

DIC&PAS emails

This is a short DIC email that I redo it from your feedback.

<https://jpeterman.com/collections/all-mens>

This email is for men, 25-45+ who have status and live their lives very well. Their main priorities are status, money, family, and peace. They care about who they are and how much they make. Proactive and kind to others, they choose quality over quantity. Based on other ads from this store I concluded that they like/follow Clark Gable. The goal is to make them go to the store.

Disrupt

Intrigue

Click

Subject line: The clothing store Clark Gable would have loved

Dear Gentleman

We all know the big influence Clark Gable had over men's fashion. He was the definition of masculinity and the ideal man for many women.

The masculine elegance, attention to detail, and quality were what he was looking for in his clothes.

Because he knew that clothing isn't just about covering, but a reflection of our true selves.

Therefore, if you aspire to express masculinity, confidence, and elegance like this famous actor, then good clothes are the best way to start.

Imagine how you would feel about yourself when you know that the outfit you wear wasn't designed for any regular man, but for a man who is ready for all the looks women will give him.

At **J. Peterman Company**, we design quality clothes for quality people who appreciate classic and timeless elegance.

Just like Clark Gable did.

Don't wait too long, our quantities are always limited!

Click:

<https://jpeterman.com/products/cause-and-effect-resort-shirt?variant=41648121380923>

This is a short PAS email for both genders but mostly women (mothers), who are 25-45+, elegant not trendy people who choose to be the best and live the best out of their lives. Because these clothes don't show everyone their status but only to themselves, their pain/desire couldn't be the wish for recognition and appreciation from others. This is a low pain/desire they have. The goal is to make them feel the need to use the discount and buy now.

<https://jpeterman.com/>

Pain/Desire

Amplify

Solution

+Urgency/Scarcity

Subject line: Save 20% now with clothes designed to last years

One day you will see your grown children wearing your old outfits

And a wave of nostalgia will catch you,

You think "This reminds me of my young self..."

And all the memories will start to feel present again

It is a strange but good feeling,

You miss the old times but somehow are grateful that they happened

Clothes hold emotions not just warmth,

So they are a good investment to pass on to the next generations

At **J. Peterman** company, we focus on timeless elegance and forever lasting clothes

So if you choose to follow the day-to-day trends, then this isn't for you.

Profit from this discount faster than others

(We don't have a lot of clothes in stock)

Act fast to secure your 20% discount before it is gone!

<https://jpeterman.com/collections/all-womens>