# **20 Subject Lines That Don’t Feel Like Phishing Attempts**

These subject lines are designed to cut through the noise *without* sounding like spam, a scam, or a bot trying to sell you a "game-changing platform." They’re short, honest, curiosity-piquing, and proven to work across cold outreach, content promotion, link building, and guest post pitches.

## **For Link Building Outreach**

1. Found something for your [topic] page
2. Quick heads up about a broken link
3. Resource that could boost your [keyword] guide
4. Saw your post on [topic] – quick idea
5. Complementary link for your great piece on [topic]

## **For Content Promotion**

1. Thought you might like this new data on [topic]
2. Your recent article sparked this idea...
3. You inspired this piece on [topic]
4. [First Name], I think this aligns with your audience
5. A counterpoint you might enjoy reading

## **For Guest Post Pitches**

1. Guest post idea: [Title]
2. Article pitch for your awesome blog
3. Could this topic work for your site?
4. Loved your post on [topic] – here’s a follow-up idea
5. Contribution idea for [Site Name]

## **For Partnership or Collab Pitches**

1. Collab idea that benefits both our audiences
2. Want to co-create something rad?
3. I have a win-win idea for [Your Company] + [Their Company]
4. Shared audience, shared value?
5. Let’s build something cool together

### **Pro Tips:**

* Keep subject lines under 60 characters when possible.
* Use first names or specific references to show you’re not mass-blasting.
* Avoid ALL CAPS, excessive punctuation, and "too good to be true" vibes.
* Curiosity > clickbait.

Need help pairing these with strong email intros? Let me know and I’ll match 'em up.