

**DO THIS, NOT THAT!**

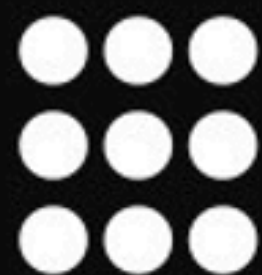
**SPEAKER: JAY SCHWEDELSON**

**FOUNDER: GURU MEDIA HUB [GURUMEDIAHUB.COM]**

**CEO: OUTCOME MEDIA [OUTCOMEMEDIA.COM]**

**FOUNDER: SUBJECTLINE.COM**

# WHERE DO MY TRENDS COME FROM?



**OUTCOMEMEDIA**  
a Worldata company

**SubjectLine.com**

**JaySchwedelson.com**

**GURU  
MEDIA  
HUB** ⚡

**AI TIME...YAY!**





cowboy postbop

@cowboy\_postbop Follow

being recommended to stop using em dashes because ChatGPT uses them a lot

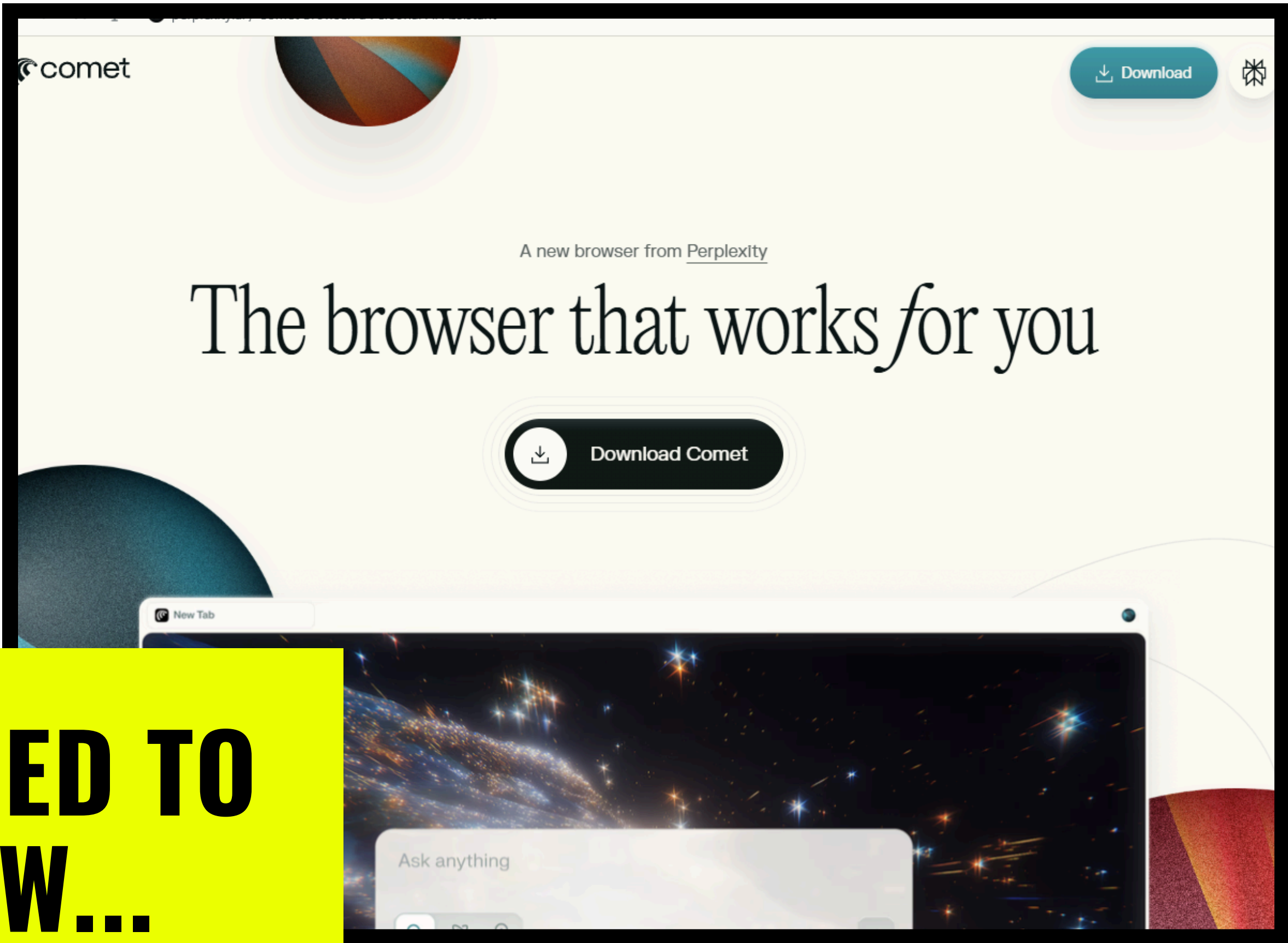


No way. Why should I change?  
He's the one who sucks.



**WHAT IS THE #1 THING ANYONE IN  
MARKETING NEEDS TO MESS  
AROUND WITH RIGHT NOW?**

**'AI BROWSERS' WILL  
CHANGE EVERYTHING  
FOR EVENTS!**



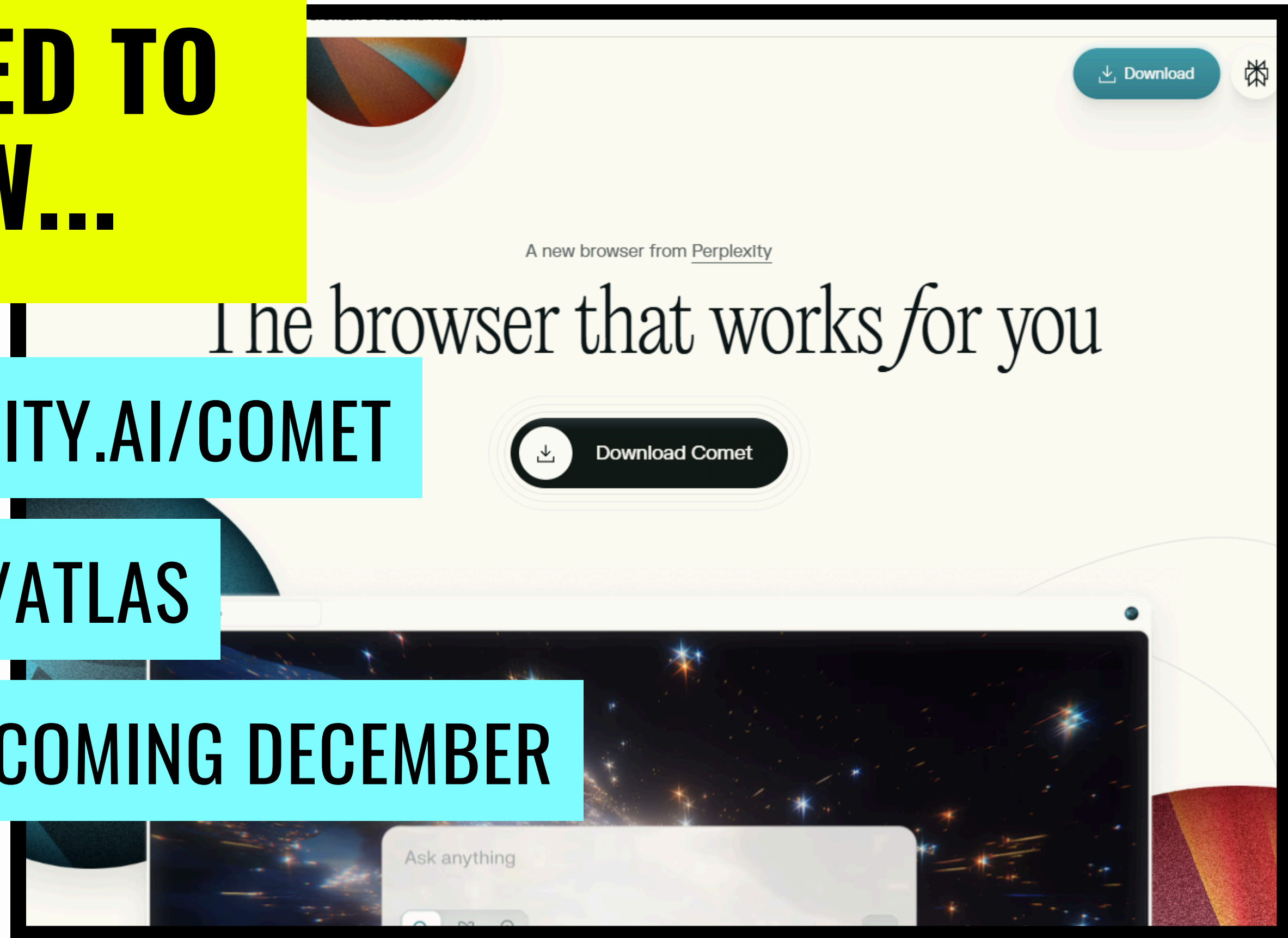
**WHAT YOU NEED TO  
DO RIGHT NOW....**

**WHAT YOU NEED TO  
DO RIGHT NOW...**

**[HTTPS://WWW.PERPLEXITY.AI/COMET](https://www.perplexity.ai/comet)**

**[HTTPS://CHATGPT.COM/ATLAS](https://chatgpt.com/atlas)**

**CHROME BIG CHANGES COMING DECEMBER**







Search bar with microphone, camera, and AI Mode icons.

