

## **DIC**

Product: bodybuilding courses focused on strength, mass & hypertrophy.

Disrupt: yellow

Intrigue: blue

Click: green

Subject line: **transform yourself into a Greek god.**

**The hidden training methods only the top 1% of bodybuilders know...**

**And It's NOT genetics, or diet, or any other things you've heard and tried hundreds of times but seen zero results.**

**There's a specific way famous bodybuilders like Arnold Schwarzenegger and Ronnie Coleman used to achieve greatness.**

**Now you have the limited opportunity to learn these big secrets, and blow up your muscle mass in WEEKS, but only if you're serious about transforming your physique.**

**[Click here to become part of the top 1% of bodybuilders](#)**

**Pas email on next page** 🖱️

PAS email

Pain/desire:yellow

Amplify:blue

Solution: green

Product: bodybuilding courses focused on strength, mass & hypertrophy

Subject line: How to REALLY loose fat.

When you look in the mirror are you ashamed of what you see, of what other people see you as?

Do you not wish to transform that flabby body into a physique admired by everyone that knows you?

Imagine that in just a few MONTHS from now your body will be transformed into something completely **superior**.

You can slice off all of your unwanted fat and replace it with lean muscle.

You can become someone who is desired. Someone who is looked up to as a leader.

Or you could simply remain stuck in your disgusting, flabby body, and remain embarrassed to take of your shirt in public.

If your serious about ERASING your fat forever, and slimming down into a leaner, more muscular body.

**Then click here to start your transformation**

HSO 🖱️

HSO EMAIL

Target audience: overweight people struggling to lose weight

Product: weight loss program

Hook

Story

Offer

Subject line: I stepped onto the scale and finally felt happiness

After failing for so long, I figured it out.

After being insulted for my looks

Having issues with my health and fitness

I decided I needed to change.

I thought i knew how to lose weight effectively

Looking back... I was stupid at the time.

Starving myself for days

Drinking gallons of water so i wouldn't get hungry

You may have even tried the same thing

So i'm sure you already know my outcome

I went back to the mirror, and cried when I saw the same body as I had before.

After trying so hard

Spending countless days without ANY food

I felt like giving up

I felt like returning to my old habits of laziness and binge eating

But when i hit my lowest point, i found a way out

I FINALLY found a way to do it.

To breakthrough my years of mental and physical torture

I finally started to shred my weight

It felt AMAZING to see the numbers on the scale tick down

When i saw my friends and family they could hardly recognise me

I was transformed into a new person

A slimmer, fitter, BETTER person.

My mental prison of sadness, anger and laziness was no more.

I felt free, i felt joy, and i was finally happy to look in the mirror

There was only ONE way that helped me slice of weight

**[CLICK HERE TO FOLLOW THE EXACT STEPS I TOOK TO LOSE WEIGHT](#)**