

DIC EMAIL

Disrupt: **Red**

Intrigue: **Blue**

Click: **Green**

Subject Line: **Suffering from back pain? Don't settle...**

Is your severe back pain holding you back from the life you want?

In 2015 there was a study on Chronic back pain and the results were jaw dropping.

Those super soft mattresses that everyone loves actually cause back pain, not help it!

Our easy to set up, cool, semi-firm mattresses help relieve your back pain and get your life back on track.

So why settle for less?

Claim your risk free trial and finally experience the relief you deserve!

PAS EMAIL

Problem: **Red**
Amplify: **Blue**
Solution: **Green**

Subject Line: **Live a better and fuller life without back pain**

Is your daily life disrupted by pain and discomfort?

Back pain can lead to painkiller addiction, weight gain and a worse quality of life.

So why ***change nothing?***

Truth is that your soft bed could be the culprit.

Studies show that a simple change can drastically relieve decades of back pain.

Take control over your life and say NO to back pain with a risk free trial.

HSO EMAIL

Hook: **Red**

Story: **Blue**

Offer: **Green**

Subject Line: **How she relieved years of discomfort...**

A sharp sensation spreads through her body, causing her to jolt up, writhing in pain.

She knows this cannot go on...

Sandra is a loving mom who enjoys waking up early to take care of her children and partner. However, years of troubled sleep and neglecting her own needs have led to severe back pain that persists throughout the day, causing her discomfort and irritability.

After experiencing difficulty staying asleep and enduring random spurts of pain, Sandra reached a breaking point. She realized that it was time to address her problem, not only for her own well-being but also for the sake of her family, who longed for her old happy and enthusiastic self.

Now Sandra knows if she didn't take action that day she would have never felt the relief she deserved.

She was finally able to feel like her old self again.

So how did she resolve her years of discomfort so easily?

She did the research...

She learned that the biggest culprit of back pain is actually what she's sleeping on and with that knowledge she was able to take action and get back in control of her body and mind.

Here is how you can find relief and become a better version of yourself here with no risk.