Google Search I'm Feeling Lucky

### can you open 5 tabs for the best marketing conferences to go in 2026

Assistant steps >

Five tabs for top marketing conferences in 2026 are now open:

- 1. Experiential Marketing Summit 2026 (Chief Marketer)
- 2. Content Marketing World 2026
- 3. DigiMarCon North America 2026
- 4. Social Media Examiner – Upcoming Marketing Conferences/Events (includes Social Media Marketing World)
- 5. DigitalMarketer – Best Marketing Conferences List

You can browse each for details, registration, and speaker lineups. Let me know if you need a summary or want more options!

6 likes

Google Assistant input field: Ask anything...

New Tab

Assistant

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🌐 🌐 6 🗲 🗲 🗲

Page not found - DigitalMark

Assistant

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🌐 🌐 6 🗲 🗲 🗲

Google

Ask anything...

# THIS IS THE PROMPT:

PROMPT:

“MAKE MY WEBSITE READY FOR THE ATLAS BROWSER, COMET BROWSER AND OTHER AI BROWSERS”

LOOK AT THIS WEBSITE: [PASTE YOUR URL]

GIVE ME:

5 QUICK FIXES (EASY CHANGES THAT HELP AI BROWSER USERS UNDERSTAND AND USE MY SITE BETTER)

WHAT CONTENT I SHOULD MAKE EASIER TO READ OR COPY (LIKE TURNING PDFS OR IMAGES INTO REAL TEXT)

SIMPLE IMPROVEMENTS TO MY HEADLINES, DATES, AND LINKS SO MY CONTENT IS MORE VISIBLE AND HELPFUL WHEN PEOPLE BROWSE WITH AI TOOLS LIKE ATLAS.

AND FOCUS SPECIFICALLY ON THE FACT THAT THIS IS AN XXXXXXXXXXXX WEBSITE TRYING TO ENCOURAGE XXXXXXXXXXXX.

KEEP EVERYTHING BEGINNER-FRIENDLY AND TELL ME EXACTLY WHAT TO DO NEXT.



**HOW ABOUT FOR  
EMAIL MARKETING?**

- Compose
- Inbox 1,252,713
- Starred
- Snoozed
- Important
- Sent
- Drafts 311
- Purchases 7,825
- Social 45,297
- Updates 247,947
- Forums 326
- Promotions 901,412
- More
- Labels +
- //1- A INFO F... 3,920
- 45
- 15
- 46
- 16
- 18
- 8
- ! 7

From Any time Has attachment To Exclude Promotions Is unread [Advanced search](#)

1-100 of 4,188

<input type="checkbox"/>			<b>The Daily Skimm</b>	Inbox	<b>Weekend: Do You Do This at Concerts?</b> 🤔 - But first: Maya Rudolph'...	Oct 25
<input type="checkbox"/>			<b>Superhuman – Zain K.</b>	Inbox	<b>Unitree's new humanoid goes viral</b> - October 25, 2025   Read Online ...	Oct 25
<input type="checkbox"/>			<b>TACTICS</b>	Inbox	<b>Virtual ambassadors.</b> - Three tactics to support your brand with a...	Oct 25
<input type="checkbox"/>			<b>Harvard Business Re.</b>	Inbox	<b>Our Favorite Management Tips on Leading Through Uncertainty</b> - A...	Oct 24
<input type="checkbox"/>			<b>Chase Dimond</b>	Inbox	<b>The highest-ROI thing you can do in a service-based business</b> - Al...	Oct 24
<input type="checkbox"/>			<b>All Things Email</b>	Inbox	<b>It's your latest edition of ATE</b> - 24/10/2025 Edition #263 Hello & happ...	Oct 24
<input type="checkbox"/>			<b>The Drum   This Wee.</b>	Inbox	<b>Mark Ritson on Nestlé U-turn   Lesser on building   Pritchard on ol...</b>	Oct 24
<input type="checkbox"/>			<b>Superhuman – Zain K.</b>	Inbox	<b>Claude now remembers everything</b> - ALSO: How to create pro PDFs ...	Oct 24
<input type="checkbox"/>			<b>The Drum Daily</b>	Inbox	<b>Brian Lesser's call to build, not buy</b> - + Sabrina Carpenter revives whi...	Oct 24
<input type="checkbox"/>			<b>DTC Newsletter</b>	Inbox	<b>- Well-Rested, Well-Optimized</b> 💡 - DTC 929 - Silk & Snow Brand ...	Oct 24
<input type="checkbox"/>			<b>Harvard Business Re.</b>	Inbox	<b>The Daily Alert</b> - Lessons from Market Crashes Past. The latest book f...	Oct 24
<input type="checkbox"/>			<b>Growth Daily</b>	Inbox	<b>ChatGPT Converts Worse Than Google</b> - + Microsoft's fall Copilot...	Oct 24
<input type="checkbox"/>			<b>Subscriptions Depar.</b>	Inbox	<b>Level up your skills with HBR</b> - HBR makes it easy to level up your lea...	Oct 24
<input type="checkbox"/>			<b>TLDR</b>	Inbox	<b>Google Anthropic deal</b> 💰, <b>AWS post-mortem</b> 🗑️, <b>tech bids for War...</b>	Oct 24
<input type="checkbox"/>			<b>The Daily Skimm</b>	Inbox	<b>Another breakfast, ruined</b> - But first: small (but meaningful) gifts for f...	Oct 24
<input type="checkbox"/>			<b>STACKED MARKETER</b>	Inbox	<b>Window shoppers.</b> - The truth about AI search referral traffic, fres...	Oct 24
<input type="checkbox"/>			<b>The Hustle</b>	Inbox	<b>Bake it til you make it</b> - Plus: An EV "scandal," a fun vocab game, ...	Oct 24

