

**Thanks for the feedback I plan to write more examples of Short Form Copy and would implement what you guys are suggesting.**

**Im not gonna lie I didn't do any product research and is planning on writing more examples of copy on this doc as if it was for a client to advance my knowledge on how to write copy**

DIC Email example: Product that can help mens Balding

Subject Line: The secret for men, to a youthful look

At one point of your life comes a stage where you start to realize **"it's happening"**.

It's not something you control, it's not something you can easily ignore, and it's not bad luck.

A secret to go from looking 40 to looking 20 .

This secret will help you become the confident man you desire.

This will prevent those endless nights of constant worrying.

It's a simple change to make, that'll open a lot of opportunities for you.

This secret is taught to those with a burning desire to unravel the secret.

Type a line or two more to tease this secret value you're providing

Click here if you want to be let in on this impactful secret

PAS Email example

Subject Line: Tired of feeling lazy?

Are you comfortable right now? Are you happy with what you're becoming?

A man who continues to eat junk food on the couch.

A man who is invisible to women.

A man with no value.

Can you even look in the mirror and be proud of who you are and what you've become?

Think to yourself what you're going to become if you continue down this road in the next 10 years.

Are you happy with that outcome or are you willing to make that small change that will shape a better future for you?

Then click here to begin your first step to becoming a new man

## HSO Email Example

Subject Line: I am finally free.....

With only one way I knew to make money, I was already set up for failure.

With schools pushing their students to pursue careers and everyone I knew having jobs, this was the only blueprint I had to actually make money.

Years of working minimum wage, failing to make ends meet and the multiple occasions of coming home to an eviction notice on the front door.

This just wasn't the American dream everyone talked about.

Then, I finally found it.

My ticket.

My ticket to finally help pay off the mortgage, retire my parents and not worry about my car payments.

With a skill I developed and mastered I was able to make thousands a month.

And you can too.

Simply click this link and Discover many different ways to make money.

PAS Example 2.Men losing weight.

Subject Line: Is this the life you imagined it to be

If you were still a kid and you saw what you looked like.

Would you be happy or disgusted?

If you looked at yourself in the mirror and told me what you saw?

Would it be a man of ripped muscles, pulls women so easily and a high value man.

Or would it be a man who is fat, lazy and a sore in the eyes of women.

Having to move sideways through doorways, constant worry of weight limits on items.

Embarrassed to eat at restaurants, and can't talk to girls.

All it takes is one change.

The one change you make to become that high value man that girls are crazy about.

This isn't a magical thing that instantly makes you become that high value man.

This is for serious people only.

If you are willing to sacrifice and put in the effort to become that high valued man.

Then click this link to reveal the one change to the new you

DIC email example

Subject Line: The key to lose weight

The key to losing weight is not through keto, intermittent fasting, or working out.

It's not eating as little as possible, it's not doing cardio, it's not a calorie deficit.

These are factors to weight loss but most aren't taught the key.

The key to losing weight is taught to those who are serious about making a change.

[Click here to find out what the key to maximize weight loss](#)

HSO Email Example

Subject line: I can't believe it, she asked me out

The girl of my dreams just asked me out...

I had finally become the man she desired.

From being an eyesore to being the man of her dreams.

My whole life being mocked, bullied, criticized, and worst of all, hated for no particular reason.

Then...

My life took a turn for the best.

It all paid off now.

I could finally buy clothes at the local Kmart.

I could bend over and tie my shoelace while standing up.

And I can finally sit anywhere and be comfortable.

Such simple tasks, but you and I know how stressful such simple tasks may be.

We plan on getting married this November and I can't help but share the one thing that led me here.

FYI this isn't gonna magically improve your life.

This only works for people who are serious about improvement.

If this is you, then [click here](#) to find the one thing to a better life.