

DIC

Selected product: Focus pills (Qualia Mind).

Disrupt is highlighted in yellow.

Intrigue is highlighted in turquoise.

Click is highlighted in green.

You won't utter a single bad word about upcoming work ever again.

Studies by, among others, Gloria Mark, PhD, from the University of California, Irvine, confirm that every year, attention spans are getting shorter, especially among young adults.

Ever found yourself wondering:

- "Why do I struggle to find even a single solution?"
- "Do I really have time for another break?"

We're here to eliminate every doubt and make the "shrinking attention span" an issue of the past.

Thanks to our team of expert neurobiologists, we have invented a pill proven to be significantly more effective than your daily coffee.

[Click here to witness the enormous effectiveness gap for yourself].

What sets us apart is our attention to EVERY single aspect one's brain needs to function at the highest level, including:

- Motivation,
- Mental focus,
- Memory.

Click here to leave caffeine behind and truly elevate your mind 🖱️💊

<https://.....>

Older DIC:

 DIC

Changes made:

1. Fixed Disrupt section, shortened it and cut off the “sound salesy” part.
2. Increased the trust by providing specific studies.

Frankly, I did a little research on this. I just made sure the study I borrowed relates to my version of copy.

Question: Maybe the following approach is better:

Look out for studies about topic X, list stuff that repeats, include that stuff to the copy and make the copy fit the study rather than study to copy.

3. Changed a question in the “Ever found yourself wondering...”.
4. Little grammar and wording corrections - using not crazy yet fancy enough wording.
5. Added an information (link) about proof of how my product actually works better than coffee.