

# Example DIC short form copy

## DIC legend

Disrupt is highlighted in blue

Intrigue is highlighted in yellow

Call to action is highlighted in green

## Email

**Subject line:** The Truth about triggering inspiration

Have you ever been in a situation where you needed inspiration on the spot? In a drawing contest or when writing a business proposal?

There is a secret supplement that could spark your creativity and enhance your focus within minutes of ingestion.

It's not meditating or taking a walk outside.

[Click here to discover the sneaky pill to instantly generate the most creative ideas you've ever thought of](#)