

Examples of Short Form Copy

DIC Example (Disrupt/Intrigue/Click)

Disrupt in Yellow

Intrigue in Blue

Click is highlighted in green

 John Carlton - Lesson #1 of your copywriting course w John Carlton _ Aaron Gentzler.pdf

Email

Subject Line: Unlock Copywriting Secrets

Request granted! You sought a breakdown of email copy, and now it's delivered right to you.

Today I am revealing the secrets of my email copywriting process. Embark on a transformative journey, as I unravel the art of email writing. Guiding you from the first line to final flourish.

Ready to elevate your content game and take the next steps to unlock the powerful impact of content?

Click here to discover the exclusive technique now.

PAS Example (Pain/Amplify/Solution)

Pain is highlighted in Yellow

Amplify is in Green

Solution is in Blue

Email

Subject Line: Break Free and Start Crafting Your Own Unique Voice in Copywriting

Feeling stuck by the constant struggle to grab attention and evoke action with your words?

Trapped in a relentless cycle and overwhelmed by the perpetual struggle to seize attention?

Are you someone that can fight the uphill battle and leave an indelible mark on your audience?

Or do you continue to read countless books on copywriting that you haven't translated into

mastery? Unleash your individuality in your messages, and make an enduring impression on

your audience.

Your quest for quality copy ends now! Unlock a world of possibilities with just one simple

action-**Click Here** now and step into a realm where opportunities await at your fingertips.

Explore the comprehensive guide within to uncover the essential elements to transform into a

proficient copywriter.

Click here to kickstart your transformation and become a proficient copywriter.

HSO Example (Hook/Story/Offer)

Hook is in Yellow

Story is in Green

Offer is in Blue

Email

Subject Line: The Art of the Skilled Wordsmith

In a distant land, lived a skilled wordsmith who had the ability to weave tales with the power of pen and persuasion.

With each stroke of his pen, the wordsmith had an extraordinary gift, the power to connect on a profound level. Whether it was the joy of success, the sting of heartbreak, or the thrill of anticipation, every word was woven into the fabric of storytelling. The wordsmith's empathetic touch turned stories into immersive experiences, allowing the audience to feel deeply and authentically. This gifted wordsmith understood that by delving into the emotions of the audience, his narrative became a shared journey, resonating in hearts and minds alike. The Wordsmith's secret lay in the profound understanding that by creating an intimate connection, The audience was not just reading words on a page; they were a part of the story themselves. With plot twists and character development, the audience were not merely spectators but active participants in the emotional tapestry he created. The wordsmith's tales held the power to transport readers to worlds filled with genuine emotions and shared experiences. As you embark on your own journey through the enchanted narratives of the skilled wordsmith, you're not just witnessing a story unfold; you're entering a world where storytelling becomes an unforgettable

adventure. Immerse yourself in the experiences created by the wordsmith and become a part of the narrative, as the wordsmith envisioned. Join the adventure, and let the wordsmith's legacy live on through your own experience. Your story awaits.

Unlock the door to a world where storytelling becomes an unforgettable adventure.