

From the Tech Photo Guy... Aaron Hockley...

Email marketing can be an effective tool for modern photographers. Here's a list of 101 subjects lines you might use to get your list to open up your messages and read more. I've grouped them based on themes or how you might use them with your list.

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## 40 Subjects on the Value of Professional Photography

- Would You Let Your Neighbor Kid Cut Your Hair?
- Oops Doesn't Cut It with Wedding Photos
- Putting a Price on Experience
- Remember When You Printed Great Wall Art at Home? Me Neither
- The Link Between College Degrees and Professional Photography
- Random can be fun. But do you want random portraits?
- Three Signs Your Photographer Isn't a Pro
- Are Business Licenses and Insurance the Least Sexy Part of Pro Photography?
- What does it mean to be a "Certified Professional Photographer?"
- Sure, Someone Else Could Probably Make \*Some\* Good Photos
- Quantity? Quality? Which? Both?
- Point and Shoot? If Only It Were That Easy
- Professional? Prolific? Proficient? Pro-something-else?
- Sometimes You Don't Get a "Do Over"
- I'm a pro... but also an amateur
- How Much is it Worth to Get It Right?
- Don't blame me if that other photographer sucked
- Admit it: You're not really satisfied with "pretty good" photos
- Hiring a Photographer? Not as Crazy as You Might Think
- Photography You Care About? There's Not Always an App for That
- Trust me, I'm a professional...
- Think hiring a pro expensive? Just wait 'til you hire an amateur!
- See the Difference
- Heirloom: it's not just a word for fancy tomatoes
- Why would you half-ass the photography?
- What exactly is a "Pro" photography lab?
- I hope you didn't MySpace your wedding...
- Pro photography is about the value it brings you
- Do you trust a photography virgin?
- New photos can also be classic photos
- Yeah, everyone's a photographer. But what sort of photographer?
- Gamble in Vegas, Not in Your Wedding Photos
- Is Your Headshot a Teenager? Eeks.

- Yes, I make similar styles of images, but they're quite different
- What is... professional?
- Is a digital memory as good as one in print?
- What will make your images stand out? My experience, your being you
- No, you can't have every raw frame
- Pro photographer associations... so what?
- You're not paying me for paper with pictures on it

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## 17 Options for Monthly or Other Periodic Updates

- How I Pictured September
- A Month of Photography
- How a Month of Senior Portraits Isn't Repetitive
- What I've Been Doing and Why You Should Care
- How About a Picture Instead of 1,000 Words
- New Month; New Roll of Film
- 30 days, 30 pictures, 30 thoughts...
- An Update from the Photo World Where It's Changed Yet Again
- Oh Look, I'm In Your Inbox Again
- Does Photography Change Every Month?
- Making Great Pictures Isn't a One-Time Thing
- "We Did a Portrait, Once" Is Less Than Ideal
- Photography: Same (and Different) as it Ever Was
- It's been HOW long since your last photo session?
- Pictures! Moar pictures!
- A Month Without Photographs is like a Month Without...
- Metaphorically tossing out this month's film

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## 26 Thoughts to Keep Photography on Your Clients' Minds

- Yep, Everyone's a Photographer
- What's On Your Camera Roll?
- Your House is On Fire. Which Photos Do You Grab?
- How Many Photos Did You Like on Facebook Today?
- Pictures? I know a guy.
- What's Photoshop Got to Do With It?
- Why I Enter (or Don't Enter) Photo Contests
- Photos? Memories? What's the difference?
- How many camera apps are on \*your\* phone?
- Ensuring your portraits are well hung
- The Difference Between Owning a Camera and Being a Photographer
- Would Instagrammers have swapped Polaroids?
- A Photo Like a Postcard... Is That Good or Bad?
- Picture This
- Mama took my Kodachrome away

- Would you like to be a photographer too?
- The role of Luck in photography...
- A Thousand Polaroids in Your Pocket
- Another Picture? Yay! vs. Another Picture? Ugh.
- A few billion new photos each day. So what?
- Confession: some of my pictures suck too
- Sometimes the picture is more important than being picture perfect
- How are postcard sales doing in the age of internet?
- Is Apple a computer company or a camera company?
- A photo a day... not so much of a rarity anymore
- Photography as a Blend of Art + Science

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## 18 Other Interesting Subjects

- Why You Shouldn't Care Much About My Gear
- What the Heck Does "Natural Light" Photographer Mean?
- Guess What I \*Won't\* Photograph for You
- Don't blame me because the other email in your inbox sucks
- Look what I got you! It's an email!
- I Took Off My Lens Cap for This?
- Eff It. Be That Way.
- Glass? Metal? Canvas? Naked?
- Don't say I didn't warn you
- When Everyone is an "Award Winning" Photographer
- Nope, not that kind of Flasher...
- "How Many Pictures Did You Take" is Irrelevant
- A Picture is Worth 1,000 Emoji...
- That one time... at photo camp...
- Please Stop Complementing My Camera
- Credentials and certifications in the photo world: what's the deal?
- Losing our memories via crashed hard drives
- This email is better than the one just below it

There you go! As you've seen, these aren't just subject lines, but they're topics for writing your email, or a blog post, or other marketing material.

Check back at [techphotoguy.com](http://techphotoguy.com) for the latest goodness for modern photographers who want to use the internet in smart ways.