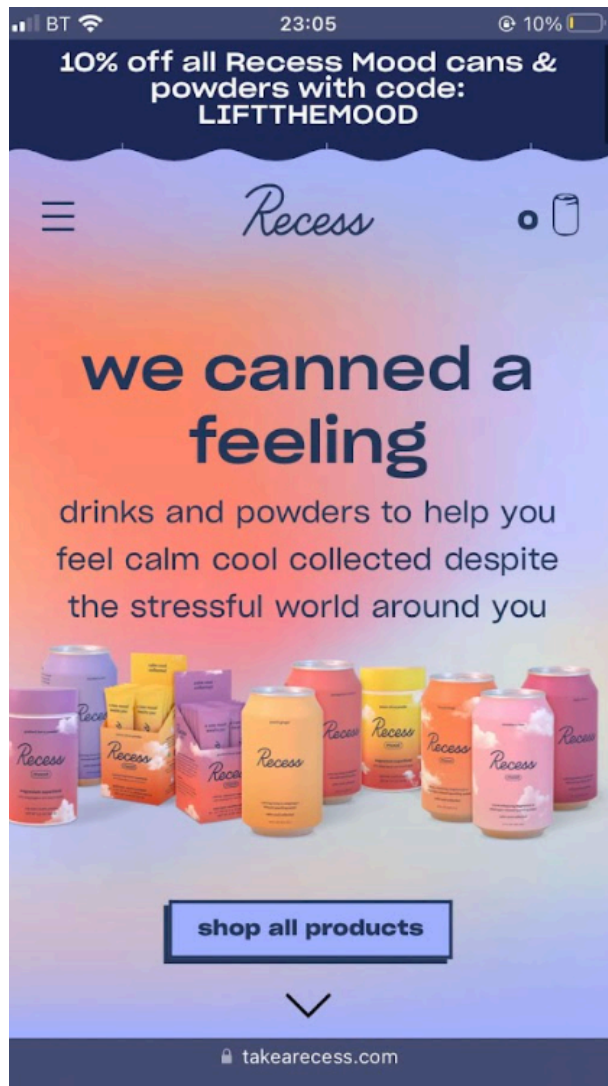


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Email 1 - DIC Format

Disrupt

Intrigue

Click

Subject line: The single step to feeling relaxed NOW, despite all the stress (*Fascination - “Single step”; Opportunity - “Feeling relaxed”; Threat? - “Despite all the stress”*)

(The next 4 lines are meant to create curiosity and unanswered questions)

Relaxing is a must for the body, mind, and spirit.

But it doesn't have to take an hour or even 30 minutes!

You can feel relaxed in less than 5 minutes.

No, it's **not** alcohol, it's **not** weed and **definitely not** scrolling.

Then you may ask “What is it?”

Many people know this secret and some even make use of it.

If you want to be among those who know, (*Instilling FOMO*)

[Then click HERE to discover the fastest relaxation “trick”](#) (*CTA with fascination, curiosity, and opportunity*)

Notes:

Here are some other SL that I brainstormed:

- **Fastest way to FEEL relaxed without alcohol in less than 5 minutes**
- Relaxing in a new way
- How to feel relaxed despite the stress of the world
- Why the traditional relaxing methods don't work and how to do it

Email 2 - HSO Format

Hook

Story

Offer

Subject line: Stressed... but then finally at peace *(Trying to hook them in with unanswered questions, here and in the next two lines)*

I used to always come home after work, stressed.

But not anymore...

Working from 9 to 5 never fails to stress me out.

And work breaks aren't long enough to rest up.

I thought this miserable feeling would continue forever.

Until one day I found the solution. *(Again, more unanswered questions)*

Something to get rid of the stress and fatigue altogether.

I also suggested it to all my friends and family,

And they **loved it**. *(This is meant to be "social proof" to some degree)*

If you are feeling tired and stressed and wish to rewind in no time,

[Then click HERE to learn about the exact solution I used to unload stress!](#)

Email 3 - DIC Format (this a pure value email)

Disrupt

Intrigue

Click

Subject line: Why you are stressed and how to get rid of it

Stressed?

Well, that happens for a reason.

You might think it's because of your job, chores, or other work.

But in **REALITY**, the root cause lies within your brain.

Long story short, magnesium coupled with X reduces stress. (*"X" is supposed to be a chemical*)

And also gives you a *"relaxing"* feeling.

"But how exactly will you get this combination **fast**?" That might be your question.

If you want to know the secret, *(Is "answer" better than "secret" here?)*

[Then click HERE to learn more about how to keep calm and remove stress.](#)

Email 4 - DIC Format (This is focused on directing them to a product)

Disrupt

Intrigue

Click

Subject line: Want to “feel good” with no stress? *(Opportunity - “Feel good”, “no stress”. Intended to generate curiosity)*

Want to ease up but don't have the time to do so?

It doesn't take more than 2 minutes to feel completely relaxed. *(Meant to create unanswered questions in their head)*

That's right!

In only a few moments, it's now possible to get rid of the stress.

And you can even do so during your work break, in the car, and anywhere else you can think of.

Many people are using **this** to rewind, despite the stress from their 9 - 5 jobs. *(Meant to relate to their situation as the audience also are in 9-5 jobs)*

If you want to be one of the THOUSANDS of people who take advantage of this,

[Then click HERE to find out how to relax despite the stress.](#)

Email 5 - PAS Format (This is to send them to the sales page or upsell a product)

Note: I took a copy that Prof Andrew wrote as the skeleton and just put in my elements in it. Do let me know if that's a good idea or not

Pain

Amplify

Solution

Subject line: How to actually FEEL Relaxed

When you look in the mirror, who do you see staring back at you?

Be honest.

Is it a Man with **unlimited** energy, no stress, and one who gets his work done with supreme motivation? (*"supreme" or "ultimate"? Which one sounds better?*)

Someone who is able to spend time with their spouse without **feeling tired** all the time?

Or is it someone who is always **fatigued** and **gloomy**? (*I suppose this helps them imagine what they might look like from another person's view*)

Someone who wishes to be more **active** and **energetic**. (*Using more kinesthetic sensory language to help them imagine their dream state*)

Here's the kicker,

Can you even look at yourself in the eye in the mirror without turning away in disgust?

If you're fed up and finally want to make a change,

[Then click HERE to discover the secret to ridding laziness and fatigue forever!](#)

PS - You choose now to either make a change or stay the same!

(*Does "Last chance to make a change or choose to stay the same" sound better?*)

Real quick let's make an Avatar:

What kind of people are we talking to?

Men or Women?

Both

Approximate Age range?

15-30

Occupation?

Any

Income level?

Middle-Class to Low-Middle-Class

Geographical location?

Mostly North America

Painful Current State

What are they afraid of?

Being stressed and not being able to relax

What are they angry about? Who are they angry at?

Wishing they would be more calm

Desirable Dream State

What do they secretly desire most?

Being able to unwind at the end of the day, being more active