

grace@boldtype.us
casey@boldtype.us
www.boldtype.us

Winning the Inbox

Get your emails opened with clickable subject lines and smart preview text



Did you know that only about 20% of emails get opened? Communicating in today's overcrowded inbox means knowing how to reach busy, distracted audiences and help them quickly understand your message.

This webinar is a deep dive on the subject line and preview text section of our most-requested Email Masterclass. We've taught these inbox techniques to financial services, sales, nonprofit, and PR teams. Learn to send emails that get opened and start moving readers to your desired outcome from the first glance.

Makes a great series with [Email Etiquette and Writing with Confidence & Clarity](#)

YOU WILL LEARN

- How audiences interact with email
- To maximize preview text—the most underused inbox real estate
- A simple formula for clickable subject lines



60 MINUTES

Delivered virtually
Great for large groups

“Winning the Inbox was one of the most useful webinars I have ever attended. I started using the techniques Casey suggested and saw an immediate improvement in my email effectiveness. I'd highly recommend having the presenter come back for future webinars.”

— Sondra, Tosky Consulting LLC