

P-A-S Practice Assignment

Copywriting Bootcamp 3

Email for “Facebook AD Lemonade Insurance”

Pain/Desire Amplify Solution Scarcity: Red

Subject Line: Ready to ACTUALLY be insured, with no more tricky clauses?

Remove the migraine of playing “lawyer”,

And reading page after page of over complicated policy.

It’s time to get a healthy amount of tailored coverage,

And do so effortlessly with our customer “*Ease and Satisfaction*” team.

We guarantee that you will quickly and easily form a CLEAR plan.

We have re-invented the hair pulling eye gouging process of insurance.

Make your life easier,

And experience one of our *clear as day client interviews*.

An enjoyable straightforward process to proper coverage,

And yearly updates WITHOUT all the tedious and devious fluff.

Drop the curtain on our “short-form” insurance policies, before you finish your coffee.

No one else is going to ease the process,

Like Lemonade Insurance.

PS: FREE INTERVIEW. Commissions charge on interviews return TONIGHT.

