

Email #1 (PAS Framework)

Brand: Casper Sleep

Product: Bed with inter cooling to keep you cool all night long

Avatar:

Target Audience: Young adults to middle aged adults/ parents, interested in self-care and wellness, Those who struggle with sleep issues like night sweats, not fully recovered in the morning.

Current/Dream State: Currently not getting a full night of sleep, always groggy, relies on caffeine to get them through the day. Wakes up in the middle of the night due to night sweats. I Want to be able to sleep through the night without any problems, fully rested the next day, more energy, etc, etc.

Subject Line: The top secret to a full night of rest.

When you wake up in the morning how do you feel?

Do you feel **fully recovered** and **ready for the day**?

Ready to take on everything life throws at you.

Or are you still **half asleep** and **groggy** throughout the day?

Half-assing your work because you can't focus enough.

Distressed during your favorite activities.

I **had** the same problem.

I would wake up throughout the night multiple times.

I couldn't even sit on the couch without dozing off!

But..

I found a "**sleep hack**" that guarantees a full night's rest.

No more night sweats.

No more waking up at night.

If you are ready to sleep through every night, feel restored, and have WAY MORE productive days.

[{Then click here for the secret “sleep hack” that guarantees a full night’s rest}](#)

Talk Soon,

Beckett Duncan

PS: You may or may not get 4 FREE pillows if you use the code “CASPER34.”

Email #2 (DIC Framework)

Brand: Neurohacker Collective

Product: Focus Pill

Avatar:

Target Audience: Professional Entrepreneurs, Businessman/woman, Students, People that need to remember stuff (everyone, but I mean important people)

Current/Dream State: Have Brain Farts Everyday

Subject Line: If you're tired of procrastination then learn the millionaire secret to maximize your focus.

There is a reason why you can't get your work done.

There is a reason why you are feeling unaccomplished at the end of each day.

You're probably **distracted, never focused, and have brain fog** when working.

No, not because you didn't try enough.

Not because you didn't do what you were supposed to.

Well.. those **could** play a role, but that's not the secret that will KILL your procrastination.

There's a very simple fix that **will** clear your brain from all distractions.

Make you feel like a laser beam, executing all your daily tasks in just a couple of hours!

Sure, You could try “**mental hacks**” and “**focus tips.**”

They might work, but you won't EVER fully feel focused.

[{Click here to reveal the millionaire secret to lazerbeam focus and INSANE productivity.}](#)

Email #3 (HSO Framework)

Brand: Hims

Product: Hair thickening shampoo

Avatar:

Target Audience:

Current/Dream State:

Subject Line: What NEVER to do when on a budget:

John looked in the mirror, his life was over.

John had seconds to decide what he should do next.

John finally got his paycheck and went to get some groceries.

John passed the hygiene aisle but turned around after his name was called.

He walked down the aisle and did not find the source of the sound, but he did find something....

John realized he needed shampoo, there were only **two** bottles left.

One was priced at **\$20** and the other was priced at **\$5**.

John had to choose the \$5 bottle with rent coming up.

He grabbed the shampoo and walked away, but turned around confused.

John heard his name **again**, so he walked down the aisle to investigate.

It was the \$20 shampoo that was calling his name!

John thought he was going crazy so he quickly left the store.

That night John jumped in the shower relieved after a long day.

John washed his hair and got out of the shower.

He grabbed the towel and dried off.

His hair was thinner than a whisper.

John grabbed the shampoo from the shower and read the ingredients.

So many chemicals.

John was in shock, **frozen in fear**.

John thought his life was over.

John **quickly** decided to go buy the \$20 bottle.

He used the shampoo only to realize how AMAZING it was!

The shampoo brought back the thickness to his hair in just **ONE WEEK!**

John had to thank **Hims** hair shampoo for literally saving his life.

Well.. not literally but you know what I mean.

Lucky for you, you know how to avoid this.

[{Click here for John's special thickening shampoo bottle}](#)

PS: Don't be like John and budget out on shampoo, many people experience hair loss

BEFORE the age of 35!

