How to create a Pre-header in your email

Take advantage of the space on our smartphones. Give yourself another chance to impact your reader by using the real estate in the "Pre-header". Emails that utilize the first line of a pre-header can generate a 19% higher "open rate".

Here is a picture of a smartphone so you can see how the “pre-header” and the “subject lines” are displayed. Both areas can work together to make a greater impact so your audience will open your emails.

The Pre-Header lines show after the subject line and are at least 2 lines long, sometimes 3.

Subject Line is the first line.
Follow the instructions below to create a “pre-header” in your email, and gain more real estate for your message!

1. When creating your email content, add another line of text before your banner.

2. Highlight your text and make the font Arial, and size xx-small.
3. Once you are satisfied with your pre-header text, highlight the pre-header text, click on the “T” icon on the right-hand side of the editor box. Select the white box in the lower right hand corner of the color box.

4. Now your text is white. The pre-header text is now invisible so it does not conflict with your banner when your audience opens the email message.
5. Send yourself a “TEST Email” as per usual.

6. View your email on a smartphone to see what your email recipients will see. Experiment with different lengths of pre-header text to fill the lines on the smartphone.

7. Send and Schedule your email when you are satisfied with your new pre-header.