

Short Form Copy - TRW Mission - DIC, PAS, HSO

Mission

Write :

- 1 DIC email
- 1 PAS email
- 1 HSO email

About any product you'd like from the swipe file → [Click here](#)

My short form copy will be about how a 1 legged golfer can add up to 200% more power to your golf drive → [LINK](#)

DIC Meaning

DIC stands for Disrupt, Intrigue, Click. The sole purpose of DIC short form copy is to capture the reader's attention by the heading, carry the attention throughout the copy and triggering the reader to click the link. This copy is not intended to sell a product like the PAS, rather than use the reader's engagement for a future email. After the PAS short form copy begins.

Disrupt

- Begin with a hook/fascination to seize the attention
- An image, or video with movement (humans brains focus on movement) of an animal for example.
- Your first couple of lines should be capturing attention

Intrigue

- By now they should be intrigued
- Write with curiosity, leaving the reader needing answers

Click

- Often times the reader will skip to the end paragraph (the link), therefore you must summarise your copy into a small sentence at the end
- Never tell the reader what the solution is, for example, "buy the course for only \$50"

P.S.

Short form copy should never exceed 150 words.

Disrupt = Yellow

Intrigue = Blue

Click = Green

DIC Short from copy #1

Email

Subject Line: A “one-legged golfer” more explosive than you?

Legs aren’t an excuse anymore... says the “one legged golfer”

You have the potential to maximise your golf swing over 200%.

Want an extra 50 yards... overnight? Or would you rather train for a couple more years?

Only the “one-legged golfer” shares his secrets of success

[Click here if you want to see your future](#)

PAS Meaning

PAS is the abbreviation for Pain/Desire, Amplify, Solution. The PAS short form copy idea is to use pain and desire to trigger an emotion. These two elements combined can allow me access into the reader’s mind. The next step is to amplify the emotions I have turned on using sensory language (visual, kinesthetic, auditory, smell and taste), and future pacing. You capture attention and engagement through DIC copy and sell the solution through PAS. Ultimately finishing by revealing a solution to their roadblock. Also add at the end for better effect add “P.S. - The best time for action was yesterday, this second best time is now”

PAS Short from copy #1

Pain/Desire = Yellow

Amplify = Blue

Solution = Green

Email

Subject Line : The golfer who conquered all odds!

When you enter the golf course, do you believe in yourself?

Do you see a man with an elegant swing, the power of two horses, the aura of a professional?

That either comes from talent, or the will to be better.

If you're not **serious** about adding 200% more power to your golf swing... read no more.

For the small percent that's fed up wasting time, time leads to zero results.

Don't worry, it's not too late.

If a man with 1 leg mastered Tiger Woods' swing... you can achieve the swing with 2.

Second place will never **"HAVE"** to be a title to your name ever again. Acting quick is crucial!

[Click here to allow the one-legged man's teaching to improve your golf game overnight!](#)

HSO Meaning

HSO short form copy is conducted through three steps. HSO copy is used as a story, this form of copy is pivotal because of our human behaviour function. As humans we absorb information, make decisions, change beliefs through stories. Reading stories that include sensory language influence humans to pair alongside the character, enabling the reader to feel what the character feels. Using this logic, when writing a copy you have the ability to manipulate the reader's emotions, depending on whether your copy is written effectively. To finish HSO copy you must finish with an offer, summarising the story to advertise your product. "This is how Amy overcame her family's obesity reputation, Amy now teaches a free course on how to break the norm and overcome personal hurdles" (Learn More)

1. Hook, usually through a strong fascination. To continue the hook, the story must start at the climax of drama to enable the reader to continue reading.
2. Story, humans have evolved to learn through stories, many actions that we partake in usually occurred through stories in the past. Keep the reader attached with the character through sensory language.
3. Offer, present a solution that overcame the roadblock written in the story.

HSO shouldn't be any higher than 170 words, although HSO is a copy written story, we must be precise and strict with our word count.

HSO Short form copy #1

Hook = Yellow

Story = Blue

Offer = Green

Email

Subject Line: I was so close to giving up...

Rage infiltrated my passion for golf, I was losing grasp of my 250-foot golf swing.

Years of practice came to a halt. Embarrassment and shame discouraged me daily.

Was I bad? Was I becoming worse? Have I reached the crux of my potential already?!

Self-doubt clouded my vision for the future, I lost my grasp of hope.

A wave swarmed over me!

The morning newspaper read, "One-legged man defeats all odds, reaching 250-foot golf swing."

In that instant, I concluded two choices.

Stay crawled away, silent, fearing the next could be a failure. Or rise to the occasion of this new opportunity presented.

Two weeks later, I broke my plateau by applying all the "1 legged man's" training secrets.

In only two weeks, my ability grew by over 200%, power, explosion, balance

I transmitted unmatched confidence as I walked over to the par, acquiring a new aura of greatness.

I mustered the courage to take action and break my plateau. I transformed into 3 times the player I was, all to the "1 legged man".

The one-legged man can help you too. Don't hesitate to make yourself better!