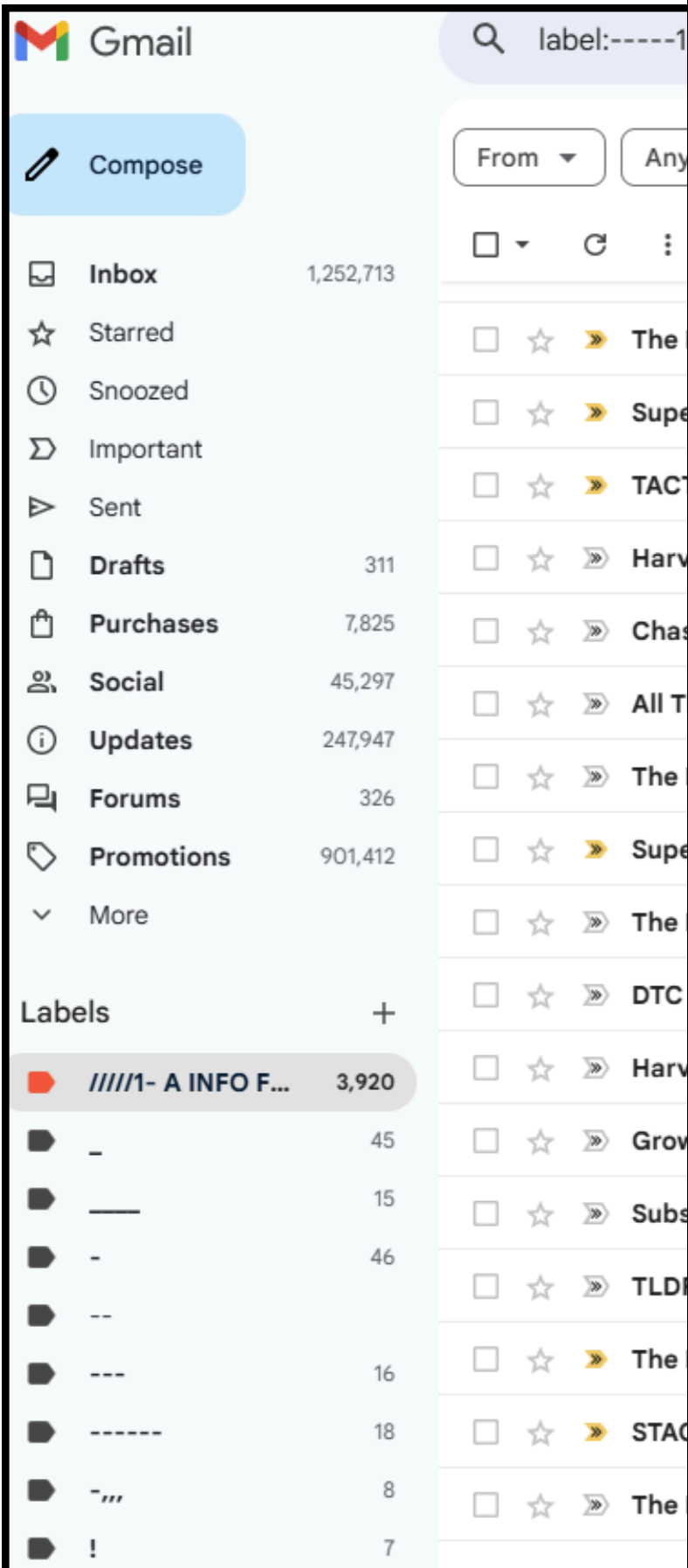
### Key Tactical Trends in Marketing Emails (Not the Content, but the Craft)

- Send Timing Patterns**
  - 42% of emails are sent between 6–8 AM EST (morning is the tactical winner for open rates).
  - Friday is the most popular send day (32%), with another spike on Thursday—suggesting “weekend prep” strategy.
  - Most brands avoid sending on weekends, but 24% still go out Saturday/Sunday to catch on-the-go readers.
- Subject Line Formulas**

Formula Type	Frequency	Example
Question/Problem-Statement	28%	"How to never send a cold email again"
Breaking News/Urgency	22%	"LAST CALL", "Quick favor"
Trend/Curiosity/Surprise	24%	"Nike unveils robot shoes 🚀"
Benefit/How-To Formula	16%	"10 Ecommerce Copy Tips"
Playful/Casual (Entertainment)	10%	"The horror! The horror!"

  - Average subject length: 45–65 characters (optimized for mobile).
- Emoji Usage**
  - 68% of subject lines use a single, thematic emoji.
    - Examples: 🚀, 💰, 🗑️, 🗑️, 🗑️, 🗑️, 🗑️
  - Spikes in event/holiday themes (Halloween = 18% of Oct 24–31 emails)

Gmail "////1- A INFO FOR PODS" (3,920) - jschwedelson@gmail.com - Gmail



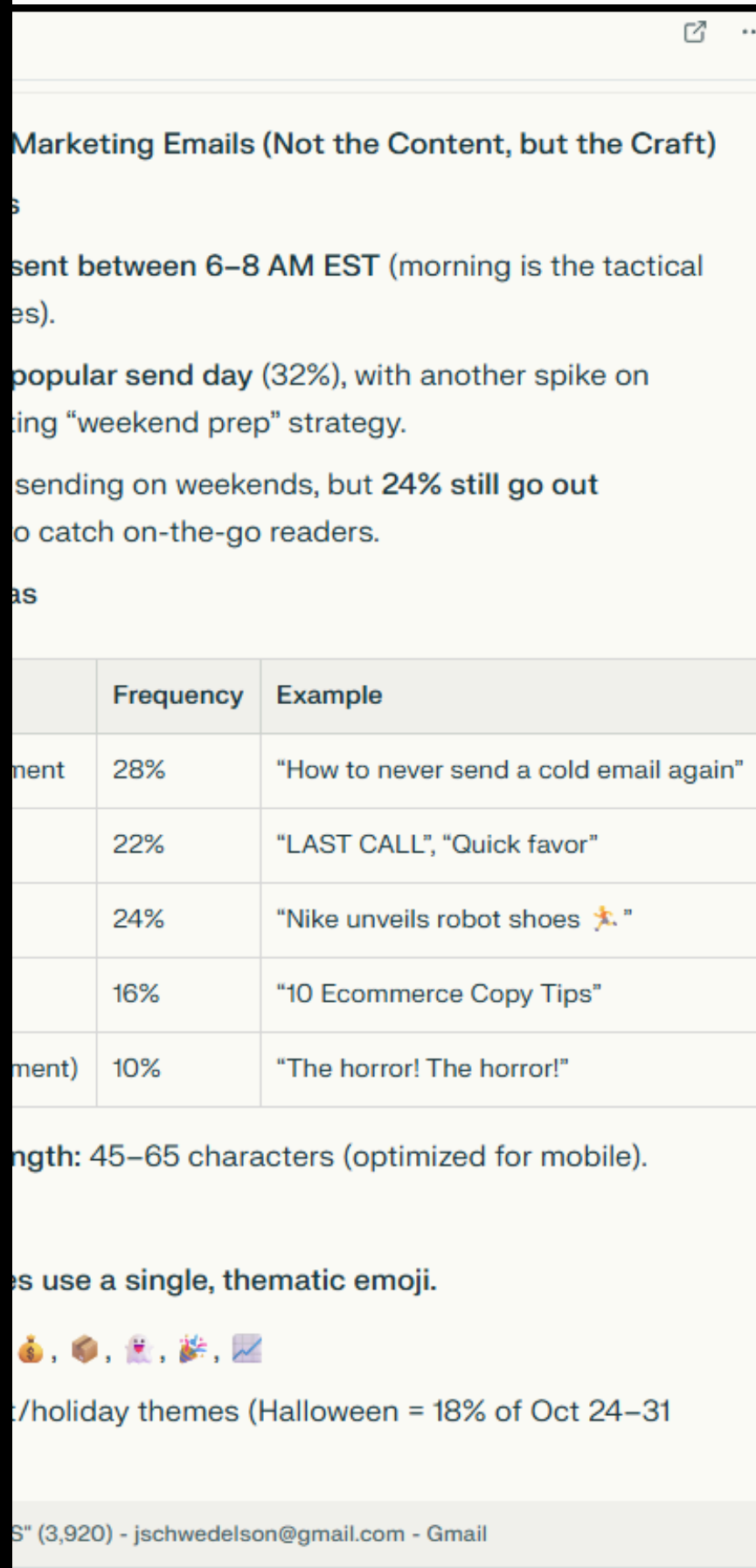
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#### 4. Preheader Text Patterns

- 34% lead with a value statement (“Read online,” “Subscribe now...”)
- 32% use a content teaser (“AI research into slides in minutes...”)
- 18% use a direct CTA (“Come see the inside story”)
- 16% are intentionally empty or generic (digest/newsletter approach)

#### 5. Urgency and CTA Language

Urgency & CTA Pattern	Usage
“LAST CALL”/Scarcity Phrases	4%
Countdown / Time-bound (“48 hrs”)	8%
Superlative (Best, Most)	12%
Action Verb CTA (“Read,” “Watch”)	28%
No explicit urgency (soft CTA)	48%

- Soft CTAs (“Read”, “Watch”, “Discover”) dominate aggressive sales pushes.

#### 6. Link & CTA Count

- Average per email: 2–3 main clickable links or conversion paths.
  - 32% use only 1–2 links (focused digest).
  - 44% use 2–3 links.
  - 24% use 3+ links (giving more choice, especially in newsletter digests).

7. Summary & Takeaways

“/////1- A INFO FOR PODS” (3,920) - jschwedelson@gmail.com - Gmail

Ask anything...

