

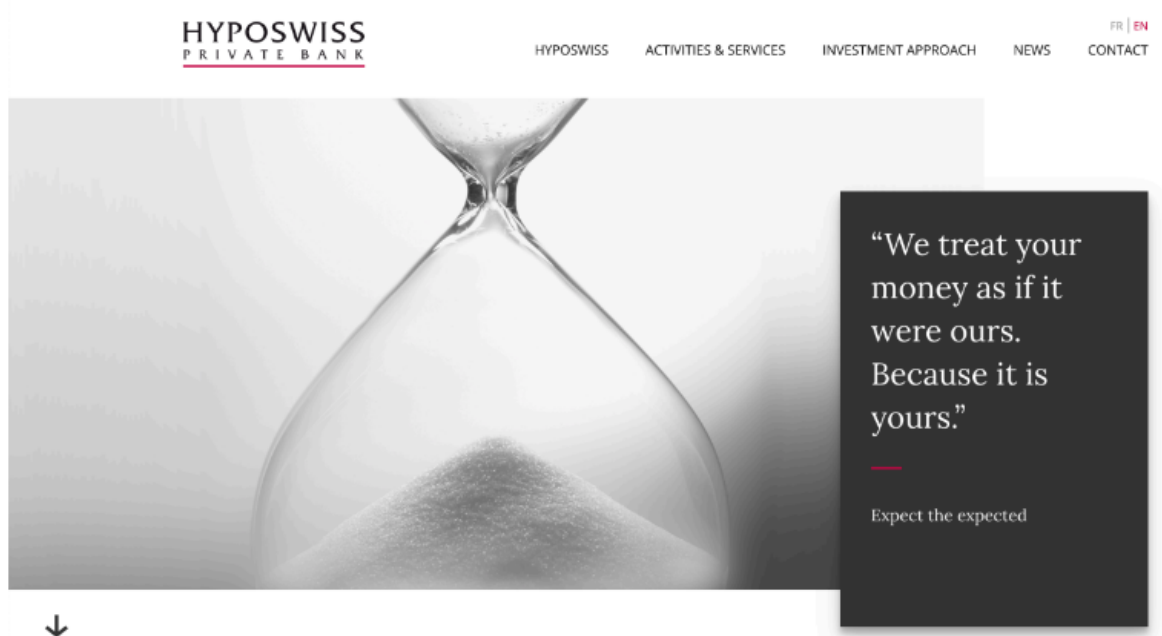
Mission Short form copy

Questions to answer:

1. Who am I trying to write to?
 2. Where are they right now?
 3. Where do I want them to go?
 4. What are the steps I need to take to get them to where I want them to go?
- + Identify their pain/desire

HSO Framework email

Society:



Answers:

1. Bank account owners
2. People who have signed up for the newsletter or have created an account without activating any plan
3. I want them to look at the transparent treatment of the bank on its website
4. I want to make them feel the pain of other bank account owners who lost their life savings because they trusted another bank. Then, I want the readers to impersonate them to make them feel the same emotions and make the decision to follow the Hyposwiss bank

Title: **Do you know how your bank is using your money?**

X% of Americans don't trust the use of their cash in their bank's hands.

Some of them even experienced a **significant loss without a reason**.

One morning, they received an email saying that the "recent market fluctuations have caused significant losses in their investments"... and then it was too late to change.

This could be you. Those could be your life savings.

Imagine their resentment for not having made a different decision. Now it's too late for them.

But not for you.

You still have the possibility in front of you to prevent this situation.

You can choose a transparent bank that treats your money as if it were theirs, where you know exactly where it is at any given moment. Because it is yours.

It's not fantasy; it's the reality of our management.

Now think about it for a moment. You can choose between the unknown investments that many banks are making (probably even yours) and a transparent treatment.

