

DIC

1. Disrupt
2. Intrigue
3. Click

Subject line: How to stop your winter pains once and for all!

Ordinary cars should take no more than 8-10 seconds to start during Winter.

That's fast! - If you forget about the hours of thorough maintenance needed before the thing can even get on the road.

That's fine! - If you ignore the frigid winter air drying up your eyes, and the soggy socks you're standing in, while you attempt the impossible task of pouring antifreeze into the reservoir with shuddering hands.

You wish you could just stay under the covers for a little longer, but if you did, your car might not work. You would be late.

With enough of these, you lose your job.

Then why can some people afford this cozy luxury?

Why can they slip into a warm shower after waking, sip hot coffee before leisurely strolling out the door, and still be on their boss's good side?

What is their secret to not feeling groggy in the morning, being liked by co-workers and respected by their boss?

Discover the one secret these people have in common now.

PAS

1. Pain (or desire) - Wishing they could be comfy in their house instead of outside in the cold. - Not knowing how to fix this (low awareness)
2. Amplify -
3. Solution

Subject line: You might want to know this if you (and your car) hate winter.

Let's face it. Winter sucks.

You know this. Your car knows this. Even bears know this.

Unfortunately, humans and cars can't hibernate.

We all know how annoying winter is for us car owners (Especially the dedicated ones serious about doing things right.)

We wish it was quick and simple: Get in, start engine, heater on, go.

Instead, we're checking hoses, draining radiators, warming batteries, in freezing wet snow, for hours.

The fact is, winter makes having a car **less** convenient and **more** stressful.

But not for some.

There's a group of people who live just as you do, with one difference: They pass winter easier, quicker and in dry socks.

They eat like you, sleep like you, make as much money as you, but when they get into their car, they still feel their fingers.

And it's not because of expensive gadgets, complicated maintenance, or even waterproof shoes.

It's because of one smart decision they made, that many were not ready to.

It's cold out so I'll make it quick.

This is exactly how they did it. Click here if you're ready to discover their secret.

HSO

1. Hook
2. Story
3. Offer

Subject line: How to double your income (from someone who's done it).

It all happened on this one morning...

I was jolted awake by the screeches of my digital alarm clock.

"Just 5 more minutes," I thought as the alarm echoed through my skull.

I finally dragged myself out of bed.

My eyes widened with anxiety as I looked at my phone.

"Monday, 9:21AM", "3 missed alarms".

Shit.

It's been almost half an hour, and I'm still half naked!

"It's fine; I can still make it," I rationalized. "Work starts at 10".

Frantically, I whizzed through the house, scrambling into my suit and grasping for my keys while flinging the toothbrush into the kitchen sink.

It was 9:30 at this point.

"Just enough time!" I sighed with relief.

Slinking into the cold leather seat of my car, I jammed my keys in and turned the ignition switch.

The sounds that came next sank my heart into my guts.

I turn the switch again to hear the engine sputter and choke.

Fast-forward an hour. I'm getting yelled at in my boss's office. The door was wide open.

The carpet turned into a dark splotch as the sweat and half melted snow drenched the floor beneath.

I squelched in discomfort in my soggy socks, wishing I was anywhere else but here.

I still feel the burns of my co-workers' gazes on my back.

I was sick and tired of this happening. My car was going to cost me my job AND my neck!

Luckily, hearing this incident, my friend offered to drive me the next morning, asking that I only listen to what he had to say...

Since that talk, I had more time, energy, and also found more success at work!

I was promoted twice in the following four months, and now make more than twice what I used to!

I want to show you how you can do the same.

[Click here to learn the one secret to success in work and in life, *once and for all*.](#)

Research:

1. Who? People who live in extremely cold climates and dislike maintenance of their car.
2. Where are they at? Winter is coming and they are dreading the inconveniences of maintaining their car in the cold climate. They dislike the chilling and wet weather, and especially working uncomfortably when they could be cozying up in the comfort of their warm home.
3. Where do I want them to go? Find out more about the Volkswagen and how it is superior in surviving the winter with minimal effort by clicking a link.
4. What steps? Read the thing, remember the pain and discomforts of caring for their vehicle in the cold snowy winter. Imagine what life would be like if they didn't have to do this, and the joy and relaxation they could experience instead. Show how Volkswagen can bring this feeling to them. Show how this car is better than their car, even without considering the winter specs. Help them to learn more and consider if this car is right for them to solve their problems and make their lives better.

Pains

- Cold weather
- Wet shoes
- Early mornings before work

Desires

- Time
- Comfort
- Convenience