

- 1 DIC email

High Curiosity Short Form Copy

Disrupt

Intrigue

Click

Subject line: There's only one thing holding your mind back from being GREAT?

Your mind can either be your biggest ally or worst enemy. It all depends on what you "feed" it.

Your brain is like an engine that runs on fuel... If you give it average fuel, you are going to get average results.

Eg)

You decide you're going to finish an essay or finish writing copy for your client in the next 30 minutes.

You get caffeinated, set a timer, and it's off to the races.

You push yourself for 5 minutes.

Then go back to scrolling on Instagram when the work starts to get boring.

Making the change in fuel will get you from feeling constantly overwhelmed, to being a confident individual and always motivated.

Now with this 1 secret, you can unlock the right fuel to help you reach your fullest potential!

Get ready to be seen as the person who can knock down all obstacles in their path.

[Click here if you want to unlock your mind of steel.](#)

- 1 PAS email

Get them to MOVE with Short Form Copy

Pain/Desire

Amplify

Solution

Subject line: How to actually FEEL powerful

When you are at work, are you the confident, motivated, accomplished individual that your peers look up to and aspire to be?

Someone whose mind is their strongest tool, taking care of business with ease.

Or are you that person that is constantly panicked with deadlines due to their weak attention span and lack of energy?

Consider this,

Can you even look at yourself in the mirror without being forced to turn your head away in shame?

If you're tired of feeling weak, and you are ready to do what it takes to become a person of true MENTAL STRENGTH,

[Then click here to begin your mental transformation into absolute greatness](#)

- 1 HSO email

Shift Their Brains With the Power Of Story

Hook

Story

Offer

Market Research:

Target Audience:

- **Men or Women?** both
- **Approximate Age range?** 18+
- **Occupation?** Professionals, students, athletes: jobs that require creativity
- **Income level?** Moderate to high disposable income
- **Geographical location?** urban/suburban areas

Their Pain:

- **What are they afraid of?** Loss of creativity; loss of focus; being overwhelmed; brain fog
- **What are they angry about? Who are they angry at?** Age-related cognitive decline; personal limitations; information overload; lack of support for mental and cognitive health
- **What are their top daily frustrations?** Can't focus; memory loss; lack of energy; procrastination; fatigue; time management; stress/anxiety
- **What are they embarrassed about?** Forgetfulness; not as productive as everyone else; can't perform as well as others; reliant on caffeine like soda, coffee, energy drinks; struggle to learn new things
- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?** frustrated ; inadequate compared to others; anxious; doubtful of self and abilities to perform; disappointed in self in their performance regardless of their effort; overwhelmed to have to deal with challenges questioning if this will hinder their long-term success

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? I can't deal with school and the workload that they are giving me. It's like every class expects me to work full-time in their class without considering that I have other classes. I constantly feel stressed and overwhelmed with the amount of work and my brain is getting fried. I am living off of energy drinks and coffee to stay awake and I am losing all sense of motivation, idk how I am going to handle 3 more years of this.

Desirable Dream State:

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? They wake up with an energy and new excitement to get done the things they need to do. They are happy; motivated; and ready to handle all of their responsibilities with ease. Instead of their brain exploding, they are knocking out one task after the other like it's nothing.

- Who do they want to impress? Co-workers; bosses; academic circles; friends; themselves

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They feel confident; ready; accomplished; fulfilled and respected.

The desire to reach their potential; making an impact; being important; feel secure

- If they were to describe their dreams and desires to a friend over dinner, what would they say? I want to be the hardest worker in the room. I want people to want my work ethic; I want to outperform my peers; I want to perform to my maximum ability without those harmful emotions holding me back.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

See themselves as underperformers; untapped potential - mental limitations; mental roadblocks are what is keeping them from success; maybe they think these mental issues are unfixable; cognitive struggles keep them from their goals; skeptical of cognitive enhancement or hopeful that they found the right product to help them

- Who do they blame for their current problems and frustrations? Their brain holding them back; genetic personality traits; the education system; their diet/lifestyle choices; social media is too distracting

- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Non-consistent; financial constraint; medical issues; unrealistic expectations

- How do they evaluate and decide if a solution is going to work or not? Easy to use?- reliable brand- safety/side effects- free trial?- reviews on product- evidence/credibility of product

- What figures or brands in the space do they respect and why? Science based- company transparency- reach safety standards- personal improvement stories- endorsements

- What character traits do they value in themselves and others? Self improvement- responsible- hard working- proactive- creative- disciplined

- What character traits do they despise in themselves and others? Laziness; procrastination- dependant- inferior- unreliable

- What trends in the market are they aware of? What do they think about these trends?

Good ingredients of product seem to healthy lifestyle- personalized supplements will work for them- mental health awareness is more important than ever- subscription based is reliable-

