

Blue - Disrupt

Yellow - Intrigue

Green - CTA

DIC Email about Lemonade® Renter's Insurance

Tired of paying too much for *everything*?

Did you know that almost all renter's think their insurance is too high?

Would you like to pay LESS for Renters Insurance?

Yes, you would; because everyone would like to pay less for Renters Insurance.

But how is it possible?

[Click here to learn how to STOP paying for overpriced Renter's Insurance!](#)

Blue - Pain/Desire

Yellow - Amplify

Green - Solution

PAS Email about Lemonade® Renter's Insurance

You're broke.

Want to know why you're broke?

Because Renters Insurance is astronomically expensive.

Do you know how to not be broke?

Exactly, pay LESS for Renters Insurance.

Do you know how you're going to do this?

I didn't think so. But I do.

To find out how to pay LESS for Renters Insurance, click here

Blue - Hook

Yellow - Story

Green - Offer

HSO Email about Lemonade® Renter's Insurance

Are you afraid that bills are due and you don't have the money?

We get that.

One of our clients wanted to have a big house, a Mercedes-Benz, and to be a big-shot lawyer, but didn't have the money for law school.

You want to know why?

Because he was paying too much for Renters Insurance.

High Renters Insurance can literally kill your dreams right in front of your eyes.

So, are you going to keep paying too much for Renters Insurance and let your dreams die in a hole somewhere?

Or are you going to take action, and save that money to pursue your dreams?

The choice is yours to make.

But act quickly,

We can only handle so many clients.

Lower your Renters Insurance TODAY

