

## DIC copy, email

Subject line: Easy million dollar ads.

Have you always wondered how to make million dollar ads?

It's not the quality of the video or the product.

It's the ad formula used, it's outdated.

With my book I will teach you 15 new ways to make ads.

Click this link to learn the skill of million dollar ads

## PAS copy, email

Subject line: You ads suck.

Are you tired of creating bad ads that suck.

Your ads aren't competitive with other ads.

Everytime you see an ad you think of how great it is.

Everytime you see your own ad you can see it sucks.

Do you want to become the person who creates good ads?

**Good**, because I have the book and I promise you, you will become a master.

Buy with this link and get 100 dollars off.

## HSO copy, email

Subject line: I almost gave up!

I sat at the kitchen table and thought it was over.

My company is almost 3 years old and I haven't made a profit.

I live with my wife. We have known each other since college, she wants to start a family with me.

Am I prepared to be a dad?

HELL NO.

I don't have a stable income my company isn't getting enough customers

Every time I think about selling my company I can feel my dream being taken away and that happened all of a sudden.

The company was in so much debt I needed to sell.

Just as I lost all hope, I saw the light Peng Joon's book, million dollar ads.

After reading that book my company skyrocketed. I hadn't seen so many sales before.

My company suddenly became stable and I could think about having a family.

Here's the book that saved my dream and my company.

Personally i found somethings to criticise but others yet to compliment

In the DIC format, you should probably choose some catchier subject line

The one you chose seems kind of cliché

Also maybe try to avoid using the same sentence starter so often

On the PAS format the repetitions kind of fit, it amplifies the situation

there's some spelling mistakes, but that's gonna get better with time i assume

The HSO format is a good, full layout and i found it interesting to read

Overall good job!