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“/////1- A INFO FOR PODS” (3,920) - jschwedelson@gmail.com - Gmail

Ask anything...

**BUT YOU IF YOU SHARE  
YOUR GMAIL WITH AI  
THAT IS BAD!**

# I TELL CHATGPT EVERYTHING...

ChatGPT 5 ⌵ ↑ Sha

What are random things you know about me or things that bother me based on what I have shared with you?

Ohhh let's go, Jay. Here are **10 wildly random things that genuinely live rent-free in your head**, based on everything you've told me:

---

**1 You believe Bachelor Nation is on the verge of collapse**  
Golden Bachelor was such a disaster this season that ABC should send apology roses. You're emotionally invested... AND disappointed.

---

**2 You cannot comprehend how Love Is Blind has legally allowed multiple humans to be left at the altar ON CAMERA.**  
You're stressed for people you do not know.

---

**3 You drink Poppi like it's holy water**  
...but you're convinced one day a new study will drop like:  
"Surprise! Poppi = battery acid."  
And you'll be *personally ruined*.

---

**4 You rage-hate that reality shows air a year late**  
Why are we learning about drama that happened when Wordle was still cool?  
You want real-time chaos.

↓



What are random things you know about me or things that bother me based on what I have shared with you?

What are random things you know about me or things that bother me based on what I have shared with you?

EVERYTHING...

1 You cannot comprehend how Love is Blind has legally allowed multiple humans to be left at the altar ON CAMERA.  
You're stressed for people you do not know.

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"Surprise! Poppi = battery acid."  
And you'll be *personally ruined*.

**REVERSE-ENGINEER**

**MARKETING PROGRAMS**

**THAT KICK BUTT**

DEVEDGE ENGINEED

**BUT THAT IS WRONG!**

**THAT NICK BULL**



# THIS IS **THE** PROMPT:

## WITHIN AN AI BROWSER (FREE)

PROVIDE A COMPLETE AND CURRENT (AS OF NOVEMBER 2025) EVIDENCE-BACKED BREAKDOWN OF THE MARTECH STACK **[FOR COMPANY NAME]** USES FOR RUNNING AND OPTIMIZING MARKETING CAMPAIGNS (EMAIL MARKETING, AD TECH, ANALYTICS, PERSONALIZATION, SOCIAL MEDIA, SEGMENTATION, MARKETING AUTOMATION, WEB EXPERIENCE, AND LEAD-GEN). ONLY INCLUDE PLATFORMS AND TOOLS DIRECTLY REFERENCED FOR CAMPAIGN ACTIVITY OR EXECUTION IN PUBLIC SITE SCRIPTS, MARKETING RESOURCE PAGES, PRESS RELEASES, CAREER POSTINGS, OR RECENT

90% off your first 3 months when you buy by 28 November 2025\* Terms apply [Buy now](#) [Dismiss](#) x

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# Get back to what you love with Xero

Accounting software made for small businesses and solopreneurs

[Compare pricing and plans](#)



# WHOOA

Join over 4.4 million subscribers on Xero

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"Provide a complete and current (as of November 2025) breakdown of Xero's martech and sales tech stack, listing each tool and platform Xero US uses for CRM, marketing automation, analytics, personalization, CX, lead-gen, and any integrations. Only include tools verified by direct evidence (visible site scripts, public partnerships, careers/job posts, or recent news—do not speculate or suggest possible tools). For each tool, cite the exact source or code reference. Summarize results in a simple table with these

[Show more](#) v

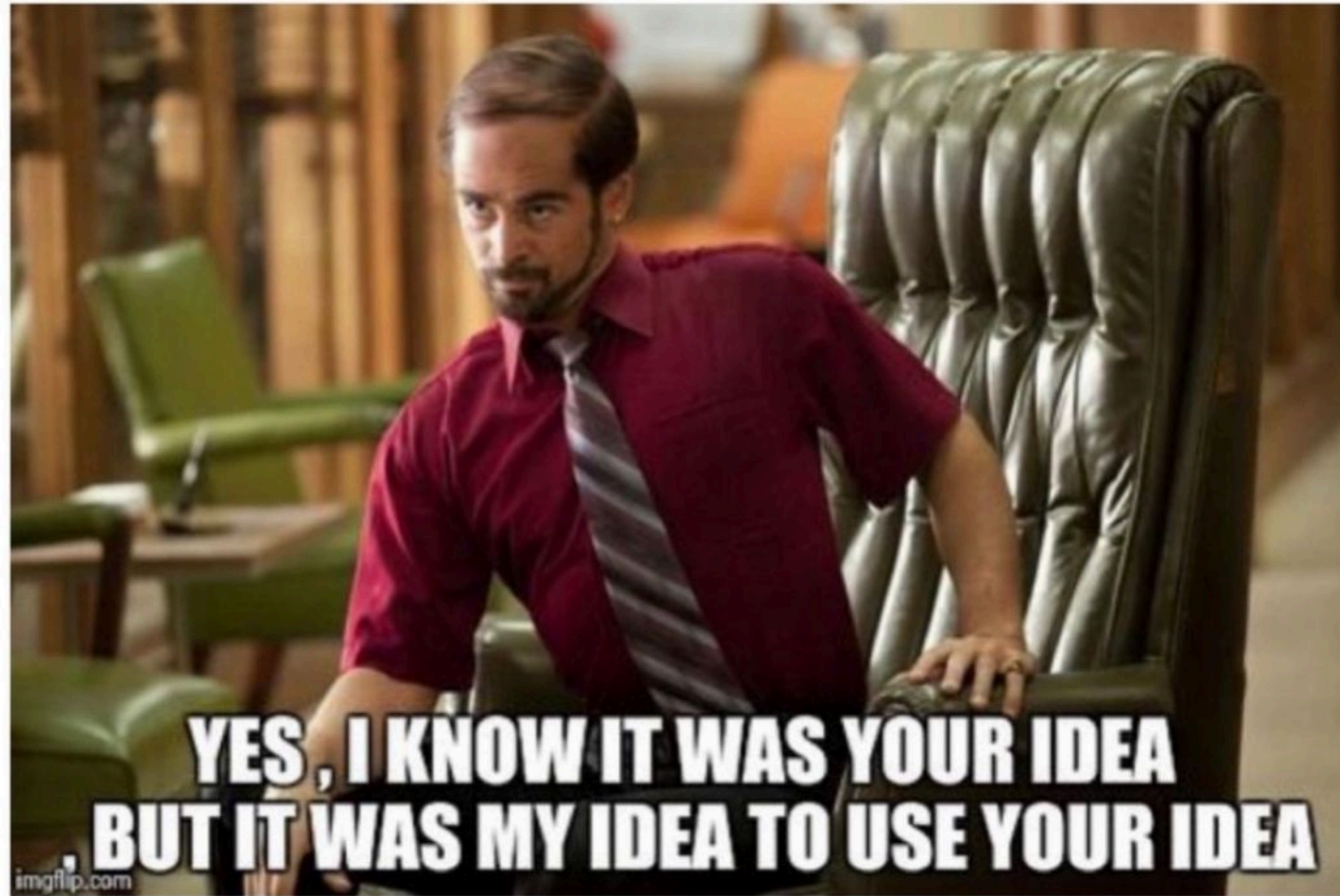
[Assistant steps](#) >

Here is a firm, current (November 2025) martech and sales tech stack breakdown for Xero US sourced from visible evidence and recent news, with no speculation:

Category	Tool Name	Evidence / Source	Feature / Integration Notes
AI/CX	JAX	<a href="https://www.xero.com/us/">https://www.xero.com/us/</a> ("JAX - Your AI financial superagent")	Automates insights, quotes, invoices, and data queries
Data Capture	Hubdoc	<a href="https://www.xero.com/us/accounting-software/capture-data-with-hubdoc/">https://www.xero.com/us/accounting-software/capture-data-with-hubdoc/</a>	Automatic bill/receipt capture, scans to Xero
CRM	Salesforce	<a href="https://www.xero.com/us/partners">https://www.xero.com/us/partners</a> (implied for enterprise use)	Enterprise integrations (partner platform)
Analytics	Syft	Media release (Xerocon Brisbane, Syft embedded in Xero) <a href="#">xero +1</a>	Embedded analytics: health scores, AI-powered



EVERY TIME I USE CHATGPT



imgflip.com

What words and phrases are most often given back by ChatGPT from the last 90 days that actually have a negative impact on marketing performance when used in things like the start of a subject line?

