



SHELLY DAVIES
— WRITING & TRAINING —

SUBJECT LINES THAT GET SHIT DONE!

Old subject line	New subject line = ABOUT + RELEVANCE
FINC3a	PROCESS CHANGE: for all budget holders – new procurement process (FINc3a)
Client onboarding	Client onboarding project – getting started
The client onboarding project	Client onboarding project – please update me on first milestones
The client onboarding project	Client onboarding project – here’s my update on the first milestones
Proposal	A proposal for your team from Shelly Davies – rescuing your reports
Restructure	My thoughts – is it time for a restructure?