

EXAMPLE SHORT FORM COPY

HSO EXAMPLE:

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

EMAIL

Subject Line: I dropped the regular copywriting tools and just started...

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 hard work, finally paid 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-shop marketing agency land.

But, then came the 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,

In addition, the thousands he owed me simply was not coming.

In a moment like this, I had two options.

I could either give up, go find a normal 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 did my research and I found a book that changed the game of copywriting and brought to a new level.

Discover the exact tools that will transform your copywriting skill and take you to a next level

THE SUBJECT:

The problem with reading **regular** copywriting books and following templates is...

- You already KNOW you're supposed to grab attention...
- You already KNOW that you're supposed to build intrigue...
- And you already KNOW that you need to create urgency...

[BUT WHAT DO YOU SAY?!?!?!?!?!?](#)

How the hell do you make this influence trigger... TRIGGER?!

How can you come up with them?

My point is...

If you've read a bunch of copywriting books and still lack total and complete confidence in your copywriting...

It's not your fault.

My groundbreaking new book, [Take Their Money](#), is going to change that for you, once and for all.

It's the shortcut to understanding what each word and sentence in every piece of copy is doing. *Not what's written*, but what's communicated.

After you understand that, **you can come up with your own words** and sell pretty much anything with greater ease than you've ever imagined.

All you have to do is...

[Click here to discover the true nature of copy.](#)

It will give you all the knowledge you need.

Peace out Copy Squad,
Kyle

