

# HSO Example

Hook highlighted in **Yellow**

Story highlighted in **Blue**

Offer highlighted in **Green**

## Email

**Subject Line: NEW Era of furnitures**

Do you know how **crazy comfortable** these furnitures are?

I have just seen the new West Elm, Joybird and Casper furnitures and I was **SHOCKED!**

First time I tried these furnitures I was expecting it to be something normal but when you actually sit on this you will fall asleep.

**Literally.**

You know when you come to your grandparent's house and when you go to sleep and in the morning you wake up feeling like you had the best sleep of your life?

That is what happened to me the first time I slept on this!

If you want **the greatest** comfort ever I highly suggest you get one of these.

[Get it today](#)