

## **HSO FRAMEWORK**

Hook in Yellow

Story in Blue

Offer in Green

SUBJECT LINE: STREET FIGHTING WARRIOR; Needs to be Catchy (From A Weakling to A Capable Opponent)

There I was, Knocked out on the wet street floor, A 6'3 Man dressed in all black running away with my wallet after knocking me *senseless*.

I Couldn't Take it anymore, and I was tired of being picked on and hurt.

So I dedicated myself...Hours, Days, Weeks!

Trying to Learn how to become an UNSTOPPABLE FORCE  
, A COMBAT Warrior

I had been trying to mimic Bruce Lee off my TV screen,

I had also been slapping a dummy silly

Still feel like the Weak-willed, little man

I felt like I had made 0% progress

And THEN... My life turned around after this one special Letter in my inbox

My Life Was Safe!

This letter took me from an average Joe to a SHEER FORCE OF NATURE

I Could take on 2 Opponents at **Once** with not even the slightest scratch on my skin

No Man could mess with me again!

Want to learn how to become That **Unstoppable** force of a man?  
Click here to become Feared!!