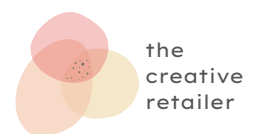


EMAIL SUBJECT LINES THAT GET YOUR EMAILS OPENED

Be clever and enticing! No more "September News" in the subject line. People (including you) scan and delete emails in mere seconds. **Make sure yours is not just opened, but read and acted on: it converts a sale, adds a sign-up to an event or brings people in for a visit!**

4 ways you don't hold a paintbrush
5 ways painting pottery helps with brain health
8 out of 8 art campers (or customers) agree
A \$10 gift awaits
All your _____ questions answered
Are you too late?
Before and after: the incredible transformation
Bushes: do you use tons or just a few?
Did you know you can celebrate THIS at the studio?
Did you see us on tv? In the paper?
Does your personality match your mug?
Don't make the same mistake that Sara did
Don't make this rookie mistake
For a limited time
Guess the most-used paint color in the studio
Help settle a Best Movie Ever debate
Help settle the Best Mug Ever debate
Help us name this koala bear
Hillary vs the kiln. Guess who won?
How do you choose the right brush?
How well do you know our studio?
How will you rate us?
If you could only chose one, which would it be?
Inside the kiln: scenes from a magical place
Inside: only great news
Is it a bowl? Is it a plate? We think it's both
Is it too late to start annual prints with a toddler?
It's time! Enroll before 11:55pm
Just launched
Knock knock joke
Make up your own awards
Make up your own holiday
Meet Mr. Magoo, our newest animal
Never ending pasta? We have the bowls!
New must have's for dog lovers/cat people
Oh baby! We're expecting new pieces for footprints
Our favorite Mug Shot
Our new _____ are almost sold out
Put a spin on your favorite salad

Secrets from the kiln room
Small details or big design: which are you?
Staff picks for _____ (month)
The _____ class is almost booked up
The big benefit of reading this first
The easiest decision you'll make today
The top five questions we get about our kiln
The top five questions we get about our parties
The top five questions we get about our pottery
The top five questions we get about our studio
These just arrived and they won't last long!
This is a first
This is the WORST!
Three facts you didn't know about our top-selling _____
Top 10 _____
Top 10 reasons we're the best date night
Top five questions we get from our youngest painters
Top ten best selling ornaments
Top ten shapes under \$25
We have to get rid of one - help us decide!
We tried three times and it worked on the fourth
We're the best party place for this one reason
What your zodiac sign says about your painting style
What your zodiac sign says about your pottery choices
What your favorite color says about your personality
What your painting style says about you
What your popcorn bowl says about you
Which animal are you?
Which mug are you?
Why is a party at _____ like no other?
Would you paint THIS mug?
You know you're a fan of the studio when THIS happens
Your pottery horoscope



Hillary Mathewson
704-619-2489

www.TheCreativeRetailer.com
Hillary@TheCreativeRetailer.com