

(1st was my initial copy, 2nd is my revised please be hyper critical as i need to find out more of what i don't know and begin to be more persuasive in human nature, Thanks in advance)

D-I-C Framework

Disruption is highlighted in Blue

Intrigue is highlighted in Yellow

Click is highlighted in Red

Subject line: 55 years old, arthritis, overweight and still out drives you

Email:

You read that right!

Darren is 55 years old with arthritis, is 70 lbs overweight and still out drives you.

How you ask? Well Darren has a secret that he is willing to give away **FOR FREE!** A simple two step swing system that will have you hitting your driver 250 yards+

Darrens two step swing system has taken me from a +18 handicap to a +8! Shaving 10 strokes off my score!

Don't be the last in your friend group to discover this secret and be writing an 8 on a par 4!

Priority Order form! For the fastest service & 10 dollars back if you can't do it in 3 swings!

Subject line: Add 50 yards to your drive - Golf's best-kept Secret!

Are you tired of lagging behind on the golf course? Meet Darren, A 55-year-old golfer with arthritis, carrying extra weight, and still out driving most golfers half his age!

Discover Darren's two-Step swing system, adding an incredible 50 yards to your drive effortlessly! Say goodbye to struggling and hello to impressing your friends with your new found skills.

Tested and proven, this system has transformed many golfers from a +18 to +8 handicaps, shaving off 10 strokes from their scores!

Don't miss this opportunity to unlock your true potential on the course. Place priority order now for fast service and a \$10 refund if you don't see results in just three swings!

Join the ranks of successful golfers. Click below and lower your score today!

[Priority Order Button]

LIMITED SPOTS AVAILABLE - ACT FAST!

Best regards,

Matthew Kerr Golf Enthusiast and lower handicap Achiever

P-A-S Framework

Pain/Desire is highlighted in Blue

Amplify is highlighted in Yellow

Solution is highlighted in Red

Subject line: **EMBARRASSED** again with a poor drive off the tees?

When you walk to the tee box, How do you feel when you are up there in front of your golf friends?

Hoping and praying that you hit it straight so you don't have the walk of shame back to your golf bag?

Embarrassed that you again are causing the team to lag behind on the golf course, slowing play down, hearing the whispers and pressure building.

Or do you want to be the one with the **straightest** and **longest drive** and be the one everyone is asking for tips from?

Here is your chance,

Darren's two-step swing system has helped overweight, old, arthritic golfers add an **EXTRA 50 YARDS** to their drive and are the **STRAIGHTEST** shots they have ever hit!

DON'T ever be embarrassed again on the tee box! And take action today to be "that guy" in your group!

[Call to action button]

Subject line: **Crush Embarrassment with straight, Powerful Drives!**

Email:

Ever step up to the tee box, Heart pounding, Hoping you won't mess up your drive in front of your golf buddies?

It's time to **silence those whispers** and leave the **embarrassment** behind!

Introducing Darren's two-step Swing system - a game - changer for overweight, old, and arthritic golfers. Imagine adding an **EXTRA 50 YARDS** to your drive while hitting the **Straightest** shots you've ever experienced!

No more awkward walks back to your golf bag. No more slowing down play. Instead, you'll be the envy of your group, with everyone seeking tips from the golfer who dominates the course!

Don't wait for change to happen; make it happen!

Take action today and become 'that guy' with the straightest, most powerful drives on the course!

[Call to action button]

Say goodbye to embarrassment and hello to golfing greatness!

Best regards,

Matthew Kerr Golf Enthusiast and Straight-Drive Pro
(first revision)
H-S-O Framework

Hook is highlighted in Blue
Story is highlighted in Yellow
Offer is highlighted in Red

Subject line: I looked up and my heart stopped...

The mounting pressure of embarrassment can make you do two things: quit or keep going.

For years I have been struggling with being consistent with golf.

No matter how many swing devices I buy or videos I watch, none have helped me to gain consistency on the golf course.

Once again I stand on the tee box looking out to the fair way watching my golf ball soar for what felt like forever to the right and out of bounds.

Hearing the whispers and chuckles of my golf buddies behind me..

Today could have been the day that I stopped playing golf forever, not ever being good enough to get reinvited back out again.

But it wasn't too late.

Thankful as I sat in my car after the round contemplating selling my golf clubs, an unfamiliar email popped into my inbox.
(forever grateful that i opened it)

I gain one of golf's best-kept secrets

Darrens two-step system helped me hit the Longest and straight drives of my life after only 3 swings of this new technique!

Discover the exact same system that I used to make all my golf buddies line up to play with me to get their hands on this best kept-secret!

(Second revision)

Subject line: From the Brink of Quitting to Golfing Glory..

I looked up and my heart stopped...

The mounting pressure of embarrassment can drive you to quit or keep going.

For years, I struggled with golf's elusive consistency.

No gadgets or videos seemed to make a difference - my shots remained erratic.

Standing on the tee box, my ball soared hopelessly right, out of bounds.

Whispers and chuckles followed me, and I considered giving up the sport forever.

But it wasn't too late.

Amidst my contemplation, an unfamiliar email appeared in my inbox. Grateful I opened it, forever changing my game.

I unlocked one of golf's best-kept secrets.

Darren's Two-Step System transformed me, Delivering the longest and straightest drives after just 3 swings!

Now my golf buddies line up to play with me, eager to discover the same secret.

Today, I offer you this game-changing opportunity!

[call to action button]

Discover the power of Darren's Two-Step System and seize your path to golfing glory!

Best regards,
Matthew Kerr
Golf Enthusiast and Golfing Glory Achiever