

HSO Short Form Copy

Hook is highlighted in **Yellow**

Story is highlighted in **Blue**

Offer is highlighted in **Green**

Subject line: I finally made it...

As we all know, not everyone can become a millionaire, I certainly did.

My name is Ben Ogren, and this is my story.

From a very young age, I have always dreamed of making a lot of money for myself and my loved ones.

I have tried EVERYTHING, and I mean EVERYTHING just to make my dreams come true.

But, as you can already guess, none of the things I tried worked.

I felt miserable, weak, and worst of all I felt like I have failed myself and failed that little kid who was always dreaming about that life.

I was at my worst, depressed and deeply unconfident in myself.

That is when everything started to change, I found copywriting. In the beginning, my mind was in the worst state you could possibly imagine because of my previous failures.

I realized I could actually make a lot of money off of this if I just put in a little bit of effort.

And here I am today with **10 million dollars in sales in the last 12 months**

Living my best life, I retired my mother. I have a big house and a beautiful wife and kids, all of them are so proud of me, and words cannot describe what a feeling that is.

But to be honest, none of that would be possible without the secrets I learned inside Kyle's newest book „Take Their Money,,

So if you have an interest in copywriting and making a lot of money, I recommend you to read his book.

[Discover Ben's secret to becoming a millionaire](#)

