

Example Short Form Copy

DIC Examples

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

Click is highlighted in Green

Email

Subject Line: Tate's big secret

There is a reason Tate is the kind of superior man he is.

It's not genetics, it's not raw IQ and it's not luck.

He used a very specific, hyper powerful mental model to propel him from obscurity to irrefutable greatness.

Tate quietly teaches the serious men who ask.

[Click here if you want to be let in on Tate's big secret.](#)

Facebook Ad

The Image is part of the Disrupt Section on a FB ad

The Primary Text area is mostly the Intrigue Section

The last few lines of Primary Text as well as the Headline and button, are part of the Click Section

**Andrew Bass**
Sponsored · 🌐

...

✕

There is a reason Tate is the kind of superior man he is. 🙌

[...See more](#)



cobratate.com
Discover Tate's Secret To Success

[Learn more](#)

 Like

 Comment

 Share

**Andrew Bass**
Sponsored · 🌐

...

✕

There is a reason Tate is the kind of superior man he is. 🙌

It's not genetics, it's not raw IQ and it's not luck.

He used a very specific, hyper powerful mental model to propel him from obscurity to irrefutable greatness.

Tate quietly teaches the serious men who ask.

Click the button below if you want to be let in on Tate's big secret.



cobratate.com
Discover Tate's Secret To Success

[Learn more](#)

Instagram Post

The Image is part of the Disrupt Section on an IGp ost

The Primary Text area is mostly the Intrigue Section

The last few lines of Primary Text as the Link in Bio are the Click Section



PAS Example

Pain/Desire is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in Green

Email

Subject Line: How to actually FEEL powerful

When you look at yourself in the mirror, what do you honestly see staring back at you?

Is it a Man with a body of rippling muscle, strong frame, and eyes burning with the fire of indomitable will?

Someone that women obsess over and men would follow screaming into battle?

Or do you see a flabby, scared, empty shell of a man,

Invisible to women and laughed at by other men?

Here's the kicker,

Can you even look yourself in the eye in the mirror without turning away in gut wrenching shame?

If you're tired of feeling weak and are ready to do what it takes to become a man of true personal POWER,

[Then click here to begin your mental evolution and become a new man](#)

HSO Example

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

Email

Subject Line: I hung up the phone and just stared....

Earth shattering moments can go either one of two ways.

I had finally started making real money for the first time in my life.

Years of struggle and toil, finally paying off in the form of thousands of dollars being wired to my account each month for commission on huge deals I had helped a hot-shot marketing agency land.

But then came that fateful phone call a month into the bear bug scare that left me rocked.

It had all dried up.

GONE.

Because of supply chain disruptions, my client's clients were all going bankrupt,

And the thousands he owed me simply wasn't coming.

In a moment like this I had two options.

I could either give up, go find a job, and say goodbye to my dreams.

Or I could muster the strength to rise to the occasion and find a way to win.

Post traumatic stress or post traumatic growth,

The choice was mine.

Thankfully I had just stolen a set of mental models that not only gave me the key to bounce back from that dire moment but 10X what I had been making before.

(Plus reinvent every aspect of my life from the ground up)

And I have my friend Andrew Tate to thank for that.

[Discover the exact mindset tools I stole from Andrew Tate to build my own success.](#)