Swipe File Used: johncarlton-55yearoldgolfer.png

Brief Market Research:

I'm writing to Men that lives in America (*it's an old ad that uses 1-800 calls, if modernized into online courses, it'd probably be able to sell worldwide, especially in golf focused countries such as Korea and Japan.*)

Golf players in america range from 18-44 years old (30.5%), and **45-65+ years old (59.5%)**. The later is the main focus— Further hinted by the headline **How Does An Out-Of-Shape 55 Year-Old Golfer, Crippled By Arthritis & 71 Lbs. Overweight, Still Consistently Humiliate PGA Pros In Head-To-Head Matches By Hitting Every Tee Shot Further And Straighter Down The Fairway?**

Making the headline relatable to the older age group.

The sub-headline **If petite women and 12-year-old kids are using this secret to hit perfect drives over 250 yards… imagine what it can do for YOU!** Not only further help the headline and make the perceived likelihood of success increases for the older age group, the younger age group (often more optimistic, have more time and energy, and potential have a optimistic view, that old fat and sick people can use this, but also young kids and petite women can too— of course they can!).

The occupation would be high earning salary worker and business men making atleast $100,000 per year (or young kids from wealthy parents)

The more out of shape you are the better (??? lol) They're targeting out of shape people that don't want to live like an athlete, that doesn't want to work hard (put thousands of golf balls a day) and gain experience, or spend money

The market sophistication level is a warm or hot market, already understanding golf terms, the top players, roughly what they need to do, etc. and they have already tried to improve but it's hard to do without guidance or a coach!

They have the dream desire to be able to:

1. Have skills to be on par or even humiliate PGA pros.
2. Have the skills like Darrel Klassen (the one selling the course) without needing to hit thousands of golf balls a day like he did.
3. Be able to improve "overnight" or "over one lesson" (in reality, this is impossible, you'd know what you need to look out for, what checklist to have each time you practice")

4. Master it (2-step Maximum distance method) in 3 swings without needing to be athletic like Tiger Woods, change their lifestyle into an athlete's, work too hard for it to gaine xperience, or spend money.
5. They want to add power to your swings, increase accuracy, hit perfect 18 out of 18s overnight.

Guarantees used:

1. The benefits mentioned above, in one lesson (40 minute video tape course), and you'll *master* it in 3 swings or less (Psychologically, people won't take this that seriously, but they will keep doing the lessons because they see progress)— "After 3 swings, if you aren't completely satisfied… you'll get a refund"
2. 3 Month 100% money back guarantee (but they also said it's only 10$ back— and you get a free lesson for 3 months)

Bonus:
1. Call *right now* and get a bonus audio tape

Short Form Copy Mission

Write :

- 1 DIC email
- 1 PAS email
- 1 HSO email

D-I-C:
Red: Revision

Subject: You can beat PGA pros, old and overweight.

Old age, obesity, scoliosis won't stop you from being a pro after this 👇

I'm Darrel Klassen a 55 years old, 71lbs overweight golfer with arthritis that consistently humiliates pro PGA golfers.

After hitting thousands of golf balls a day, I've developed my own "2-Step Maximum Distance Method" to hit every tee shot further and straighter than PGA pros to this day.

And no.. you don't need to be athletic like the "*GOAT*" of golf, **Tiger Woods** or buy expensive and fancy equipments.

If petite women and 12-year-olds can use this secret to hit perfect drives over 250 yards, imagine what it can do for YOU!

[Humiliate PGA Pros in 3 Swings or Less]

P-A-S: (Version 1)

Subject: How to HUMILIATE PGA Pro Golfers

Do you feel like you're wasting money playing golf, hitting hundreds even thousands of golf balls a day, buying fancy and expensive equipments, but you're just not getting better?

~~Without guidance, getting good takes hitting **thousands** of golf balls a day, analyzing and studying every shot for **over a decade**.~~

That is exactly what it took me to develop the "2-Step Maximum Distance Method" that I still use as a 55 years old, 71lbs overweight golfer with arthritis to consistently **hit further and straighter** than PGA pro golfers.

(Also used by my 5'3 wife to hit *her* driver **270 yards** off the tee!)

If petite women and 12-year-olds can use this secret to hit perfect drives over 250 yards, imagine what it can do for YOU!

[Hit your driver over 250 yards off the tee!]

P-A-S: (Version 2 ; Revised Version)

Subject: How to HUMILIATE PGA Pro Golfers

Do you feel like you're wasting money playing golf, hitting hundreds even thousands of golf balls a day, buying fancy and expensive equipments, but you're just not getting better?

It took me decades of hitting a thousand golf balls a day, and hundreds of hours a year to develop the "2-Step Maximum Distance Method" that I still use as a 55 years old, 71lbs overweight golfer with arthritis to consistently **hit further and straighter** than PGA pro golfers.

A system that can **add power** to your swings, **increase accuracy**, hit **perfect 18 out of 18s** overnight.

[See Results in 3 Swings. Hit Perfect 18 out of 18s Overnight]

H-S-O E-mail (version 1):

Subject Line: Decades of Hitting 1,000 Golf Balls a Day for THIS.

~~It doesn't take more money and time and this to be great at Golf (3 swings are enough).~~

~~I'm Darrel Klassen, a 55 years old, 71lbs overweight golfer with arthritis.~~ My knees are in agony with each step I take, but I still consistently hit further and straighter, humiliating **PGA** pro golfers to this day.

I've played golf since I was 16, hitting thousands of golf balls a day for decades, obsessing and analyzing each and every shot to master the art of golf.

All of this to succeed in over 30 years of ***high stakes "private-betting" professional golf***, staking **$1,400** each play and WIN, consistently playing (*and crushing*) **against the best golfers on the planet** — including a *major* **PGA** star who **won 5 tour events.**

Developing into my signature "2-Step Maximum Distance Method" that even ~~my 5'3 student and wife to hit *her* driver **270 yards** off the tee!~~

~~If petite women and 12 year olds can use this secret to hit perfect drives over 250 yards, imagine what it can do for YOU!~~

~~[Beat PGA Golfers, In 3 Swings]~~

H-S-O E-mail (version 2 ; Revised):

Subject Line: Decades of Hitting 1,000 Golf Balls a Day for THIS.

It took $3,000+ and hundreds of hours a year for me to learn this 👇

I'm 55 years old now. My knees are in agony with each step I take, but I still consistently hit further and straighter, humiliating **PGA pro golfers** to this day.

I've played golf since I was 16, hitting thousands of golf balls a day for decades, obsessing and analyzing each and every shot to master the art of golf.

All of this to succeed in over 30 years of ***high stakes "private-betting" professional golf***, staking **$1,400** each play and WIN, consistently playing (*and crushing*) **against the best golfers on the planet** — including a *major* **PGA** star who **won 5 tour events**.

All of these developed into my signature "2-Step Maximum Distance Method" that will take **ANYONE** from struggling to even hit a golf ball to hitting perfect drives 270 yards off the tee!

And no. You don't need to be a gifted prodigy, or buy expensive special equipments to do this.

[Hit Perfect Drives, 270 Yards off the Tee!]