

# Short Form Copy Mission



Avatar:

John

35

Upper middle class

Researched similar ads of the time and found Volkswagen's marketing scheme was typically about drivers setting themselves apart from other drivers, about owning something different than the neighbors had. In addition, many of their ads are centered around admitting faults in their own products or making jokes at their own expense but returning with the products' redeeming qualities.

# D.I.C Example

Disrupt is in Yellow

Intrigue is in Blue

Click is in Green

**Subject Line: It happened again..**

**He did it again...**

For the **third** year in a row my neighbor Bill had to take his car to the shop again.

Bill didn't prepare his car for winter.

**Don't be like Bill.**

Bill doesn't know the SECRET

All I do is get my oil changed and I'm set for winter.

Get yourself a Volkswagen and never spend another winter season shelling out your hard earned money to mechanics!

[Click Here.](#)

And find out exactly what I did and why I don't have to lift a finger when winter comes.

# P.A.S Example

Pain/Desire is in Yellow

Amplify is in Blue

Solution is in Green

**Subject line: Enough is Enough!**

**IF you have to take your car to the shop every winter STOP!**

**STOP** putting up with inadequate cars

Cars that can't handle a little cold air!

**STOP** giving your money to the same mechanics

The same mechanics that know damn well you'll be back next winter!

**STOP IT!**

Enough is Enough

Dont be someone who accepts inadequate

Be someone who only accepts the best

If you love giving your money away dont read any further.

But if you are tired of tired of settling.

**[Click here to see how you can change everything.](#)**

# H.S.O Example

Hook is in Yellow

Story is in Blue

Offer is in Green

**Subject Line: I'm finally done losing...**

**What I did to finally stop losing money to the auto repair industry, PLUS exactly what I did to thousands.**

Last winter I spent nearly **\$3,000** in car repairs.

I the money I could have spent to take care of my family or to take them on a trip went to fixing my mistake.

I had been told time and time again that when winter comes I need to make sure my car is ready for winter.

But with a 9 to 5 job, the kids' school, and all the obstacles life throws at us I wasn't able to make the time to complete things like "draining my radiator fluid".

This was not the first time I lost big to winter, and I didn't think it would be the last.

That was until my neighbor told me a **SECRET**.

Now when winter rolls around you know what I do.

**NOTHING!**

I kick my feet up and I don't worry about a thing.

No more trips to the mechanic

No more completing hundreds of tasks to make sure is ready for winter.

I've been able to take my family on vacation with all the time and money I've saved.

*If you want to see exactly what I did to change my life click here.*

