

Hello Gentlemen this is the last 2 TRW missions of the Copy boot camp Any feedback is appreciated

DIC Email

Disrupt is highlighted in YELLOW

Intrigue is highlighted in BLUE

Click is highlighted in GREEN

SL: **Experience Ultimate Comfort Every Night**

Are you tired of restless nights filled with tossing and turning?

Imagine escaping to a cozy retreat where your bed hugs you comfortably from the moment you lay down.

At [Brand Name], we believe in creating more than just a bed; we craft an oasis of tranquility. Picture a reality where each morning greets you with the promise of unparalleled comfort.

Discover the secret to nights filled with serene, millionaire-like sleep. Our [Product Name] is designed to transform your sleep experience.

Take the first step towards a more rejuvenating rest.

[Click here to explore the perfect solution for your sleep needs.](#)

PAS Email

Pain/desire is highlighted in YELLOW

Amplify is highlighted in BLUE

Solution is highlighted in GREEN

SL: **Bring Your Hair Back to Life**

Are you tired of trying thousands of products to fix your dull, lifeless hair without receiving any results?

How much time have you spent in your bathroom trying to get your desired look but end up realizing you are just dealing with frizzy and unmanageable hair that will only spark your frustration?

Now, close your eyes and envision a different scenario – admiring yourself in the mirror, delighted by hair that shines and feels incredible. Picture the joy of having thick, smooth locks that flow like a feather.

Believe it or not, achieving this doesn't require hours of effort – just the use of one incredible product.

We have the solution you've been looking for, but act fast before our supplies run out!

[Click here to discover the perfect treatment to save your hair!](#)

HSO Email

Key:

Hook

Story

Offer

HSO short form copy for Hims hair savior

SL: I woke up and looked in the mirror...

I was terrified by the look of my hair

I remember just some years ago how good and thick my hair looked.

Now, day by day I'm realizing that I am going to lose it.

The frustration when you can't take care of frizzy and unmanageable hair to get your desired look is too big, and the time wasted to fix it just added fuel to the fire.

I tried products, I asked barbers, my mom, and friends, but nothing seemed to work.

I was so self-conscious I couldn't go in public, go to a club, or even bring myself to leave my house. The only thing that soothed my anxiety was my hat.

So, I had two options:

Let my hair die

OR

Find something that works.

And I finally did,

Discover the solution I found here and learn more about these hair-saver products

Mission - create a landing page for a product from the swipe file

Socks are more Important than You Think They can change the Quality of your Daily Life

Exactly

If you want to improve your daily life you need new socks

Not just to fit in with your style but also to improve comfort and manage temperature based on your needs

I promise, once you wear them you can't take them off

Subscribe to our newsletter to receive a discount on your first order!

[email]

E-Mail sequence mission - The product is the socks from the swipe file

Email 2

SL: I was walking in the streets and thought...why do my feet hurt?

Is it the shoes? It can't be. I bought them recently. Is it my walking technique?
No, that can't be either.

After a bit of thinking, I asked myself if the socks could be the problem.
So I changed to a pair that a friend of mine gifted me once but never tried before. I believed that it was a joke when she gave me those socks.

So I put them on, and I immediately felt another sensation.
They felt so good and comfy.

I used them the next day for a walk. I was a bit excited to try them,
and after 2 hours, I didn't feel the minimum fatigue. The weather was chilly and these socks kept my feet warm and helped me to stay comfy throughout my little journey.

So, after finally discovering the problem, I bought more pairs from their store and threw away all the others I had.

They're so good I can't take them off!

Email 3

SL: Socks So Comfortable, You'll Never Take Them Off (ripped off from their FB ad)

What NEVER to do is buy some cheap socks just because they are socks.

Have you asked yourself why your feet are always tired after a long walk?

Have you asked yourself why your feet get so cold?

Have you asked yourself why your feet have unpleasant odors after you take your shoes off? That would be embarrassing if you were at your friend's house, wouldn't it?

And what about skin problems?

All these issues have solutions.

Bombas Socks provide a comfortable and soft feel during your daily walk. Keep your feet dry and warm while maintaining them healthy due to their breathable materials.

You won't have to buy new socks every once in a while and you can choose them based on your style. We do have a great selection.

Why don't you check them out?
[CTA]

I don't have any more ideas for another email. If you do, please share your ideas.