

DIC - disrupt - intrigue - click

Disrupt- yellow

Intrigue- green

Click- blue

Email

Subject: The TRUTH about AmEx cards that will make you CRAVE for one..

Have you ever paid the bill at a restaurant with your friends?

Were your peers **astonished** at the card you pulled out?

In a world full of status symbols you would not want to be left behind.

How would a premium metal card that screams *wealthy* and *affluent* feel in your hands?

Truthfully, an AmEx card is not for everyone.

The American Express cards cater to *high-spenders* who travel frequently and want a wide range of luxury travel perks and lifestyle benefits.

Feel *prosperous* around your peers and family members.

Apply for an AmEx card today and be worth more.

[Click here](#)

PAS - Problem/pain/desire - amplify - solution

Pain/Desire is highlighted in Yellow

Amplify is highlighted in green

The solution is highlighted in blue

Email

Subject: NEVER look DESTITUTE in front of your peers again.

Do you feel **prosperous** when you are paying?

Does it **elevate** your status when you get your card out?

Status is a relative social or professional standing.

In a world where everyone is playing the status game,

Do you really want to be left behind?

While your peers slowly get ahead of you,

Here is your chance to *uplift your status* and *improve your social standing*.

[But how?](#)

Here is the solution.

An **American Express card** that not only has *numerous* benefits but is considered a *status symbol* because of its *exclusive benefits*, *high annual fee*, and *reputation* as a premium metal credit card.

[Click here to apply.](#)

HSO framework

Hook-story-offer

Hook is yellow

Story is green

Offer is blue

Email

Subject: WARNING! After using your AmEx card, you won't ever look at your other cards.

On a cool and cloudy day, cleaning my wallet I came across a metal card that I cherished dearly.