

Email:

Subject Line: Can't Last Forever

Want to beat any defender off the dribble, even if right now you're slow or have bad handles?

If yes, get [Deadly First Step](#) right now.

Because after midnight Central Time you can't get it anymore.

This workout is only 9 minutes, but gets you a deadly first step...

So you can start beating any defender in front of you...

And it does that in 4 weeks or less or you get every single penny back!

We do this by developing every single key you need for an effective first step.

Including a lot of keys that most players and coaches don't know about or realize are important.

You'll make your first step longer, faster, stronger, more balanced, and develop keys to keep the ball from getting stolen...

And a whole lot more.

>> [Start beating defenders with deadly first step](#)

After tonight it'll be months before it's available again...

So get it while you can.

Bare minimum, you'll want to check out the page at the link above right now...

Because you'll get some great ideas about how to develop a better first step.

That page won't be up after tonight though.

Make moves today,

## Short Form Copy Analyzing:

- Great Subject Line. Very attention grabbing, and makes the reader go “What can’t last forever? What is it? I NEED TO KNOW!!!”
- Type of SFC, definitely PAS. Creates a desire, and then amplifies it by future pacing and placing a movie in their head of “defeating every defender in front of you.”
- **P/D**: Sets up a great desire for basketball players. Obviously they want to beat any defender in front of them, though it sounds a bit too good to be true. It would be more believable to say “Want to beat 99% of defenders off the dribble...”
- **A**: A very non time consuming product which is great. The faster the better. Also reminds the reader of the desire they have in the amplifying stage.
- Again it mentions how non time consuming it is, by saying you can master the skill in 4 weeks or less. Then they sell mystery by saying “We do this by developing every single key you need for an effective first step. Including a lot of keys that most players and coaches don’t know about or realize are important.”. This makes the reader curious and think “what are the keys? What on earth am I missing out on? Which keys are important?”. Then afterwards they amplify the mystery of the solution by saying what they important key points do.
- **S**: Uses urgency very effectively, by mentioning it will be gone in a few hours, and won’t be back for a few months. Gives off a scent of precious, or rare value when bought which is great. Though it would be good to throw a little more mystery in the end bit, below the highlighted area.

## **Rewritten version:**

**Want to beat 99% of defenders off the dribble, even if you're slow or have bad handles?**

**If yes, get [Deadly First Step](#) right now.**

**Because after midnight Central Time it's gone...**

**This workout is only 9 minutes, but gets you a deadly first step...**

**So you can start beating any defender facing you...**

**You learn the skill in 4 weeks or less or you get every penny back!**

**We do this by developing every single key you need for an effective first step.**

**Including a lot of keys that most players and coaches don't know about or realize are important.**

**You'll make your first step longer, faster, stronger, more balanced, develop keys to keep the ball from getting stolen...**

**And a whole lot more.**

**>> [Start beating defenders with deadly first step](#)**

**After tonight it'll be months before it's available again...**

**So get it while you can.**

**You'll get some great ideas about how to develop a better first step, with the important keys that we teach you.**

**That page won't be up after tonight though.**

**Make moves today,**

