

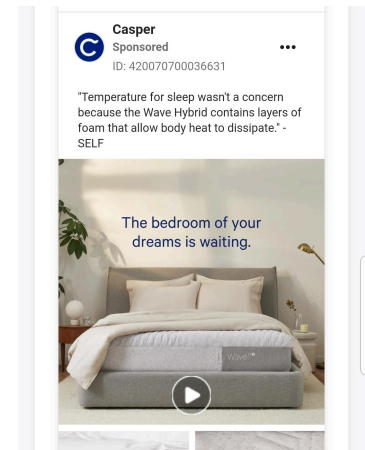
## Mission short form copywriting

### DIC

Subject line: The bedroom of your dreams is waiting.  
There is a reason people with Casper beds sleep better.  
Do you struggle to get to sleep?  
With specific layers of foam designed for better sleep, you can achieve great sleep.  
Casper makes sleeping a dream.  
Click here if you want the bedroom of your dreams (put the link there).

### Comments to improve

-to general and not making it specific to the audience  
Didn't do any research on the avatar



### PAS

Subject line: How to walk with style.  
When you look down at your shoes, are you proud of them?  
Are they the type of shoes you want people to see you walking around in?  
Are you the type of person to be wearing old, dull shoes?  
Going to events with worn-out sneakers.  
If you are tired of having dull shoes and ready to level up your style game.  
Then Click here to shop now to walk with style.(link would be there)

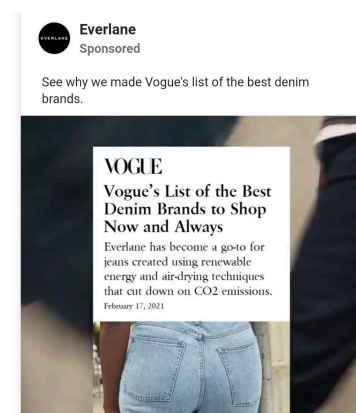


### Comments to improve

if you go negative you want to go back to positive because people only buy when they think there is hope and it helps if they are in a positive way

### HSO

Subject line: I ordered and my desires were fulfilled  
The moment I put these jeans on, my legs went to heaven.  
I had finally found the jeans for me.  
Years of going through terrible-fitting pants, low-quality material, and pants ripping, I had finally found the perfect pants.  
The feeling of owning top-quality denim was a sense of wealth that I didn't have.  
Feeling stylish and cutting down CO2 emissions was why these pants were the best.  
Discover the feeling of heaven while wearing top-quality denim (link would go here).



**Comments to improve** you want to talk about the transformation the product and no talk about the product to soon

Need to do research on the avatar so i can understand there problems

Identify 1 main problem and write your copy around it and make it sound personalised to them

The subject line has to almost provide a solution to his problem to be able to relate to him

Need to improve on fascinations because they are very important

Subjectline: creates unanswered questions in there mind