

Short Form Email

DIC

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

Click is highlighted in Green

Shortform@gmail.com

Subject Line: The Cure for Procrastination

Preview text: The quick fix to achieving ultimate levels of focus

The majority of people are only using a small portion of their creative potential.

Millionaires are not drinking coffee every morning.

People have been living a lie and as a result, making no progress.

There are ingredients out there in the world which are **currently** unlocking the hidden potential of thousands of genius minds, but up until recently, this knowledge has been kept a secret from you! **YES YOU**

We are here to unveil your limitless capabilities.

[Click here if you're ready to unlock the real you](#)

PAS

Pain/Desire is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in Green

Shortform@gmail.com

Subject Line: It's time for you to WAKE UP

Preview text: Open new pathways in your mind today

We've all had those moments where we blank out in the middle of conversations, moments where our mind just refuses to give us the answers we need.

By now you're probably tired of watching all those motivational videos, only for it to disappear when you need it most.

For how much longer will you stare at your screen and procrastinate?

You promised yourself you'd be better than the rest, what's holding you back?

If you could just manage to stay focused, maybe then you'd have the life you crave so deeply.

Or perhaps you're simply not good enough, perhaps **you** aren't the person you say you are.

The competition is winning and you don't have time to be falling behind!

Now here's the catch, what if all your problems could be solved within minutes?

[See more here if you're ready to prove the world wrong and reach success](#)

HSO Example

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

Shortform@gmail.com

Subject Line: Who said life was easy?

Preview text: If I can escape so can you

All it took was a single call for my world to come crashing down.

After applying for jobs for so long I had **FINALLY** been accepted.

I was making a stable income, food was on the table and every now and then I'd get time off for a well earned holiday.

Man life was good...until it wasn't.

With no notice I was fired for the mistakes of another, thrown under the bus by my so-called friends. There was no more stable income, food was just barely arriving at the table and holidays weren't an option.

I tried working from home on my computer, but my ADHD simply said "**NO**", no matter what I did the inability to focus never left me and the distractions piled up alongside my bills, I felt hopeless.

Yes, hopeless, but it wasn't long after that I found my salvation!

Ever since that day my mind has worked wonders for me, clarity like never before! I now run my very own six-figure business and it's all thanks to this one product.

[Learn more here and begin a new life filled with success](#)