

# Example Short Form Copy

DIC

Subject Line: Understanding the Secret to writing great copy

Successful copywriters all understand how to use one essential skill in their writing.

It's not the basic crap you already know, like grabbing their attention and being able to build intrigue.

It's much more than that.

There is a reason why there are so many 10k-a-month copywriters out there, why wouldn't you want to be a part of that?

We will teach the dedicated copywriters who need to understand the secret skill to writing great copy.

[Click here to understand the secret skill to writing great copy](#)

# Example of short form copy

## PAS

Subject Line: Are you tired of not understanding and feeling lost?

Every day you sit down and try to write good copy.

But as you write you begin to feel lost, like your copy is missing one simple trigger.

Don't you want to be like all the other successful copywriters that are able to travel the world, work from home, and have their own dream life, while simply working from their laptop?

Or do you just want try and figure it all out for yourself while still staying as a mediocre copywriter?

If you are truly tired of not understanding the trigger to improve your copy

[Then click here to find out the key trigger to use to have great copy](#)

# Example of short form copy

HSO

Subject line: I was wanting to smash my head against a wall...

I was lost and had no idea how to write successful copy.

I was wondering why no businesses wanted to work with me, I was trying to figure out why?

I would sit at my computer for hours just staring at a empty page wanting to smash my head against a wall or throw my computer away.

Yes, I knew the fundamentals, but what was that one key thing I didn't know?

What did all the successful copywriters know that I didn't?

Just when I was about to give up all hope and give up on my dreams to becoming a 10k-a-month copywriter I had found the key to accomplishing my dream.

I started getting people who wanted to work with me, I had got so many I had to start denying work.

I am now living the life I have always dreamed of, working simply from my computer with plenty of free time to do what I love.

If you are serious about learning the key to taking control of your copywriting career than you are in luck.

[Click here to start living the dream you have always desired to have](#)