Market?**

Have your branding done in as little as the next 60 minutes, without the enormous development cost, or trying to go it alone while continuing to be invisible in our hugely competitive industry

**Join the Pet Brand Blueprint Membership Now!**





# Thank You!

I'm deeply grateful you're here and honoured to be a part of building your business to the very best it can be. You are one of a select group of pet care professionals who are willing to put in the hard yards and I'm happy to be in such great company.


If you are looking for extra support and additional resources for marketing your pet business, please feel free to reach out at any stage and ask any questions you have in our group for **Pet Care Professionals.**

**If you're ready to start onboarding dream clients into your business, I would love to help you. Click the button below to schedule a 30 minute, no obligation chat to get started now.**

[Schedule a No Obligation 30 Minute Chat](#)


**Looking forward to meeting you!**

**PETCAREPRO**  
**ACADEMY** *Pet Business*  
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