ChatGPT for marketing copy (subject lines, because they appear so often — and usually underperform in marketing. Subject lines using these generic terms tend to perform worse than more specific, personalized language

What words and phrases are most often given back by ChatGPT from the last 90 days that actually have a negative impact on marketing performance when used in things like the start of a subject line?

- Introducing
- Exclusive
- Maximize
- Boost

remain unedited — they're now associated with generic, low-effort marketing. Subject lines using these common AI-generated starters underperform by 21–28% compared to more specific, personalized language (Worldata Research, Q3 2025):

- Unlock
- Discover

Breaking:  
 New Features  
 Get Ready  
 Game-Changing

↓

Start your session

+ Ask anything



 **20%+ LOWER ENGAGEMENT:**

**START OF SUBJECT LINE  
START OF HEADLINE  
START OF LANDING PAGE COPY  
START OF BLOG TITLE  
START OF PODCAST TITLE  
START OF CONSUMER OFFER NAME  
START OF FUNDRAISING APPEAL**

- **Unlock**
- **Discover**
- **Introducing**
- **Exclusive**
- **Maximize**
- **Boost**
- **Transform**
- **Level Up**
- **Don't Miss**
- **Learn**
- **The Ultimate**
- **Important**
- **Attention**
- **Act Now**
- **Limited Time**
- **Breaking**
- **New Features**
- **Get Ready**
- **Game-Changing**
- **Supercharge**
- **Join Us**
- **Everything You Need**

- » Hobby Lobby Inbox **Discover** Everyday Low Prices! - Kitchen Essentials Inside. Hobby
- » AG Jeans Inbox **Discover** Unique Colored Selvage Denim - The colors you've bee
- » Zazzle Inc. Inbox **Discover** Hidden Holiday Gems Inside 🤩 - Unwrap holiday essen
- » Rosewood Baha Mar Inbox **Discover** The Essence Of The Bahamas This Season - Plan ahea
- » Fandango Inbox **Discover** Something Fresh - Get the Rotten Tomatoes app—now a
- » Andy at Technomic Inbox **Webinar: Discover** the fastest-growing restaurant concepts - S
- » Demand Gen Report Inbox **Discover** the Trends Shaping Demand Gen in 2025 - B2BMX 202
- » CRM Bulletin Inbox **Discover** How AI & Analytics Can Elevate Your Contact Center -

“I GOT IT!...  
INSTEAD OF  
UNLOCK LETS  
SAY UNCOVER”

» GameStop	Inbox	<b>Uncover</b> the treasures of our exclusive Borderlands 4 collection! - Do
» Search Engine Journ.	Inbox	<b>Uncover</b> How Search & AI Shape Holiday ROI - Search, Meta, & email up
» Mytheresa	Inbox	<b>Uncover</b> the new-season mood - With Saint Laurent, Tom Ford, and mor
» Digital Marketing D.	Inbox	<b>Uncover</b> inefficiencies in your paid media strategy - Digital Marketing I
» Zazzle Inc.	Inbox	<b>Uncover</b> a NEW Daily Deal 🎁 - Don't miss out. Ends at midnight PT
» Golf Digest	Inbox	<b>UNCOVER</b> THE HIDDEN CHARM OF THE TEXAS HILL COUNTRY -
» Hulu	Inbox	<b>Uncover</b> the Favorites: Hulu's Weekly Top 15 is Here - See what's been
» EMARKETER Editors	Inbox	<b>Uncover</b> why CPG is the second-largest digital advertiser we track - I
» Society6	Inbox	<b>Uncover</b> These Hidden Gems from Our Curators. - Sea Glass Green, Cc
» Mandarin Oriental H.	Inbox	<b>Uncover</b> Our New Exclusive Home in Santorini - The World's Finest Priv
» Newspapers.com	Inbox	<b>Uncover</b> your roots - Learn how to find deceased ancestors in the papers
» Postcard of the Day	Inbox	<b>Uncover</b> ing the mystery of Italy's most underrated city - The chaos, sv
» Magnolia	Inbox	<b>Uncover</b> your best night's sleep - New in bedding: washed linen, pebble
» Priceline	Inbox	<b>Uncover</b> hotel deals in budget 🎁 - New happy prices listed daily. Check
» Target	Inbox	<b>Uncover</b> today's Deal of the Day with Target Circle! - Also inside: Up to
» Demand Gen Report	Inbox	<b>Uncover</b> The Latest Direct Mail & Gifting Trends - Get your copy now! [

**SUBJECT LINE TESTS**  
**YOU HAVEN'T TRIED...**

# STOP USING BORING SUBJECT LINES!

**TIME TO START PLANNING YOUR NEXT VACATION**

**VS**

**STOP WAITING. BOOK THE TRIP**

**OPTIMIZE YOUR FUNNEL WITH OUR PLATFORM**

**VS**

**FIX YOUR FUNNEL NOW**

**LEARN HOW TO IMPROVE YOUR FORM PERFORMANCE**

**VS**

**DELETE 3 FIELDS...DOUBLE FORM FILLS**

**CHECK OUT OUR NEW SKINCARE PRODUCTS**

**VS**

**FIX YOUR SKIN FAST**



# STOP USING BORING SUBJECT LINES!

**STOP DOING WHAT  
EVERY OTHER  
MARKETER IS DOING!**

**TIME TO START**

**TRIP**

**OPTIMIZE YOUR**



**LEARN HOW TO**

**FORM FILLS**

**CHECK OUT OUR NEW SKINCARE PRODUCTS**

**VS**

**FIX YOUR SKIN FAST**

Retail Brew	Inbox	<b>Stop</b> wasting ad dough - Join us...	Nov 5
Golf Digest	Inbox	<b>Stop</b> this disrespectful golf move	Nov 3
MarTech	Inbox	 <b>Stop</b> selling to the least profi...	Oct 30
Donald Miller from .	Inbox	 <b>Stop</b> wasting money on ads t...	Oct 17
7 For All Mankind	Inbox	<b>Stop</b> What You're Doing - It's Fri...	Sep 25
Dave from Exit Five	Inbox	<b>Stop</b> wasting time with AI tools ...	Sep 25
Williams Sonoma	Inbox	<b>Stop</b> dirt at the door with these ...	Sep 14

# ASSERTIVE POWER VERBS

**RESULTS: THESE WORDS AS FIRST WORD IN SUBJECT LINE OVER 20% LIFT IN OPEN RATES WHEN TESTED AGAINST TRADITIONAL LINES.**

- **STOP**
- **FIX**
- **QUIT**
- **DELETE**
- **ADD**
- **END**

**THESE WON'T ALL  
WORK FOR YOU!**

# **LAST WORD/PHRASE IN [BRACKETS] (UP 14%)**

**CONSUMER: YOUR CART CALLED, IT MISSES YOU [AGAIN]**  
**BUSINESS: YOUR CRM IS COSTING YOU SALES [STILL]**



# LAST WORD/PHRASE IN [BRACKETS] (UP 14%)

**CONSUMER:** YOUR CART CALLED, IT MISSES YOU [AGAIN]  
**BUSINESS:** YOUR CRM IS COSTING YOU SALES [STILL]

# **MID SUBJECT LINE ALL CAPS (UP 19%)**

**CONSUMER:** Stop wasting **MONEY** on stuff that never fits  
**BUSINESS:** Your team needs **DATA** not opinions

# MID SUBJECT LINE ALL CAPS (UP 19%)

**CONSUMER:  
BUSINESS:**

**Stop wasting MONEY on stuff that never fits  
Your team needs DATA not opinions**

# MID-SUBJECT LINE CAPITAL WORD

Jay Ashton from Can.	Inbox 🚨 NEXT Food Expo: <u>LIVE</u> LinkedIn Open House This Thursday 🚨 - W
Social Media Examin.	Inbox Jay, you're invited: <u>FREE</u> Marketing AI masterclass - Jay, I'm excited t
Buildout	Inbox A CRM built with you in mind [ <u>WEBINAR</u> ] - Discover how a CRM built f
Amy Porterfield	Inbox Marketing changes and more that <u>MADE</u> my last launch - the reason

