

Email DIC Framework

The product I chose from the swipe file is a pill that increases concentration, trying to prove how it is a better alternative to coffee, caffeine, and other stimulants.

Please be brutally honest, it is much appreciated!

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

The solution is highlighted in Green

Avatar:

Who

- Mostly men who are looking to achieve more with their time.
- Ages 16 - 35, younger individuals are susceptible to distractions such as social media and gaming.
- Students and workers with a workload-centered wage
- Income level: Low to mid-range salary.

Current State

- They are trying to work towards their goal of meeting due dates and studying for exams, but are met with distractions that consume their time.
- Struggling to put in more than 10 minutes of quality work.
- They are inevitably giving in to temptations every day, producing bad results for their goals.
- Takes coffee and energy drinks but feels jittery and hyper-stimulated.

Dream State

- They can stay focused for hours on end, producing quality results.
- Do not need to take coffee or energy drinks.
- Can easily deny temptation from distractions around them.
- They do not push away tasks for later.
- Can easily find concentration whenever they need it.
- Cheaper alternative to energy drinks and coffee.

Values and Beliefs

- They believe it is fine to push the task at hand for later, instead of doing other things like social media.

- Accustomed to coffee and energy drinks, believing that it is the only acceptable method of “concentration”.
- They believe they “don’t have what it takes” to focus for long periods

What Do They Need to Experience?

- Coffee and energy drinks are not the only methods for enhanced performance.
- Need to be aware of their habits of pushing their task back or accepting temptation.
- Need to realize the benefits of hyper-focus.
- Experience a sense of guilt and embarrassment for procrastination.

First Draft:

Subject Line: Inspiration, but simpler

Humans have constantly chased the secret to endless focus for decades, yet still failed to find it.

We’ve tried coffee, Red Bull, and even “energy shots” to spark focus. But all that came was hyperactivity and hard crashes.

Now, a new cohesive supplement which supports rather than energizes has been found.

The key to Inspiration and hyper-focus has been bottled up all along.

And as soon as you discover it, you’ll **never** touch energy drinks again.

[Click here to be let in on the anti-distraction hacks we’ve been lacking.](#)

Second Draft:

Subject Line: The secret to achieving concentration on demand.

Do you struggle to focus on your task at hand, constantly reaching out for your phone?

Or maybe you can’t help but look for “reasons” to tell yourself your task can be done later?

The problem is, you lack concentration and focus.

And no, coffee or Red Bull is **not** what you need to crack the code.

The secret is a supplement, capable of providing endless concentration and efficiency.

And as soon as you discover it, you’ll **never** struggle to get work done.

[Click here to be let in on the secret to concentration you've been lacking.](#)

Third Draft: The secret to achieving concentration on demand

Do you struggle to lock into your task for more than 10 minutes?

Or maybe you tell yourself "I'll watch a few TikToks and take a break, I have some time before the end date".

Tell me, exactly **how** are you going to produce quality work when you wait for the inevitable deadline to approach?

How can your work be done if you cannot focus for even an hour, heck even 30 minutes?

The secret to concentration lies in a single neurotransmitter that has enhanced human mentality since our ancestors roamed the earth.

With it, they were able to hunt and gather for more than 8 hours without any so-called "mental breaks".

And as soon as you try it, you will achieve superior focus that abolishes any of your current distractions.

[Click here to see for yourself](#)

Fourth Draft: The secret to entering the flow state on demand

Do you get out of your chair and take your mind off of work, even though it has barely been 10 minutes?

Or maybe you often take "mental breaks", telling yourself "I'll watch a few TikToks to give my brain a rest".

How can you expect your work to be done if you cannot focus for an hour - heck even 30 minutes?

Well, scientists have discovered the secret to concentration which lies in a single neurotransmitter that has enhanced human mentality since our ancestors roamed the earth.

With it, they were able to hunt and gather for more than 8 hours without any so-called "mental breaks".

And as soon as you try it, you will achieve superior focus that will make you a working machine for hours on end.

[Click here to see for yourself](#)