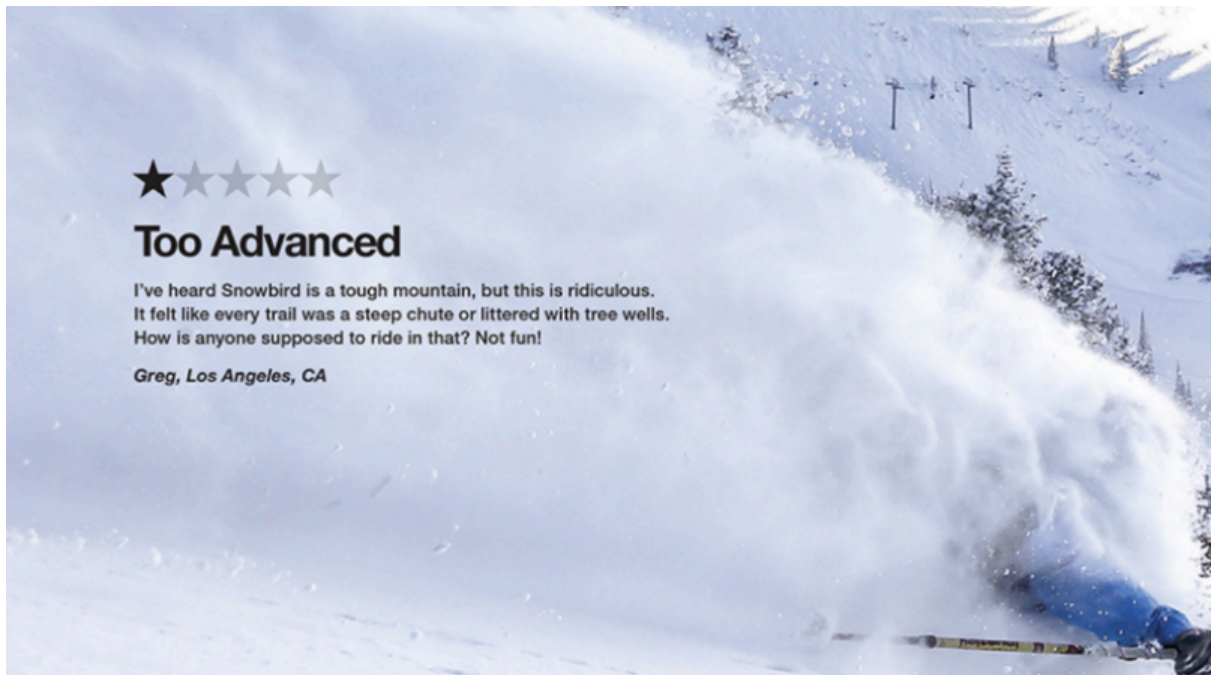
Choose wisely; otherwise, one day you'll have regrets and a hole in your wallet.

CTA: If you *really* care about your money, then you will be ready to see the lifeline that many would have wanted by pressing here.

The choice is yours.

DIC Framework email

Society:



<https://www.snowbird.com/>

Answers:

1. Those who think of themselves as the toughest skiers
2. They subscribed to the newsletter or created an account on the website
3. I want to affirm the will of those who decided to give a chance to this mountain and instill curiosity in those who are uncertain
4. I want to push on the reader's ego and status

Title: **The mountain path for The Toughest skiers**

This route is not for everyone.

Many so-called experts tried, but most failed.

Some of them even reviewed the path with 1 star because it was "*Too advanced*".

It functions as skill leverage for those who are really good.

Imagine being one of the few successful skiers to finish the entire path on the first try. The glory would only be a part of the result.

But it's going to be the hardest you've ever tried.

Don't say you weren't warned.

CTA: Check it here by yourself

PAS framework

Society:



Society for Creative Anachronism

<https://www.sca.org/>

Answers:

1. Fans of the Middle Ages and people who spend all week working with complex technology can find it relaxing to spend their leisure time in a less modern setting.
2. People who subscribed to the newsletter for the first time but haven't experienced any kind of event yet.
3. I want to enhance their desire and will to participate in the upcoming event
4. In the beginning, I want to grab their curiosity by illustrating some actions that they may expect during an event while enhancing their desire. Then, I want to press on their pain and the fear of missing out on this opportunity, concluding with a call to action towards the next event details.

First Draft

Title: The Warrior inside you is DYING

There's a reason you're reading this: you know it's true.

Our fighters have enjoyed this moment over and over again for over 3 generations.

Event after event, they can dismiss from their daily routine and enter a dimension portal to the Middle Ages, immersing themselves in the time to which they think they belong. They enjoy it, just as our ancestors did, with the sound of swords rattling around, stoic manual labour, and no regard for the possibility of receiving an unpleasant call from the boss in the middle of a beautiful Sunday, demanding more work.

Imagine being there for an instant while wearing an old skull, grabbing your sharp weapon, and leading your men into a battle. You notice something unusual on your face: you're smiling. After months of hard work, you're finally able to follow your passion, and you don't want to sit behind a desk typing annoying stuff anymore.

Now, turn back to reality and look at yourself in the mirror. You'll be able to notice that something is missing, and you already know what.

You know what NEEDS to be done.

Don't miss this opportunity again.

CTA: Follow the will of your Warrior by searching the next time portal [here](#).

Second Draft

Title: Do you want to be a Time-Traveler back to the Middle Ages?

Imagine this situation in your mind:

"As you stand on a field with vibrant pavilions all around you, you see banners flutter and snap overhead. Richly clothed lords and ladies are observing armoured knights fighting with swords and shields all around you. Minstrels who play lutes also sing ballads about love and conflict. One very large tent's shadows reveal a king and queen talking with their counselors."

This is not an old-time situation; it's a picture of our actual events.

Over 30.000 members from all over the world have chosen us, deciding to share unforgettable moments and their passion for ancient times.

Every weekend, we all enter a time portal towards the pre-seventeenth century to enrich our lives with skills, art, combat, and knowledge from those times.

Those gates are disseminated in many parts of the world, and maybe there is one of them exactly next to your house.

There are no requirements; the only thing we ask is that you dress in a period-appropriate costume to avoid attracting the attention of people from the Middle Ages. It would be unpleasant, don't you think?

Don't postpone this decision; otherwise, you know you'll never fulfil your desire.
Turn on this path now, because one day the gates will not be available anymore, and they won't wait for you.

CTA: [Search here for the next time portal.](#)