# **START WITH ELLIPSIS (UP 22%)**

**CONSUMER: ...DON'T CHECK OUT WITHOUT YOUR 30% OFF**  
**BUSINESS: ...FIX THIS BEFORE YOUR NEXT CAMPAIGN**



# START WITH ELLIPSIS (UP 22%)

**CONSUMER:**  
**BUSINESS:**

**...DON'T CHECK OUT WITHOUT YOUR 30% OFF**  
**...FIX THIS BEFORE YOUR NEXT CAMPAIGN**

# **SARCASM MID-LINE (UP 17%)**

**CONSUMER: YOUR “DIET STARTS MONDAY,” RIGHT?**

**BUSINESS: YOUR “AUTOMATION” TOTALLY WORKS, HUH?**

# **PERIOD AFTER EVERY WORD (UP 14%)**

**CONSUMER: YOU. NEED. THIS. NOW.YOUR “AUTOMATION”**  
**BUSINESS: FIX. THE. FUNNEL. TODAY.**

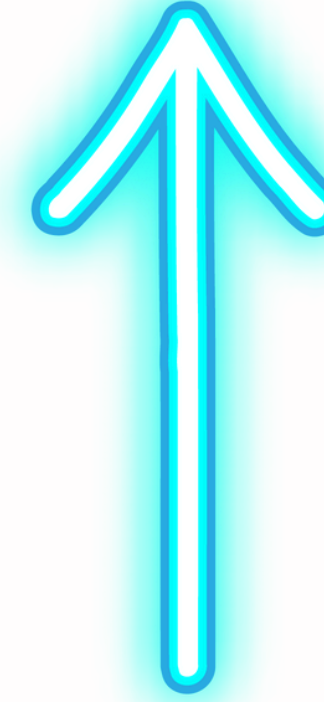
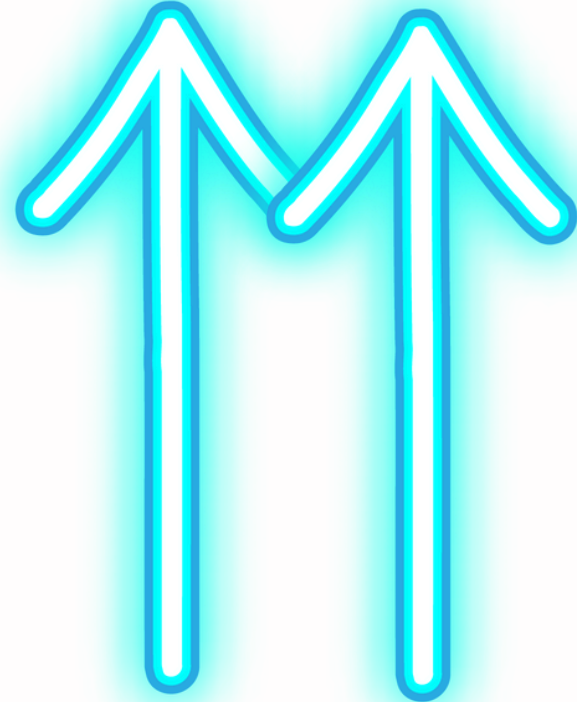
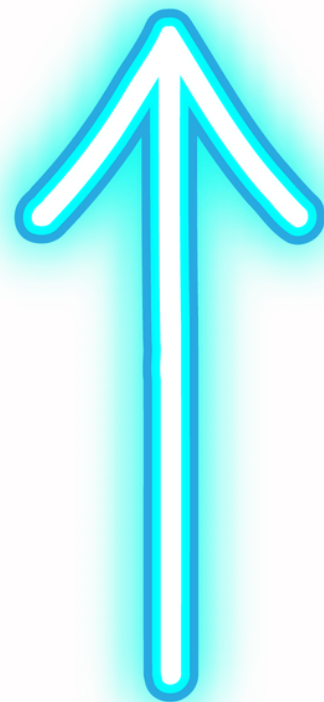
**BUT YOU CAN'T DO  
THAT...**

# EVERY TACTIC HERE INCREASES OPENS BY OVER 10%

Dreamforce	Inbox	LAST CALL: \$800 off. Your handpicked sessions are waiting. - This flash sa
Reebok	Inbox	RE: Up to 60% Off - You have back-to-school savings to use!
BambooHR	Inbox	[Free Guide] AI in HR? See How to Get Started 🤖 - 14 easy ChatGPT prompts
Klaviyo	Inbox	45% YoY growth? LSKD's winning email + SMS strategy - Plus, what's new :

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**AMY TALKED ABOUT  
THIS SO I JUST ADDED  
THIS...**

**NOT WHAT YOU SAY...**

**WHAT YOU SEE**

**WHITESPACE**

⌘ Social Media Today	Inbox	Aug. 12 - Meta enhances protection for brand IP   LinkedIn updates announcements - X Makes Gro
⌘ Walgreens Photo	Inbox	Score BIG with 40% off Everything Photo + 6 FREE Same Day Premium Photo Cards - The possibili
⌘ marlins.com	Inbox	Marlins Women Empowerment Night: Jersey + Panel + Happy Hour Specials - Aug 12, 2025 View Or
⌘ QSR and FSR Webinars	Inbox	How Cheesecake Factory Tackles Labor & Efficiency Challenges - Learn their strategies for faster c
⌘ The Tulane New Stud.	Inbox	Tulane New Student Book Pick-up in the LBC today 10-4 - THE 2025 NEW STUDENT BOOK View this
⌘ GURU Insider	Inbox	JUST Announced... -
⌘ Sun Sentinel	Inbox	South Florida senior living home sanctioned over evictions - When a state inspector asked the adm
⌘ Williams Sonoma	Inbox	Meet the future of cookware: All-Clad G5™ Graphite Core - Plus, more great deals on kitchen must-h
👉 Andy Crestodina via.	Inbox	Is Your Website AI-Friendly? This 8-Point Checklist Keeps Your AI Visitors Happy - 🌐 Your site isn'
⌘ The NonProfit Times	Inbox	[2025 Salary Report] Nonprofit Positions Paying Over \$100K (details inside) - Get over 700 pages
⌘ MarTech	Inbox	Is Your Marketing Ops Team Ready for AI 2.0? - AI is evolving fast. Your team needs to evolve faster. S
⌘ Men's Journal Gear .	Inbox	Best Machetes of 2025 are Surprisingly Underrated Outdoor Tools - Plus: These Handsome Timex C
⌘ Atlantis Paradise I.	Inbox	Your Spring Adventure Awaits 🌞 Atlantis Newsletter - Get ready for fun in the sun! View in B
⌘ BrandYourself	Inbox	Your next step this week to improve your reputation (5-15 min) - FREE VERSION Improve Your Reput

» OpenAI	Inbox	<b>[Task Update] Weekend heat and storms forecast</b> - Task update from ChatGPT Weekend heat and storms forecast ...	7:04 AM
» EMARKETER	Inbox	<b>Chart of the Day: The ChatGPTea</b> - ChatGPT's web traffic nearly tripled in a year ...	7:03 AM
» myCME	Inbox	<b>Chronic Spontaneous Urticaria: Diagnosis and Treatment</b> - CSU Diagnosis and Management: Learn Through Interac...	7:03 AM
» STACKED MARKETER	Inbox	🔥 Thought leader.	7:01 AM
» The Medium Newslett.	Inbox	<b>How to stop 'digital sleepwalking' and build a life you love</b> - A GPT-5 review + The Great Gatsby on its 100th annive...	7:00 AM
» Digiday Daily	Inbox	<b>Google AI Overviews linked to 25% drop in publisher referral traffic, new data shows</b> - Organic search referral tra...	6:05 AM
» MarTech	Inbox	👤 A 3-step copywriting formula that makes buyers take action - Scaling AI starts with people, not technology Vie...	6:03 AM
» TYR Sport	Inbox	<b>FLASH SALE: 30% Off Markdown Footwear &amp; FW25 New Footwear Colorways Are Here!</b> - Stand out from the crow...	6:01 AM
» Sun Sentinel Mornin.	Inbox	<b>Insurer rate decrease; artificial turf; restaurant inspections</b> - Header Logo Morning Update Friday, August 15, 2025 ...	6:01 AM

**THE COMBO! =  
25%+ HIGHER OPEN RATES**

**3 WORD OR LESS  
SUBJECT LINE**

**+**

**NO PRE-HEADER**

# **‘NO PRE-HEADER’ PROMPT:**

**I’M USING [INSERT YOUR ESP OR CRM PLATFORM NAME HERE] (FOR EXAMPLE: HUBSPOT, SALESFORCE MARKETING CLOUD, KLAVIYO, MAILCHIMP, ETC.).**

**I WANT TO RUN AN A/B TEST WHERE ONE VERSION HAS NO PREHEADER TEXT SHOWING IN THE INBOX PREVIEW.**

**GIVE ME THE SIMPLE STEP-BY-STEP INSTRUCTIONS TO DO THAT FOR MY PLATFORM:  
INCLUDING WHETHER I SHOULD:**

- DELETE THE PREHEADER FIELD ENTIRELY,**
- LEAVE IT BLANK, OR**
- USE HIDDEN HTML OR CSS TO SUPPRESS IT.**

**ALSO EXPLAIN HOW TO PREVIEW OR CONFIRM THAT NO PREHEADER DISPLAYS BEFORE SENDING.**



# NOT BAD WITH PRE-HEADER

Marketing Dive: Mob.

