



10 E-mail Subject Lines

- Ogilvy's surprising French confession
- What my mother's lover said
- A presentation secret very few grasp
- Killer copy - but I'd be ashamed to write it
- A perfect example of the perfect sales letter
- Strictly for those interested in copy
- Am I bonkers - or is it you?
- Ah! A recession. Time to double my fees.
- Are you a curtain twitcher?
- Won't you say hello to my ugly baby?