

## DIC Examples

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

Click is highlighted in Green

### Email

**Subject Line: The key to unlocking pain free knees**

Is your knees in excruciating pain even performing the smallest of tasks?

How would you like to walk upstairs or kneel down pain free.

No shooting pains or that nagging pain that's constantly there.

Implement these key elements and you'll remove your knee pain forever.

[If you finally want to get rid of the pain, click here.](#)

## PAS Example

Pain/Desire is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in Green

### Email

**Subject Line: Wish your knees were how they used to be?**

Knee pain affecting your basic everyday tasks?

Or are they providing you a stable foundation that you can rely on.

Do they allow you to perform how you want to perform?

Or do they give you that unwanted pain, Unable to walk far distances, up stairs...

Even preventing you from taking part in your sport?

Thinking back to the times where you could move freely and perform at your peak.

Now you're looking back wishing you didn't have this problem.

Would you like to make it your mission to become pain free and kickstart your life again?

[It's simple, click here to start your journey of becoming pain free.](#)

## HSO Example

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

## Email

**Subject Line: That was the final straw I've had enough.**

I couldn't handle it anymore!

It's well overdue I had to take action.

Week after week I was dropped to the bench for my football team.

Before the manager even called out the team i knew there was no hope i was making the starting 11

My skill set was limited there's only so much my knee could handle

All the other players were playing at the peak of their powers

I was left with 2 options

Sit on the bench the rest of the season

Or do something about the knee pain that's keeping me from achieving my goals

I found out quickly that time waits around for nobody.

It was do or die really

I was finished watching everybody else running around full of pace, power and drive

While I sat there with crippling pain. Not anymore!

I used these vital techniques, I eliminated all my pain and stiffness from my feet up to my shoulders.

I became far more flexible and explosive and ultimately I became the first name down on the team sheet.

No more watching anymore and i've never been happier

Physically and mentally!

No matter what sport your in or even if its just day to day activities getting in your way

Taking the first step to remove the pain is the hardest, after that your body will thank you.

*[If you're tired of being down in the dumps knowing you're capable of more, click here and operate at the peak of your powers.](#)*