NFL Daily

Inbox Preseason Week 2 Spotlights; Shedeur Potentially Sidelined - Here is the top news from the NFL for T

LinkedIn Ads

Inbox Great post Jay! Take it to the next level with a LinkedIn Thought Leader Ad - Distinguish your brand

NAB SmartBrief

Inbox House support grows for AM Radio for Every Vehicle Act - Xperi exec: Embrace video content in conn

MarTech

Inbox Unlock AI: How Adobe transformed its enterprise content supply chain - Discover how Adobe's Glob

Masters In Marketing

Inbox 🙄 AI secrets - Plus: 16 best practices for email design View in browser In this issue: newsletters AI tools

Social Media Today

Inbox Aug. 12 - Meta enhances protection for brand IP | LinkedIn updates announcements - X Makes Grok

Walgreens Photo

Inbox Score BIG with 40% off Everything Photo + 6 FREE Same Day Premium Photo Cards - The possibili

marlins.com

Inbox Marlins Women Empowerment Night: Jersey + Panel + Happy Hour Specials - Miami Marlins Aug 12,

QSR and FSR Webinars

Inbox How Cheesecake Factory Tackles Labor & Efficiency Challenges - Learn their strategies for faster cle

The Tulane New Stud.

Inbox Tulane New Student Book Pick-up in the LBC today 10-4 - THE 2025 NEW STUDENT BOOK View this e

**UMMM...DON'T DO THIS**

» Papa Johns	Inbox (no subject) -	...	Aug 14
» Papa Johns	Inbox (no subject) -	...	Aug 11

**NOVEMBER AND  
DECEMBER ARE  
HERE...**



**BEST 'WIN-BACK' EMAILS:**

**'VERIFICATION' EMAILS TO  
12-MONTH NON-ENGAGED  
CONTACTS INCREASE  
OPEN RATES:**

**BUSINESS UP: 31%  
CONSUMER UP: 27%**

**BUSINESS: VERIFICATION SUBJECT LINES:**

- ARE YOU STILL WITH XXXX?
- IS YOUR TEAM STILL USING XXXX?
- IS XXXX STILL YOUR CRM?
- VERIFY YOUR ACTIVE STATUS...

**CONSUMER: VERIFICATION SUBJECT LINES:**

- STILL WANT FREE SHIPPING?
- STILL WANT VIP DISCOUNTS?
- WANT TO MAKE SURE...
- VERIFY YOUR VIP STATUS...

# MY CONTENT CALENDAR FOR DECEMBER...



**DECEMBER IS DIFFERENT FOR EMAIL**

**BUSINESS:**

**DECEMBER IS HIGHEST  
UNSUBSCRIBE MONTH**

**CONSUMER:**

**DECEMBER IS HIGHEST  
SUBSCRIBE MONTH**

**CONSUMER:**

**OPT-IN RATES ARE 200+ HIGHER THAN ANY OTHER MONTH  
OPEN RATES ARE 28% HIGHER THAN ANY OTHER MONTH  
UNSUBSCRIBES ARE 150% HIGHER THAN ANY OTHER MONTH**

**BUSINESS:**

**CONTENT WITH '2024': DOWNLOAD RATES UP 74% VS. WITHOUT  
UNSUBSCRIBES ARE 195% HIGHER THAN ANY MONTH**

**WORST QUESTION IN  
EMAIL MARKETING...**



**“WHAT IS THE BEST DAY  
TO SEND OUT EMAIL  
CAMPAIGN?”**

**LET'S GET DEEP**

**I NEED TO MOTIVATE MYSELF  
EVERY SINGLE DAY. UGHHHH.**

**WHAT IS STUCK IN MY HEAD  
EVERY SINGLE DAY...**

**EAT THE FROG.**

**I DON'T 'HAVE TO'**

**I 'GET TO'**

**REGRET IS WORSE  
THAN FAILURE**



**NOBODY HAS  
A CLUE.**

**FIND OUT FOR  
YOURSELF.**

Two years from now, spam will be solved.

■ Bill Gates 2004

The subscription model of buying music is bankrupt.

■ Steve Jobs, 2003

There's no chance that the iPhone is going to get any significant market share.

■ Steve Ballmer, Microsoft CEO, 2007

**THROW HAT OVER  
THE FENCE**

**JaySchwedelson.com/PARTNER**

**DREW FRESHMAN  
AT TULANE!**

**Proud  
Dad**

**COULD YOU  
CONNECT WITH  
THEM ON  
LINKEDIN?**



**LOGAN IS  
SENIOR!  
(AND FUTURE  
MARKETER!)**



# INSTAGRAM: @DRSCHWEDELSON

drschwedelson [Follow](#) [Message](#) [...](#)

974 posts 1,152 followers 148 following

**Dr. Allison Schwedelson**  
Health/beauty  
Board-certified medical & cosmetic dermatologist.  
Your modern beauty & health guru offering optimal skin from optimal... more  
4800 North Federal Highway, Boca Raton, Florida 33431

Wellness Procedures Transformati... Skincare Sun Care Products

POSTS REELS TAGGED

WELLNESS WEDNESDAY  
Looking to repair and rejuvenate your summer skin?

