

# DIC Email

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

Click is highlighted in Green

## Email

**Subject line: Unlimited benefits with just one card**

There's a reason business owners use AMEX Platinum,

So many travel benefits with just one card,

You know the best part?

Most platinum card owners are your average working class man,

Yet, they're living like a boss,

Are you ready to live like a millionaire?

# PAS EMAIL

Pain/Desire is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in Green

## Email

**Subject line: The secret to live like a ceo**

You're in your mid 20's,

Are you traveling the world like you said you would?

Exploring a new country every 2-3 months enjoying your life,

Or are you unable to because you do not make enough money at your job?

Do you even have a plan to start traveling more,

Or are you fine with 2 weeks a year?

What if I told you you could travel more while staying at your current job?

All you'd have to do is apply for this card and your life can change in an instant.

[Click here to follow your dreams](#)

## HSO EMAIL

Hook is highlighted in Yellow

Story is highlighted in Blue

Offer is highlighted in Green

### Email

**Subject line: How this card saved me**

Here I was,

Stuck in a state with no money and no way to go back home.

Well that's what happens in vegas,

Gamble all your money away without realizing a taxi brought you here.

What could I do,

I wasn't planning on sitting on the side of the road hoping people were generous enough to give me some money.

No food, no water, and no money.

All I had was a phone at 40% with no one to call.

\*Ping\*

A message from AMEX stating my bills were due next week,

My day couldn't get any worse.

Then it hit me,

I opened the app and my heart lit up.

I totally forgot I still had my AMEX benefits.

With almost no hope left I finally found a way to go back home,

With just enough benefits for a plane ticket to LA.

If my family didn't convince me to sign up for AMEX the month prior I would've been screwed.

Make sure this never happens to you.