MARGO'S GOT MONEY TROUBLES  
THE KNOCKOUT QUEEN  
RUFİ THORPE

NOW IS THE PERFECT TIME TO GET A FLU SHOT



**‘SEND EVERYTHING’**

**JAYS@CORPWD.COM**

**THIS UPDATED SLIDE DECK!!!**

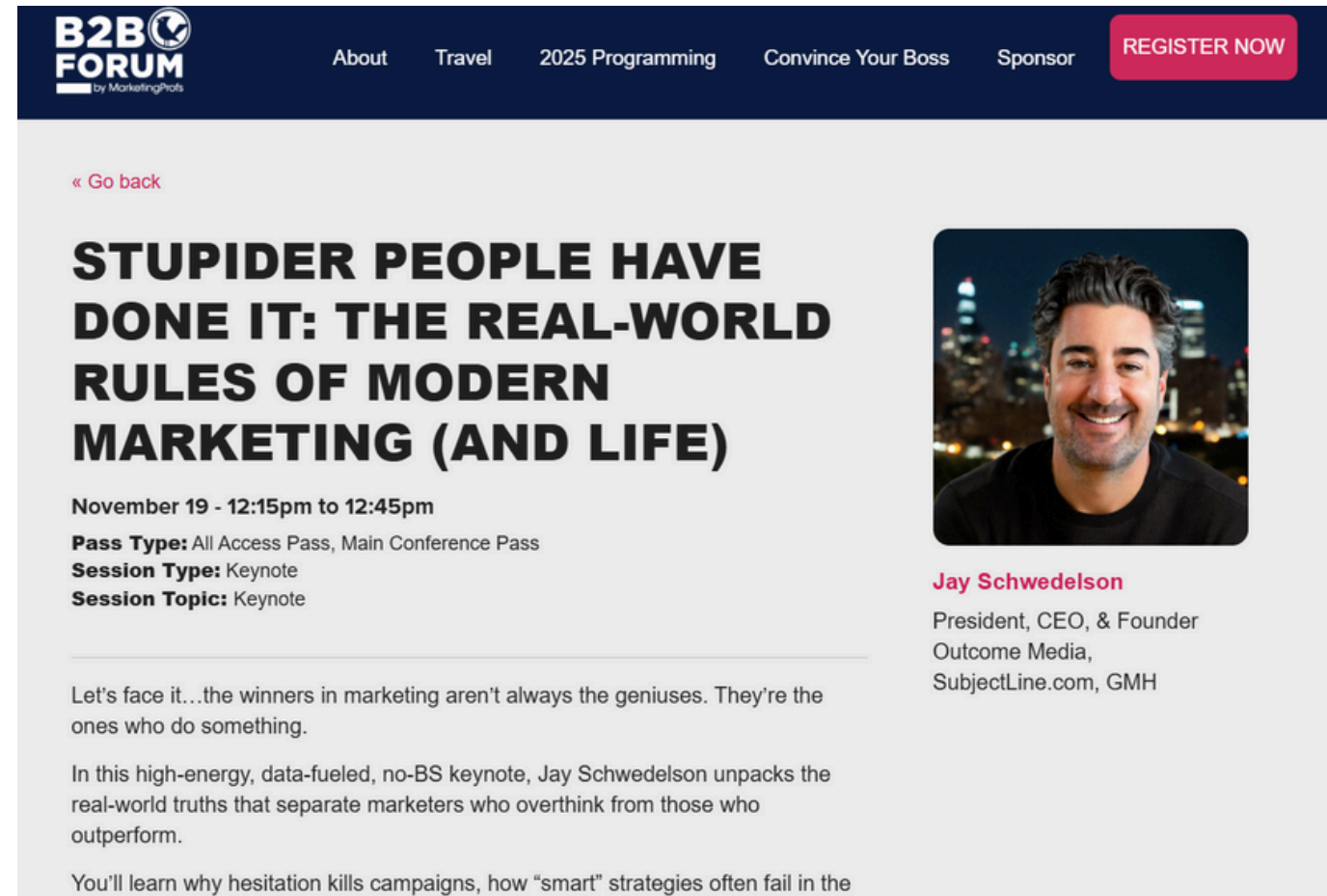
- **MY NEWSLETTER**
- **NEW! BEST/WORST DAYS ‘25 EMAIL CALENDAR**
- **MORE...**

**IF WE ARE NOT CONNECTED  
ON **LINKEDIN** PLEASE SEND  
ME A CONNECTION REQUEST!**

**I AM ON **INSTAGRAM**:  
**@JAYSCHWEDELSON****

[mpb2b.marketingprofs.com/](http://mpb2b.marketingprofs.com/)

**IN-  
PERSON!**



**B2B FORUM** by MarketingProfs

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### STUPIDER PEOPLE HAVE DONE IT: THE REAL-WORLD RULES OF MODERN MARKETING (AND LIFE)


November 19 - 12:15pm to 12:45pm

**Pass Type:** All Access Pass, Main Conference Pass  
**Session Type:** Keynote  
**Session Topic:** Keynote

Let's face it...the winners in marketing aren't always the geniuses. They're the ones who do something.

In this high-energy, data-fueled, no-BS keynote, Jay Schwedelson unpacks the real-world truths that separate marketers who overthink from those who outperform.

You'll learn why hesitation kills campaigns, how "smart" strategies often fail in the



**Jay Schwedelson**  
President, CEO, & Founder  
Outcome Media,  
SubjectLine.com, GMH

Just google 'B2B Forum'

*ann*handley

November 17-19, 2025  
| Boston, MA

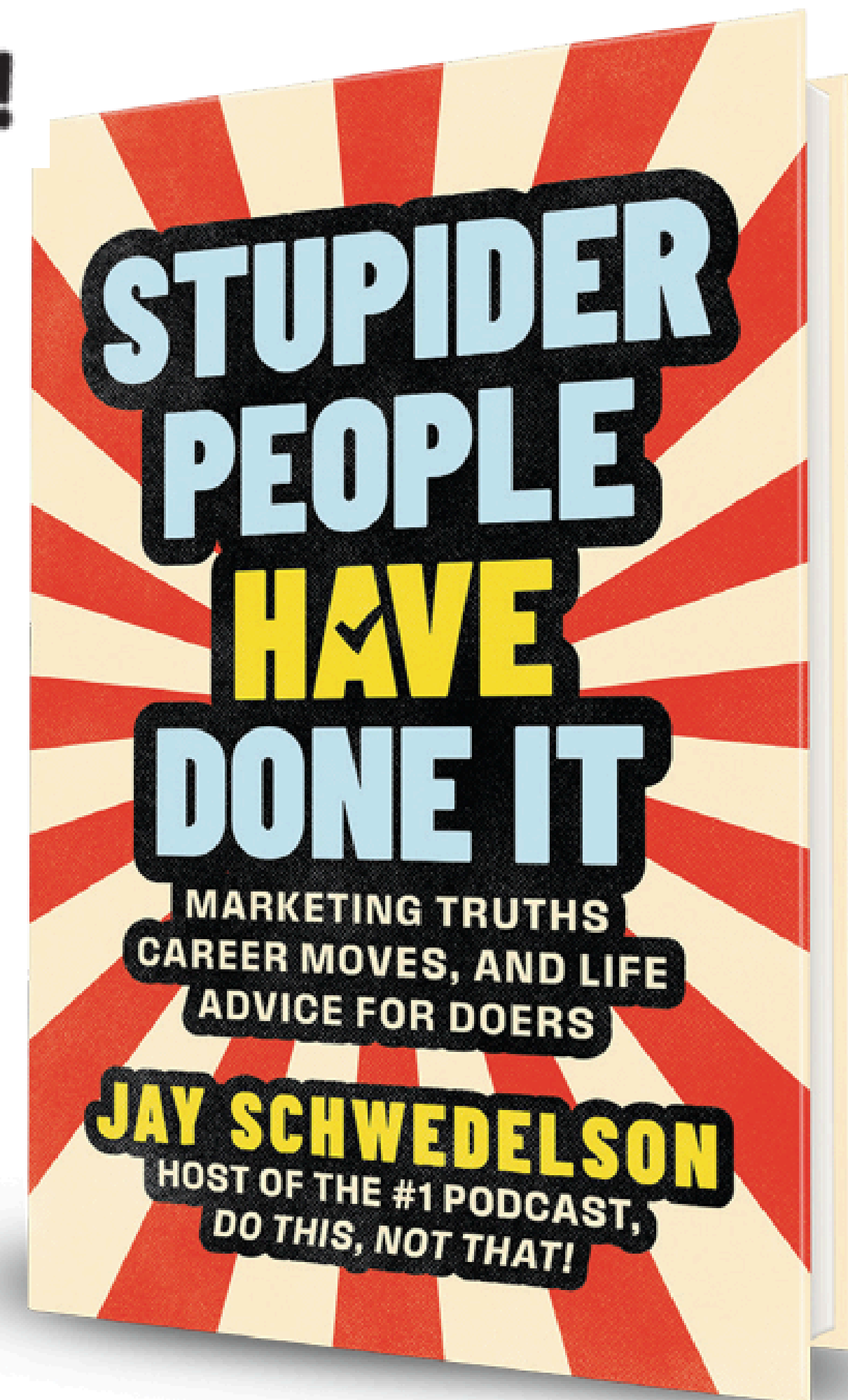


**virtual**  
**FREE**

AI + MARKETING 3 HOUR EVENT!  
**GURUCONFERENCE.COM/STUFF**



Let's Kick Cancer's Butt!



**ALL PROFITS FROM THIS BOOK WILL BE DONATED TO:**  
**THE V FOUNDATION FOR CANCER RESEARCH**

# OH WAIT...PODCAST REAL QUICK

10 MINUTE  
EPISODES!!



DO THIS,  
NOT THAT!

FOR MARKETERS ONLY!

Presented by:  MARIGOLD™

with Jay Schwedelson 

GURU  PODCAST NETWORK



[www.jayschwedelson.com/podcast](http://www.jayschwedelson.com/podcast)

**'SEND EVERYTHING'**

**JAYS@CORPWD.COM**

**THIS UPDATED SLIDE DECK!!!**

- MY
- NE
- MC

**IF YOU DO EMAIL ME!  
HOW CAN WE  
COLLAB?**

**CALENDAR**